Internal Brand Launch
Why We’re Here
The Midwest, even more specifically Central Wisconsin is suffering from the effects from a demographic shift and a changing economy. With fewer students and more and more options for education, enrollments have been significantly impacted at UWSP. Lower enrollments at UWSP do not only threaten the school itself, but also the communities in which they are an integral part.
So How Do We Change That?
Our Challenge: Build a marketing campaign that speaks to the future of Stevens Point.

We must build an emotional and empowering marketing campaign that aligns to the mission and vision of the university in order to create excitement and forward momentum for the university as a whole.

But, in order to do so, we must first start with identify who UWSP truly is as a brand in order to make the campaign compelling and relevant.
THE KEY IS CREATING UNIQUE VALUE AND A CLEAR POINT OF DIFFERENTIATION.
80% of purchase decisions are based on emotion.
Our values trigger our most powerful emotions, because they reflect fundamental choices of who we are and who we want to be.

A value is a guiding principle that people use in their daily lives to reflect our sense of right and wrong, or what “should” be.
IN OTHER WORDS...

VALUES
lead to
EMOTIONAL CONNECTION
leads to
ACTION
Leveraging the shared value between brand and audience becomes the foundation of a meaningful, lasting relationship.
Our Approach

UWSP, in collaboration with BVK, is completing a multi-phase brand discernment process to develop a brand platform that activates the brand, engages its audiences, and drives enrollment and advancement.

Discovery & Assessment
- Kickoff & Immersion
- Stakeholder Interviews
- Audit of Existing Information
- Competitive Audit

Brand Positioning
- Brief Development
- Brand Value & Positioning
- Brand Workshop

Creative Concepts
- Creative Messaging Concept Development
- Creative Concept Presentation
Where is the White Space for UWSP?
What is the competition focused on?

+ Academic Excellence
+ Real-world Experience/Career Readiness
+ Diversity and Inclusion
+ Global/Environmental Impact

While our target audience cares about these things, they are not unique and do not create the emotional connection that drives their decision-making behavior.
What sets UWSP apart?
An unwavering commitment to student success.
Dedication to enriching the communities of which they are an integral part.
Pioneers in creating the future of education for the region and beyond.
Yet there is a sense that UWSP is still a hidden gem because it is too humble to let their achievements shine...
UWSP Values and Positioning
We position brands on the premise of connecting on a core human value shared by the brand and its audiences.

- **Brand Core Values**: Core beliefs of the people inside the organization
- **Audience Personal Values**: Core human values of the people the brand serves

**Shared Values (Sweet Spot)**
A Shared Value Represents the Foundation of Brand Positioning

+ We start with a list of over 500 values and, through gaining an understanding of the brand and the needs and expectations of target audiences, narrow it down to a single value that is central to the brand and craved by the audience.

+ That value is reflected in all brand communications and brand experiences.
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<th>Independence</th>
<th>Community</th>
<th>Persistence</th>
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DETERMINATION  TENACITY  FORTITUDE

COMMITMENT  HARD-WORKING  PERSEVERANCE
Fierce Determination
Unwavering Passion
Strong Character
Persistence
Entrepreneurial Spirit
Unwavering Passion
Hard-working
What is Persistence?

The drive and determination to overcome any obstacle that is thrown your way in order to reach your goal.

Hard-working and dedicated to seeing something through to the end. Persistence means you are committed to never giving up. You are ambitious and unwavering in your pursuits.

Often the only difference between those who succeed and those who don’t is the ability to keep going long after the rest have quit.
UWSP Manifests Persistence

- Pioneering a new way to deliver education that meets the needs of today’s economy.
- Adapting to change and welcoming of new ideas to better the lives of students.
- Mentoring faculty and staff that provide students with the personalized support and guidance they need to push through challenges and grow.
- Commitment to fulfilling the promise of the Wisconsin Idea.
And Students Crave It

- Students don’t come to UWSP for the easy way out. They come here to **chase their big dream** of a better life.

