

Brand Strategy Overview

The Objective

Elevate the image and change perceptions of
North Carolina State University.

Why a Strong Brand Image is Important

- Competition is fierce.
 - For students
 - For faculty
 - For funding
 - For corporate partnerships
 - For rankings
- A single, unified brand message is more effective and more cost-efficient than many different messages that may not be linked together.
- A strong brand position provides differentiation that competitors can't copy.
- If you don't define your brand, others will continue to define it for you.

Objectives by Audience

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Higher education leadership	Enhance perceptions and credibility	Take notice

Measurement Criteria

This is not a one-time event. It is an investment over time. We will track changes in:

- Awareness
- Perceptions – are they aligned with reality?
- Website traffic and behavior
- Anecdotally, internal pride

Longer Term

- Alumni engagement
- Support from donors, foundations and the state of North Carolina
- Number, quality and geographic origin of undergraduate and graduate students
- Retention and recruitment of faculty
- Research funding
- Rankings
- Consistency of message

Strategic Framework

Research Conducted 2006 - 2008

Strategic Framework: Research Overview

Research Study	Participants	Methodology
Art & Science Group Study	National Leaders Prospective Undergraduates	In-depth interviews Phone interviews
Internal Discovery Sessions	Chancellor Provost Dean's Council Vice Chancellors Vice Provosts Board of Trustees Faculty Campus Communicators Students	Interviews/ Group discussion
Harris Interactive National Omnibus Survey	U.S. Adults/Parents Prospective Students	Online survey

Key Findings: Art & Science Group Study

- People don't know NC State or remember it.

“The one thing NC State can do to have a national impact is TO TELL THEIR OWN STORY. PERIOD.”

- Many people who do know NC State still largely associate it only with its agricultural history and athletics.
- The window for action is narrow.

Key Findings: Internal Discovery Sessions

The benefits most closely associated with NC State are:

- **Hands-on learning** opportunities that can be used in the real world
- An **exciting learning environment** that encourages creative thinking and imagination
- A **great location** that is home to some of the largest companies in the world, with a thriving culture and social life
- Better **prepares you for your career** – you learn more, faster, which means you can contribute and move up quickly
- A **“one-of-a-kind” curriculum** that combines research, engineering, science and technology with the arts and social sciences to produce innovative thinkers
- A school that looks at what’s going on in the world and creates classes and degrees that match the careers of the future (**forward thinking**)

Harris Online Study: Competitive Set

Selected based on official peer status or competitive status due to proximity

- Virginia Tech
- Georgia Tech
- Iowa State
- University of Maryland
- University of North Carolina – Chapel Hill
- North Carolina State University
- Clemson University

Key Findings: Harris Online Study

Awareness

- Awareness of NC State is low among prospective parents and prospective students.
- Virginia Tech holds the highest level of overall awareness among adults and teens, followed by Georgia Tech.
- Awareness of NC State falls into a second tier with “moderately high” awareness overall.

Familiarity

- Virginia Tech holds a slight edge in terms of people having at least a little familiarity.
- Familiarity with NC State is second lowest among adults and on par with other universities among teens.

Favorability

- Between a third and a half of the U.S. adult population is not familiar enough to be able to offer an opinion of the seven schools tested – all seven schools tested are “known in name only” by approximately 50% of U.S. adults.
- UNC – Chapel Hill holds a slight edge in terms of “extreme” favorability.
- Neither adults nor teens have a strong impression of any of the schools in the survey.

Importance of Various College Aspects

- “Hands-on learning opportunities that can be used in the real world” is the most persuasive concept among adults and teens.

Research Summary

- Familiarity is low, misperceptions exist, but NC State has no major negatives to overcome.
- There is little to no differentiation within NC State's peer set – NC State has a clear opportunity to lift awareness and change perceptions.
- The timing is right and NC State is positioned to deliver on the most persuasive benefit among adults and teens – “Hands-on learning opportunities that can be used in the real world.”

