



UCL

Building a University Brand in a Crowded Market

Lydia Harwood and Aimee Kleinman
UCL



Introductions



Lydia Harwood

UCL - Market Research & Insight



Aimee Kleinman

UCL - Strategic Planning &
Business Partnering

The University (Branding) Challenge



What is a brand?:

Product vs Brand

A **product** is an item which is made and (normally) sold in some way. It can be replicated, but doesn't have to be physical.

A **brand** is the perception someone holds in their head about you, your product or your organisation.

What is a brand?: Product vs Brand



pepsi **MAX**

vs

IN 2018 61% CHOSE THE GREAT TASTE OF PEPSI MAX

THIS YEAR, WHO WINS? YOU DECIDE

14,642 PEOPLE CHOSE MAX OUT OF 23,983 TASTE CHALLENGE

Pepsi Taste Challenge blind sampling consumers in Great Britain between 25/07/18 to 19/08/18. Conducted by ID limited and on behalf of Britvic Soft Drinks Limited. The taste challenge was against Coca-Cola Regular, which is the UK's biggest selling cola based on Nielsen value sales data for the 52 week period ending 30.06.2018.

What is a brand?: Brand perception

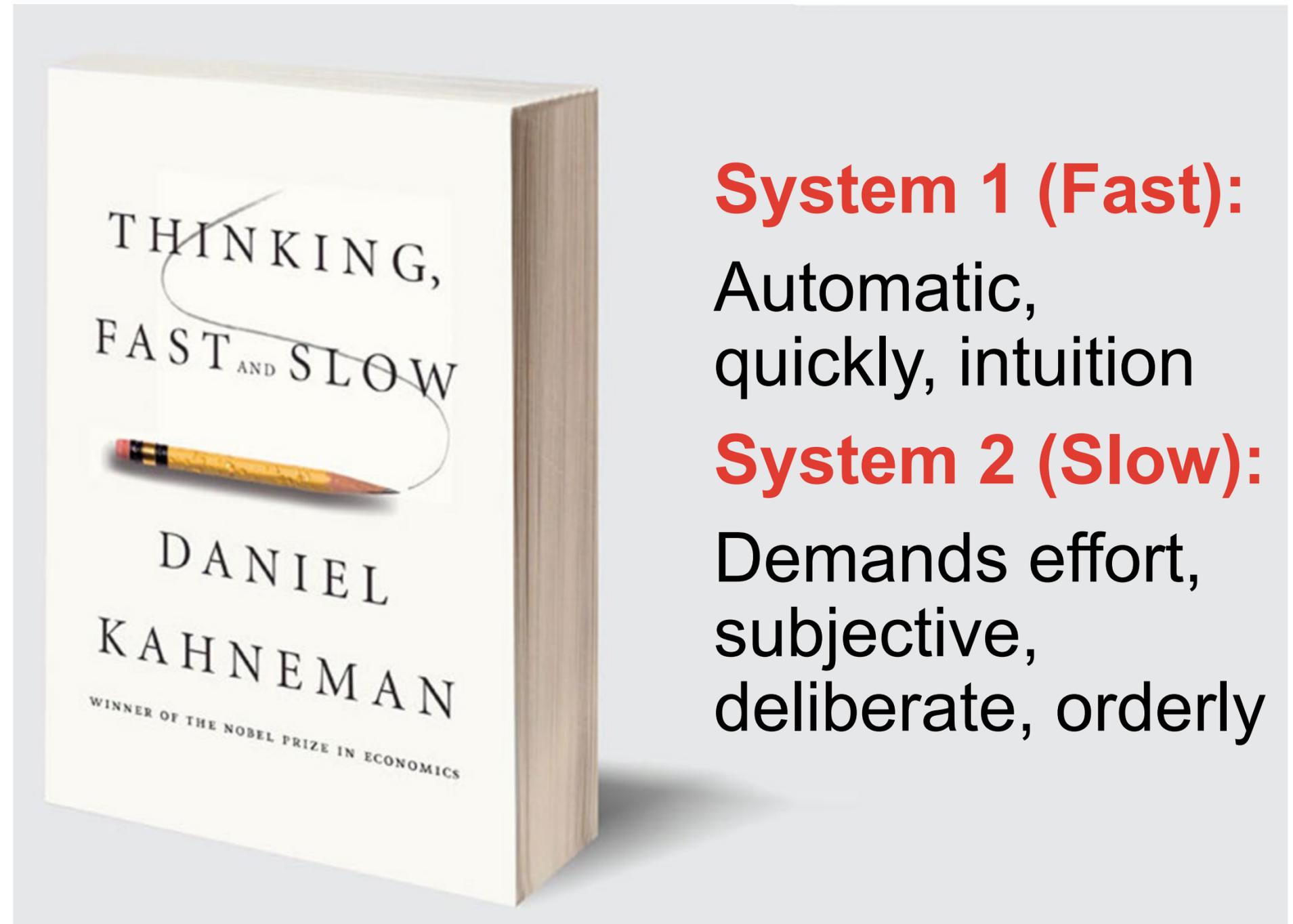
“Once you realize that a brand is merely a **perception** you realize that in the mind of any particular person, either a brand exists or it does not. Your nosey neighbor has a brand in your mind; someone you know nothing about does not.”