- They are ambitious and willing to put in the hard-work. **Persistent and committed** to their goal, but need people to **motivate, push and embrace** them as they work towards achieving that dream.
A comprehensive regional university enriching the lives of our students and the communities we serve.

A higher-ed hybrid model that infuses the core fundamentals of a liberal arts education combined with the functional skills students need in today’s global economy.

Brand Positioning Statement

UWSP is a comprehensive regional institution that pushes the boundaries of what is possible, inspiring the change needed to create forward momentum for students and communities.
Bringing the Positioning to Life
At UW–Stevens Point, we believe in the potential that lies within each of us. No matter our background and no matter what box others try to put us in, we all possess a unique ability to rise to the challenges of our fast-changing world. That’s why our campuses are dynamic places rich in opportunities that make it possible for students and faculty alike to uncover their talents and hone their skills in pursuit of smarter solutions. Here, we hold fast to the idea that professional development is hollow without intellectual and cultural growth. We are tireless in our drive to help individuals connect with a meaningful and unfailing sense of purpose—one that inspires them to serve and stimulate society. Because when you’re fueled by a relentless purpose, anything is possible.
Creative Assets
DISCOVER YOUR PURPOSE

THE DAY YOU STEP ONTO ONE OF OUR CAMPUSES IS THE DAY YOUR PURSUIT OF SOMETHING BIGGER BEGINS

NEW WEBSITE
Website

UW-Stevens Point is launching a new branding and marketing campaign to increase awareness of our university, enhance recruitment and retention, provide a visual identity that students, faculty and staff are proud of and work to promote, and to succeed in an increasingly competitive market.

BVK, Wisconsin’s largest independent branding agency, was retained by UW System to work with us to develop the campaign. Over the summer, they conducted interviews and comparative research to learn what distinguishes UW-Stevens Point from other universities.

BVK’s research led them to recommend a brand positioning statement to convey our brand value. Informed by that, they developed a creative campaign and tag line, collaborating with University Communications and Marketing to gather feedback on options that best resonated with UW-Stevens Point’s stakeholders. Scores of students, faculty, staff and prospective students participated in the process and ultimately chose “Discover Your Purpose” as our tagline.

A photography and videography team from BVK spent three days on campus capturing our students and facilities. Our university photographer shot the powerful student portraits being used in the campaign. Over time we will integrate this new brand identity into all of our activities – and we will use it heavily in student recruitment.
Daniel's Purpose
From China
Major: Physics and Math

"The first American TV show I watched was the Big Bang Theory. I wanted to live the life of Sheldon Cooper. I came to Stevens Point at age 26, I was so immature. UWSP shaped me to what I am, my friends, my environment, physics, how to be a researcher and be a well-rounded person."

Bailey's Purpose
From Blue Mounds, Wisconsin
Major: Environmental Education and Interpretation

"I wrote a paper on what my future classroom would be, and I realized I didn't want to be in a classroom all the time. So I went to the Academic advising center, and the counselor asked me what I want to do in my free time. And I thought, who cares? I want help getting out my career goals, I'm outdoorsy, and she suggested Environmental Education. I really knew that was an option. I still get to be a teacher, but outside. That's my place. That's where I need to be."

There were 36 students from the main and branch campuses that were interviewed for the campaign. They will be featured throughout the year.
Website Continued- Behind The Scenes
SOCIAL- Viewpoint Day
ANIMATED DIGITAL AD - 300x250
ANIMATED DIGITAL AD - 300x250
ANIMATED DIGITAL AD - 320x50
ANIMATED DIGITAL AD - 320x50
MEDIA PLAN FLOWCHART

AWARENESS
- Streaming Video: September
- Streaming Audio: October, November, December
- Social: January, March, April, May
- SEM: February

Lead Gen
- Social: September, October, November, December
- SEM: March, April, May
Next Steps
ANIMATED DIGITAL AD - 300x250