North Carolina State University Brand Platform

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Core values

Drive focus

*Excellence
Innovation
Collaboration
Curiosity
Pragmatism
Relevance
Accessibility/Approachability
Responsiveness*

North Carolina State University Brand Platform

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Brand promise	Drives actions	<i>Innovation</i>

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Brand tone and manner	Drives look, feel, voice	<i>Confident, yet approachable Proud, yet grounded Impatient, yet focused</i>

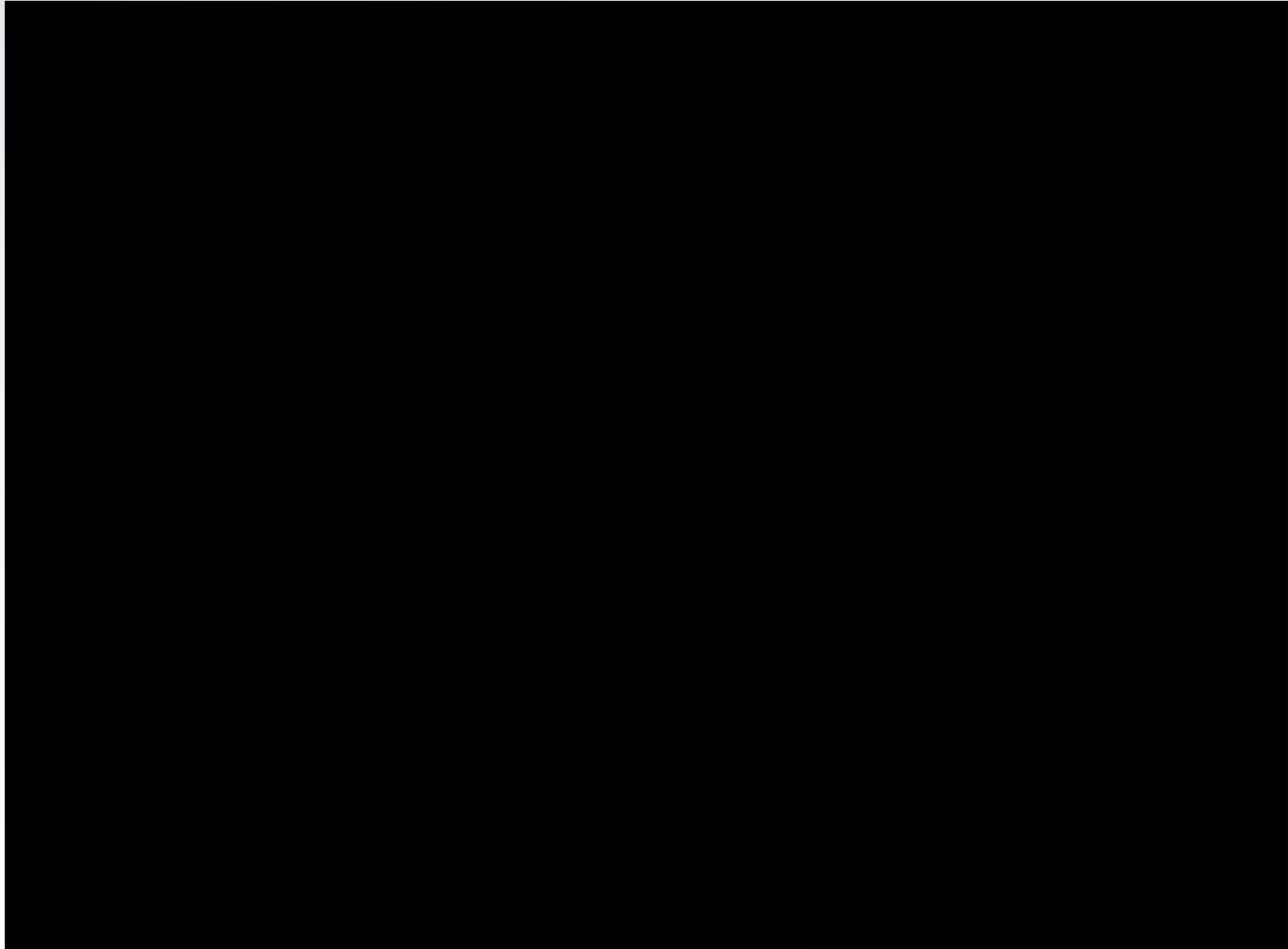
North Carolina State University doesn't believe in slowing thought down.