no brand quality goods



What is a brand?: Brand perception



System 1 (Fast):

Automatic,
quickly, intuition

System 2 (Slow):

Demands effort,
subjective,
deliberate, orderly

What is a brand?: Brand perception

Name your favourite brand.

As a group, pick your favourite (and tell us why).

**Could you
do this
exercise with
universities?**

Why does a university need a brand?

So our customers, previous users, potential customers, stakeholders, investors, media sources...

- Hear of us: **Memorable**
- Tell us apart from others: **Distinctive**
- Identify with us: **Meaningful**

Memorable:
Do people
know who
you are?

Brand awareness for universities tends to come through:

- Search engines,
- University websites,
- Word of mouth,
- News and media.

Understand how to leverage those for yourself and your target audiences.

Distinctive:
Can they
tell you
apart?

Branding messages that are easily interchangeable with other universities.

Vague messages don't tell us anything.

Trying to be everything for everyone.

Intangible benefits.

Distinctive: Can they tell you apart?

‘devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally.’



‘Where the future begins’



‘A community of problem-solvers dedicated to finding innovative solutions to the world’s biggest challenges’



‘a world-renowned science and engineering Institute that marshals some of the world’s brightest minds and most innovative tools to address fundamental scientific questions and pressing societal challenges.’



‘To advance knowledge and educate students in science, technology, and other areas of scholarship that will best serve the nation and the world in the 21st century.’



‘to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence.’



‘an urban research university that has driven new ways of thinking since 1890’



‘A world-leading centre of learning, teaching and research and the oldest university in the English-speaking world.’



- MIT
- HARVARD
- CALTECH
- CAMBRIDGE
- OXFORD
- IMPERIAL
- CHICAGO
- ETH ZURICH

Meaningful:
Do they
care about
you?

Current climate towards universities
tends towards negative:

- Undergraduate teaching focus
- Fee increases / Value for money
- Poor student satisfaction
- Increasing competition (local and national)
- Poor communication of research advances and benefits

Meaningful: Do they care about you?



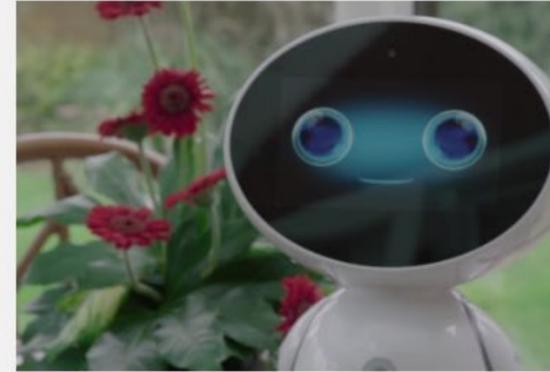
Meaningful: Do they care about you?



