

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

August

September

October

November

December

January

Philanthropy Campaign

Hired Ologie and developed *Kentucky Can*

Campaign kickoff completed Developed and rolled out *Kentucky Can* style guide Developed and rolled out campaign communication plan Execute the *Kentucky Can* Campaign with excellence

Build a brand-focused marketing and PR infrastructure

Reconfigured Office of Marketing and Communication with Chief Marketing Officer role creation

processes and structure to execute with excellence

Use discovery interview learning to set up

Interviewed 30 college communicators and others

Communicate with central units about structure

<u>Institutional Creative Platform & Guidelines Development</u>

Suzanne Oldham to develop University/reputation creative platform

Develop University-wide brand guidelines

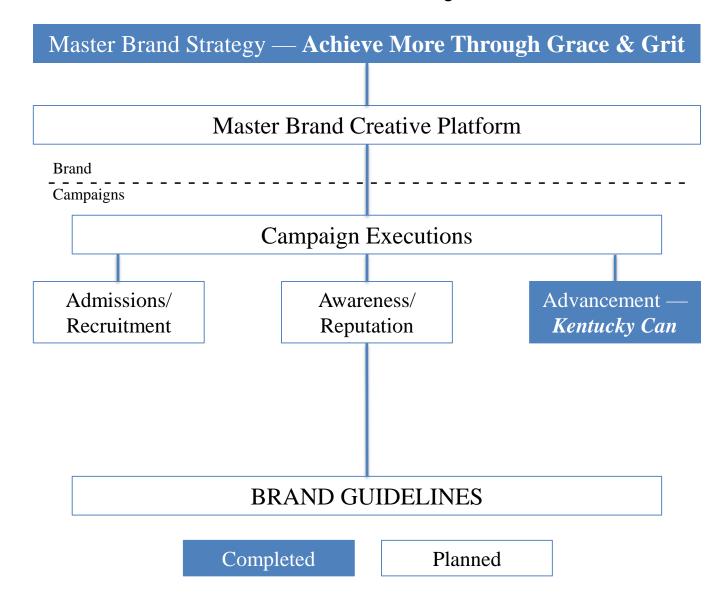
EM Creative Platform Development & Strategic Marketing Plan

Suzanne Oldham to develop an EM creative platform

Develop EM Strategic Marketing Plan



A Brand Ecosystem





Questions?