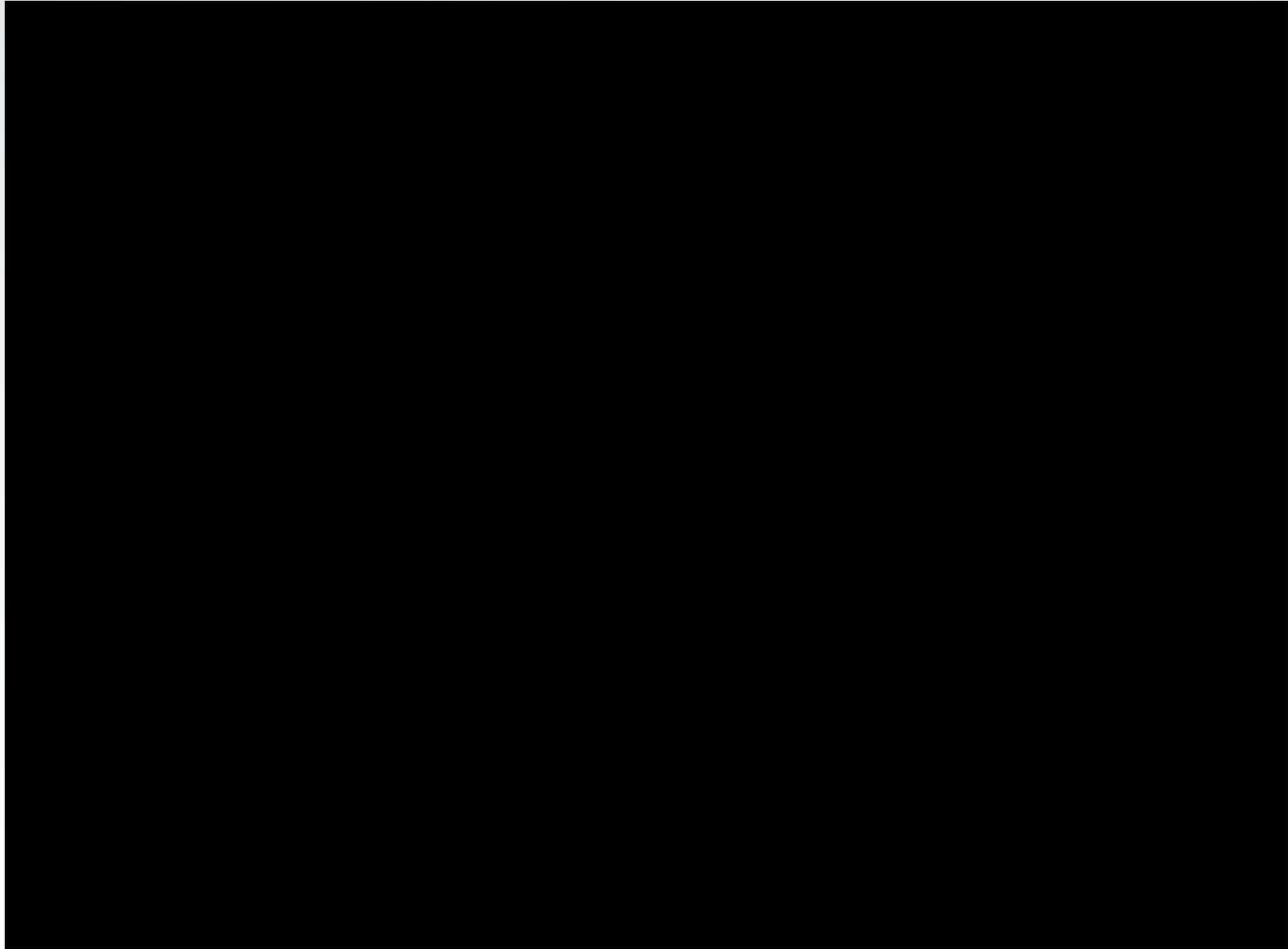
We are curious, impatient, eager. Eager to create brighter minds, brighter solutions and a brighter future for the state, the nation and the world.

