



Marketing and Communication Update

December 11, 2018



Our Objective & Process

Our objective:

- To execute with excellence UK's new brand strategy, *Achieve More Through Grace & Grit*
- Consistency: All communication and materials will have the same voice, look, and feel
 - Alignment across colleges and units: all campus units will understand the brand and how they fit into the effort

Our process & how we get there:

1. Set up the infrastructure for success: structure the Office of Marketing and Communication to support the campus in their brand-related activities
2. Partner with experts: Suzanne Oldham, Ologie
3. Collaborate with communicators across campus: listen to their needs, include them in the process, educate them on how to execute the brand with excellence, and provide oversight and direction in implementation
4. Provide tools/resources for success: develop brand tools (creative, guidelines, and processes) so communicators can effectively execute messaging



Our Objective & Process

The result:

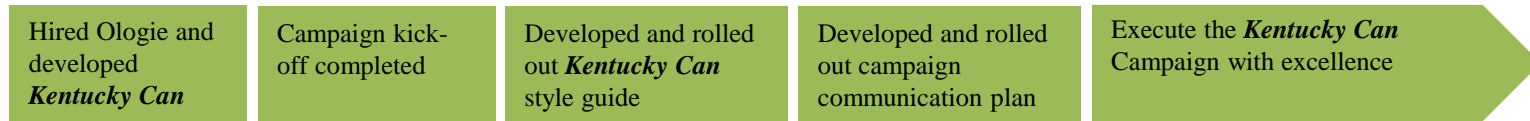
- Continue execution of brand strategy expression with Office of Philanthropy
- Develop creative platform and strategic marketing plan for Enrollment Management
- Develop creative platform and strategic marketing plan for reputational campaign
- Choose agency partner in first quarter of 2019
- Successfully extend all campaign efforts across campus by summer 2019



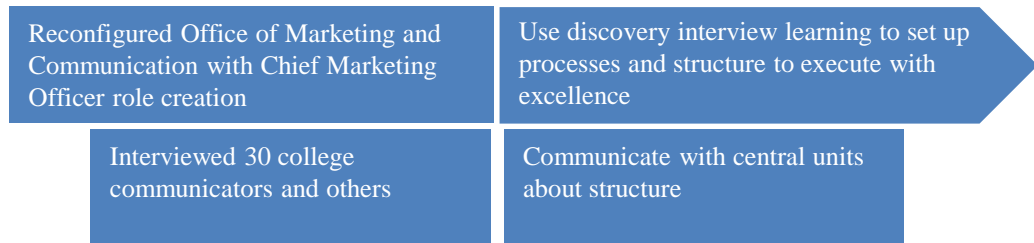
A Look Back | A Look Forward



Philanthropy Campaign



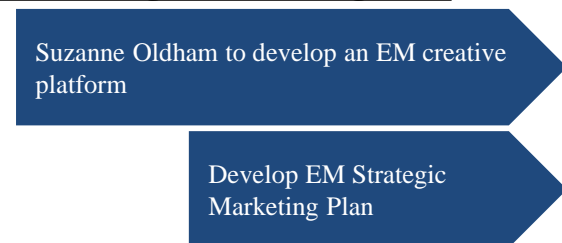
Build a brand-focused marketing and PR infrastructure



Institutional Creative Platform & Guidelines Development

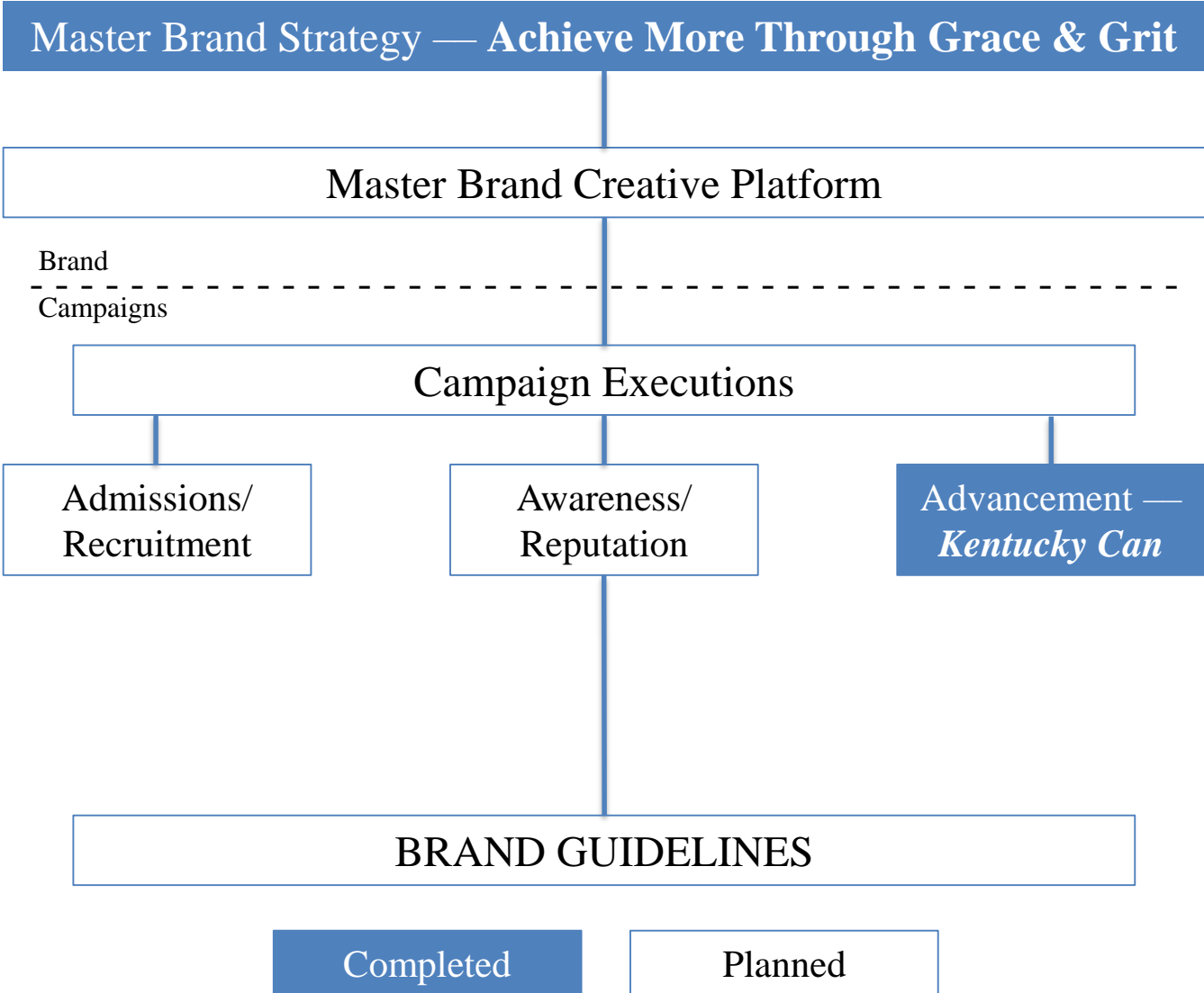


EM Creative Platform Development & Strategic Marketing Plan





A Brand Ecosystem





Questions?