

The
W



Situation

Branding.
Who cares?



MILLSAPS
COLLEGE

Ole Miss



UF UNIVERSITY of FLORIDA

THE UNIVERSITY OF
ALABAMA



BELHAVEN
UNIVERSITY



The W = ?



**BRANDING
FROM THE CORE®**

The logo for Business International Machines is a stylized, three-dimensional cylindrical emblem. The word "BUSINESS" is written in a bold, white, sans-serif font along the top edge of the cylinder. The word "INTERNATIONAL" is written in a smaller, white, sans-serif font along the middle band of the cylinder. The word "MACHINES" is written in a large, white, sans-serif font along the bottom edge of the cylinder. The entire logo is set against a dark blue background with a red and white geometric pattern at the top and bottom.

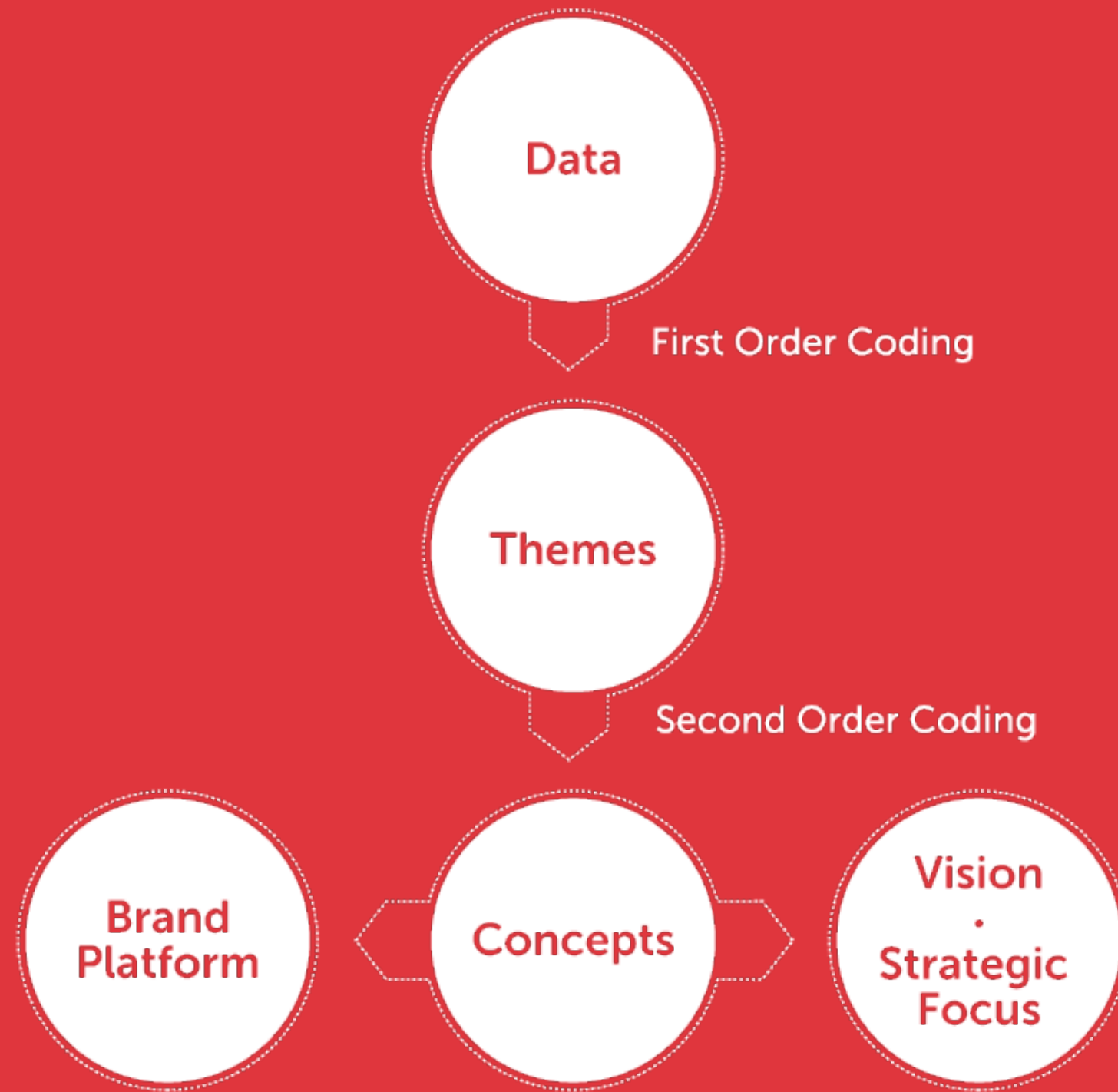
IBM®

Methodology



Analysis & Process

Analysis



Brand Platform Pyramid



Findings

Core Values

- Respect
- Integrity
- Diversity
- Honesty
- Community
- Quality
- Love of learning
- Leadership

Core Strengths

- Physical Environment
- Social / Psychological Environment
- Legacy and Tradition
- Quality of Instruction and Academic Excellence
- Tuition Value and Access
- Leadership and Community Service Opportunities

Personality

- Tenacious
- Hard Working
- Resilient
- Trail Blazer
- Uniquely Southern
- Intellectual
- Leaders
- Caring / Nurturing
- Independent
- Individual

Differentiation

Students, faculty and staff at *The W* experience a personalized, intimate 4-year academic environment embedded in a culture that embraces, encourages and celebrates the unique gifts and potential of each individual.



Position

The W celebrates the promise of each individual.
It is the choice for those seeking a high quality
public university education experience.

Position

Students and faculty attracted to *The W* are seeking a more intimate, personalized 4-year education experience usually characteristic of private institutions.

Position

It is a safe, personal and challenging learning environment for those who seek to distance themselves from the complexity of large institutions.

Vision

The W provides a globally relevant, regionally competitive, 21st century educational experience for those seeking a public university experience in a personalized setting with a private university feel.

Areas of Strategic Focus

- Stakeholders Unified
- Stability of Leadership
- Image Development
- Student Life
- Athletics and Intramural Participation
- Enrollment Growth
- Infrastructure Renewal, Including Technology
- Private giving
- Student leadership
- Community Involvement
- Quality Assurance

The
WW

One Long Blue Line