We require relevance, embrace collaboration, and value innovation to the extreme, keeping it moving all the way to completion. From bioscience, to cancer research, to new energy solutions, we are pushing the world forward and making it better.

North Carolina State University. We know if we're going to make a big impact on the world, we can't do it at half-speed.

Brand Creative





Radio



Print



WHILE OTHERS WAIT FOR THE FUTURE TO ARRIVE, WE WAIT FOR IT TO CATCH UP.

We don't want to dream about the future. We want to hold it in our hands. Right now. That may sound overly impatient, but it's an attitude that leads to great things. Like inventions. With patents. At North Carolina State University the projects we're working on right now will make an impact on the world. So we figure, why wait around for the future? Just focus your energy on the present, and the future gets here a whole lot faster.

NC STATE UNIVERSITY

ncsu.edu

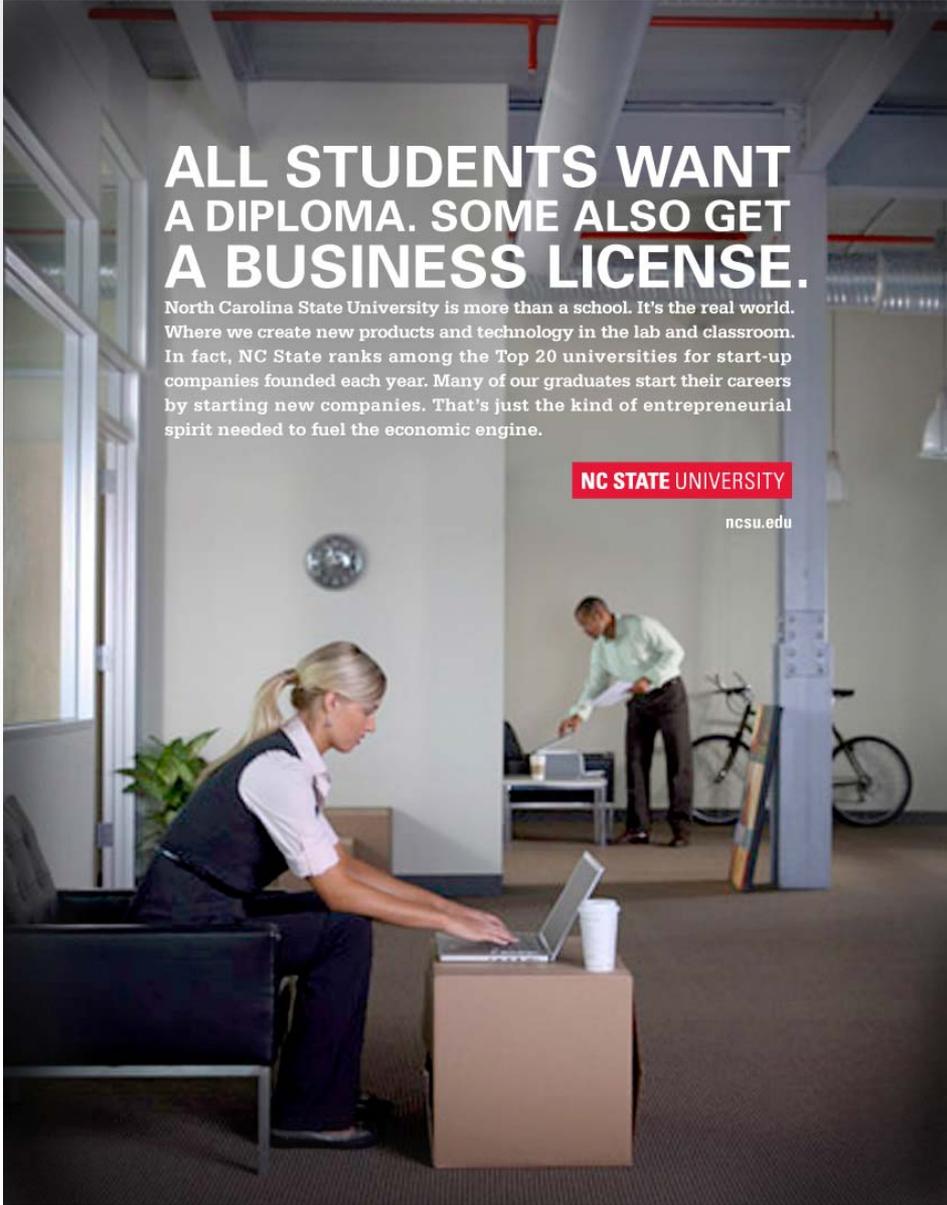


ON THE RIGHT FEET THEY BECOME RUNNING SHOES

■ For a North Carolina State University graduate these aren't normal business shoes, they're corporate ladder-climbing, glass ceiling-breaking, corner office-finding shoes that will leave the other college grads in your wake eating a big, dusty trail of, "Where did she go?" NC State graduates have already been running in the real world. Doing real things with real companies. Want hands-on experience that gives you a leg up? Spit polish your credentials, shine up your thinking and enroll at NC State. Where we'll make sure you're at least two feet ahead.

NC STATE UNIVERSITY

ncsu.edu

A woman with blonde hair in a ponytail, wearing a white shirt and a dark vest, is sitting on a black chair and working on a laptop. The laptop is on a small brown table. In the background, a man in a light green shirt and dark pants is standing and looking at a document. There is a bicycle and some equipment in the background. The setting appears to be a modern office or lab.

ALL STUDENTS WANT A DIPLOMA. SOME ALSO GET A BUSINESS LICENSE.

North Carolina State University is more than a school. It's the real world. Where we create new products and technology in the lab and classroom. In fact, NC State ranks among the Top 20 universities for start-up companies founded each year. Many of our graduates start their careers by starting new companies. That's just the kind of entrepreneurial spirit needed to fuel the economic engine.