A new technique to help dementia patients communicate

Dr Maggie Ellis from the School of Psychology and Neuroscience at the University of St Andrews has spent dec...

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Care robots for older people

Computer technologists at the University of Gloucestershire are working with Service Robotics Ltd to develop...

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Defying Dementia campaign

The brains of people with Alzheimer's display two notable phenomena – plaques (consisting of amyloid pro...

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Dementia simulation to improve patient care

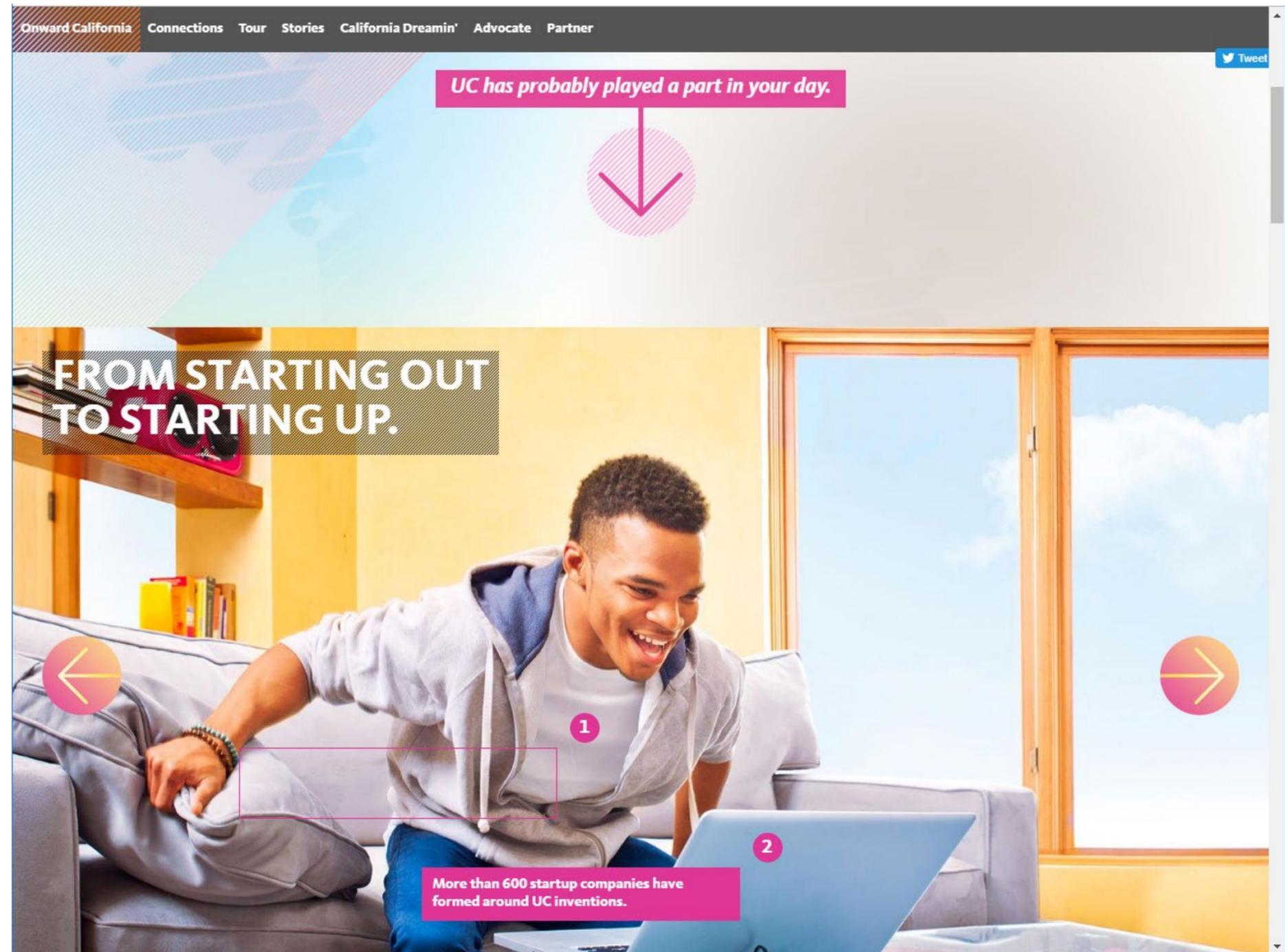


Device to help Parkinson's patients to walk

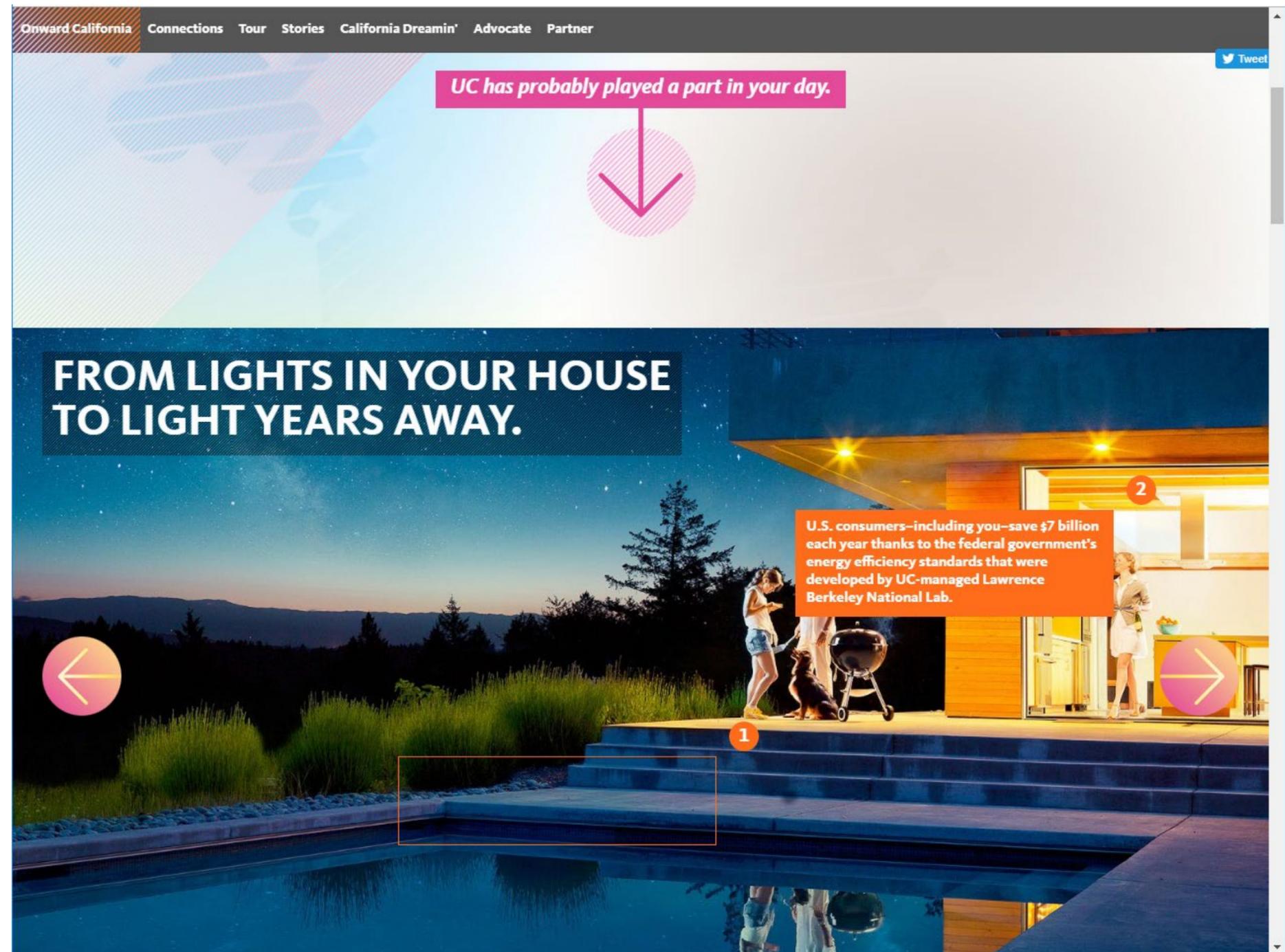


Helping people live with dementia

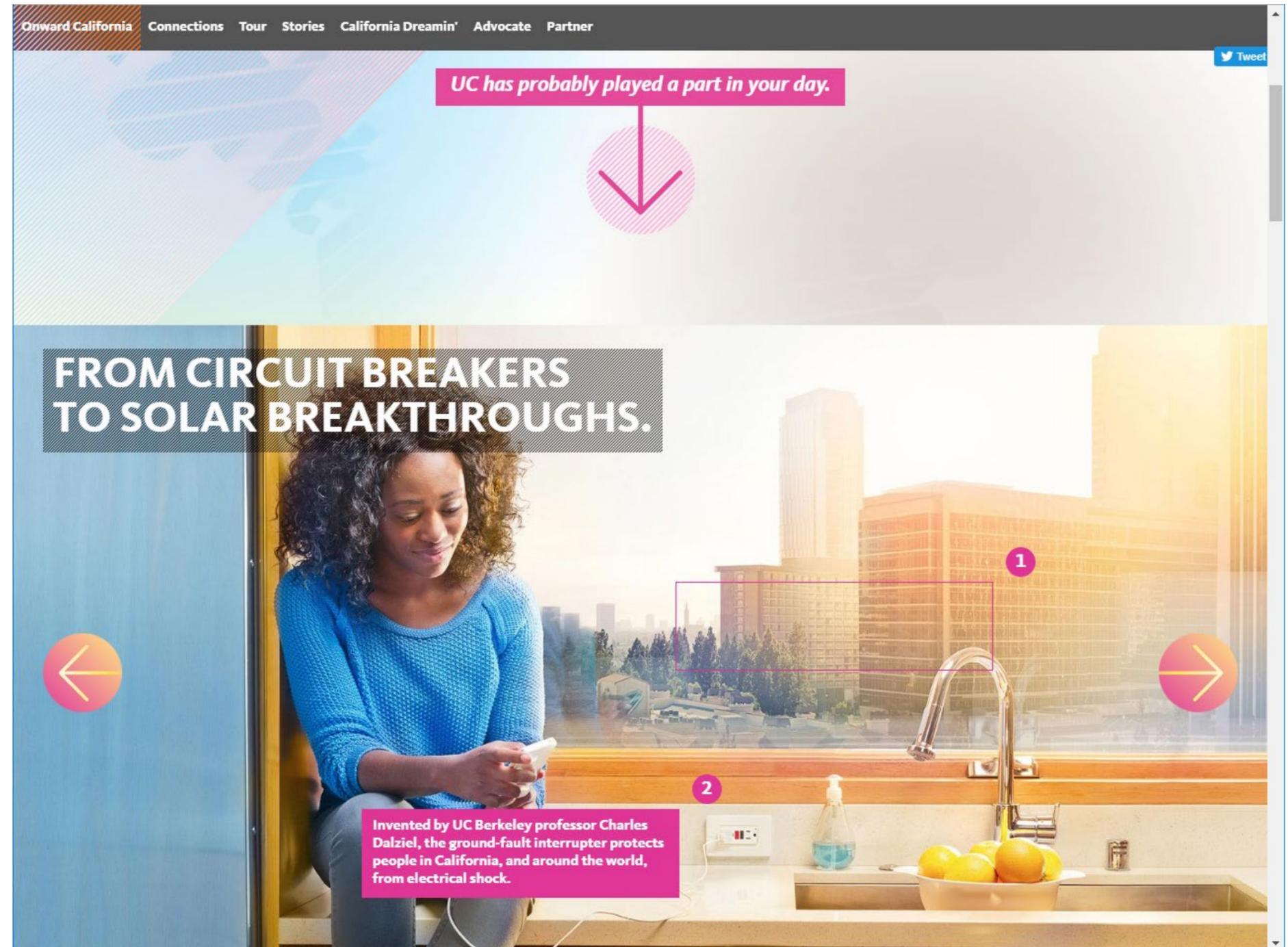
Meaningful: Do they care about you?