NC STATE UNIVERSITY

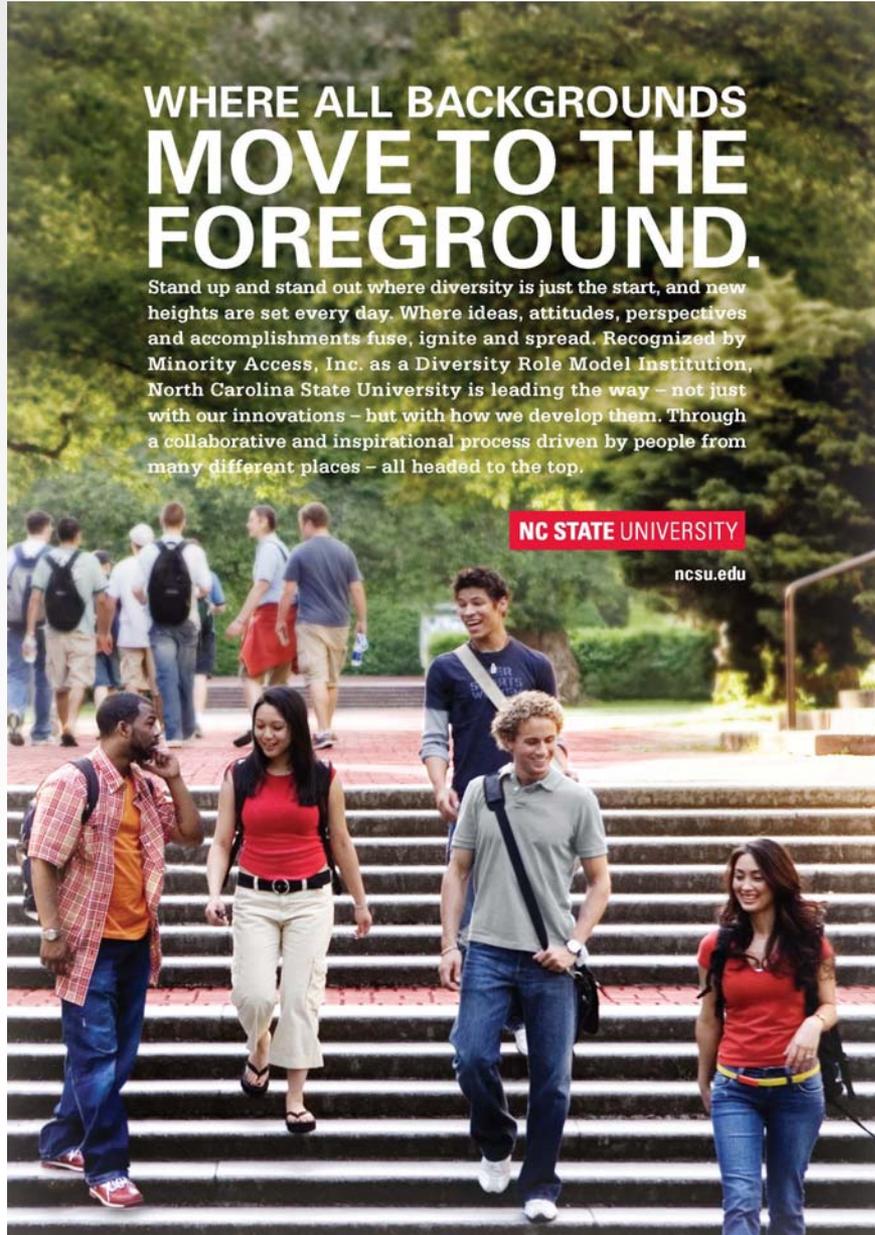
ncsu.edu

WHERE ALL BACKGROUNDS MOVE TO THE FOREGROUND.

Stand up and stand out where diversity is just the start, and new heights are set every day. Where ideas, attitudes, perspectives and accomplishments fuse, ignite and spread. Recognized by Minority Access, Inc. as a Diversity Role Model Institution, North Carolina State University is leading the way – not just with our innovations – but with how we develop them. Through a collaborative and inspirational process driven by people from many different places – all headed to the top.

NC STATE UNIVERSITY

ncsu.edu



AT NORTH CAROLINA STATE UNIVERSITY RED MEANS GO

FEEDBACK
Drop us a note.

HOME

CAMPAIGN
Getting up to speed.

INNOVATIONS
Questioning the answers.

KNOWLEDGE
Accelerating ahead.

IMPACT
Making change.

FREEBIES
Showing your pride.

WE DON'T BELIEVE IN
SLOWING THOUGHT DOWN.

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At NC State University, we know that to make a big impact on the world, we can't do it at half-speed.

LAUNCH TELEVISION SPOT ▶



Red means go.

ncsu.edu



**Maybe the yellow brick
road is really red.**

ncsu.edu



Question the answers.

ncsu.edu



**The autobahn
of innovation.**

ncsu.edu



**What did you invent
at school today?**

ncsu.edu



Initial Campaign Feedback

Initial Campaign Feedback

“It really conveys the message that NC State is on top of the game of life and career development. It made me proud to be an alumnus. As a former recruiter for the College of Textiles, I can only believe that this campaign will help the current recruiters for that esteemed program to be more successful in their efforts as well.”

“It gave (the audience) a fresh look at State. Made us look "cutting edge," like we are.

“Personally thought it was obviously better than anything we've done before, and really can't remember a commercial for a university promoting itself so confidently...Said some good, factual stuff that people wouldn't generally know about State.”

Initial Campaign Feedback

“Best State ad I've ever seen! Edgy, bold, different, got the point across and showed a different side of State.”

“I think it would certainly appeal to the types of people they are trying to attract. It's current. Relevant. And it's very clear about why someone should go to NCSU. Things move so fast, but they are steps ahead of everyone else. So if you want a job in today's world, go to NC State. I like it.”

Integrated Media Strategy

North Carolina State University Go-To-Market Strategy

Audience	Year One Tactics
Current students, faculty, staff	On-Campus Presence
North Carolina Business Community Parents of Prospective Students (within NC)	<u>Regional</u> Print (MNI News Network and Business NC) Television Radio Websites <div data-bbox="1360 382 1754 539" style="display: flex; justify-content: space-around; align-items: center;">    </div>
North Carolina State University Alumni	<u>Regional</u> Print (MNI News Network) Broadcast Television Cable Television Websites Wolfpack Sports Marketing
Prospective Students aged 17 – 25 years old (nationwide)	Social Networking Sites <div data-bbox="1447 1158 1673 1239" style="text-align: right; margin-top: 10px;">  </div>
University Peers	Chronicle of Higher Education

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Public Relations

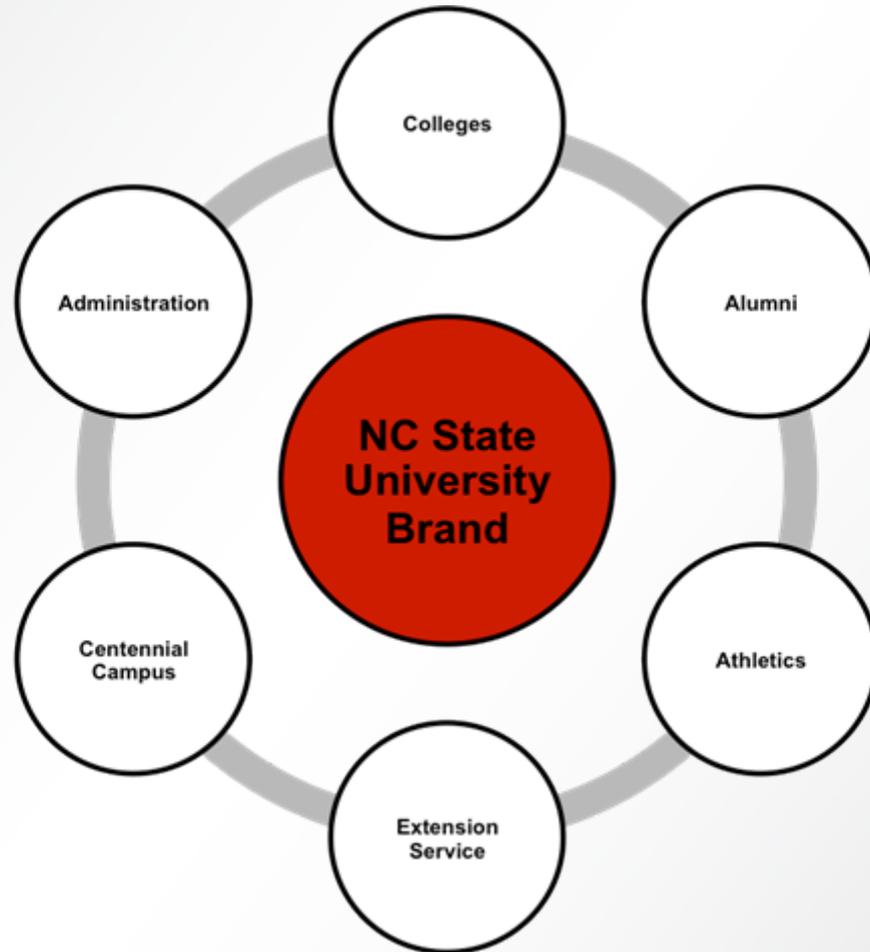
- Work with News Services to tell the NC State story on a national level
- Focus on top tier national media such as *The New York Times*, *Wall Street Journal*, CNN, NPR, *Chronicle of Higher Education* and more
- Use a mix of news and feature pitching, face-to-face desk-side briefings with spokespeople and on-campus media tours to drive coverage
- Pitch stories that support the brand positioning, reach multiple target audiences, have a strong spokesperson, and elevate the image and reputation of NC State

Laying the Foundation

We are here



Building the Brand



Brand Strategy Overview