Meaningful: Do they care about you?



Meaningful: Do they care about you?



How is your university perceived?

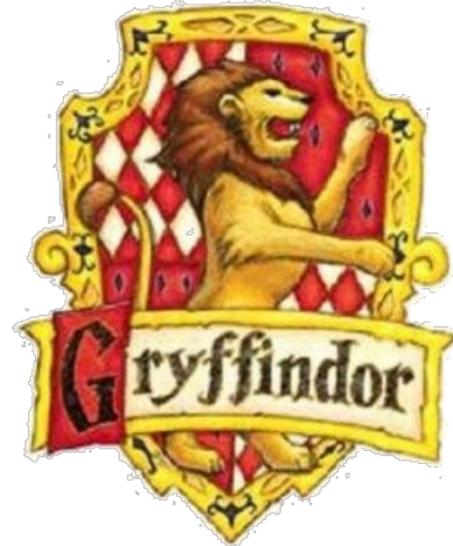
You need to know what people think, in order to know where there are risks and opportunities.

Both internal and external stakeholders can help you.

There are exercises and workshops which can quickly illuminate key ideas.

Understanding Brand perceptions

GRYFFINDOR



RAVENCLAW



HUFFLEPUFF



SLYTHERIN



Moving Brand perceptions



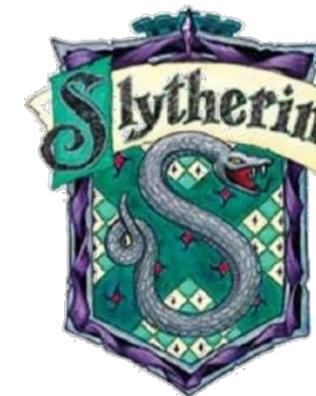
GRYFFINDOR
Brave / daring
Courageous
Chivalrous
Arrogant



HUFFLEPUFF
Hard-working
Patient
Just
Loyal



RAVENCLAW
Intelligent
Creative
Witty
Reserved



SLYTHERIN
Cunning
Ambitious
Resourceful
Power hungry

Living the Brand

Using the winning brand from earlier...

- Check-in process
- Ticket prices, travel classes
- Type of passengers and Atmosphere
- Destination
- Service and Crew
- Entertainment and Catering
- Cabin appearance and Interior

Making the most of your university brand:

Plan and Strategize

What kinds of things can we do to strengthen our brands?

- First, understand your audience and existing perceptions
- Identify the areas that need work.
- Bring your brand to life in everything you do.

**Making the
most of
your
university
brand:
Educate!**

Bringing it to life needs buy-in:

- Not just a marketing job.
- Anyone who's doing any form of marketing, public facing work, media and other activities.
- Training on understanding your brand.
- Visual branding guidelines.

A brand is your reputation.

Thank you
Any
questions?

Lydia Harwood

l.harwood@ucl.ac.uk

www.linkedin.com/in/lydiaharwood

Aimee Kleinman

a.Kleinman@ucl.ac.uk

www.linkedin.com/in/aimeekleinman