

STAMATS

Promises kept.

Northern Michigan University

Answers and Conversation

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The Big Question

How will Northern Michigan University
differentiate
itself from its competitors
in ways that your target
audiences value?



What Is a Brand?

- Contrary to popular opinion, a brand is not just a look
- Rather, a brand is a valued trustmark, a warrant, and *a promise*
- A brand is a promise expressed as a benefit that all internal and external Northern target audiences value and is based on meaningful research

*When you hear
“Northern Michigan University ”
you think of what?*



What We're Considering Today

- Branding and branding v. marketing
- The Work Plan
- Timetables
- Deliverables
- Questions (and answers)



What Is a Brand?

Branding should precede marketing.

**Branding builds your strategic base and gives you
direction *for* your marketing.**



Essential Components of an Effective Brand



Important. Believable. Distinctive.



Northern
Michigan
University



What We Believe About Brands

- Strong brands are built on three sturdy legs:
 1. Current and comprehensive market research
 2. Respect for an institution's heritage
 3. A clear and shared vision for its future
- A brand strategy is more to clarify and translate, and re-commit to, an institution's current core values rather than create new core values



What We Believe About Brands

- The brand clarification process should engage, equip, and energize your campus community
- Strong brands generate passion among stakeholders and excitement in your external marketplace
- The goal of a brand strategy is to establish and hold a position of perceived and real value in the minds of your most important audiences



What We Believe About Brands

- Brand architecture is a systematic way of viewing and organizing Northern Michigan University and your sub-brands, attributes, and graphic identity so as to achieve greater clarity, synergy, and leverage

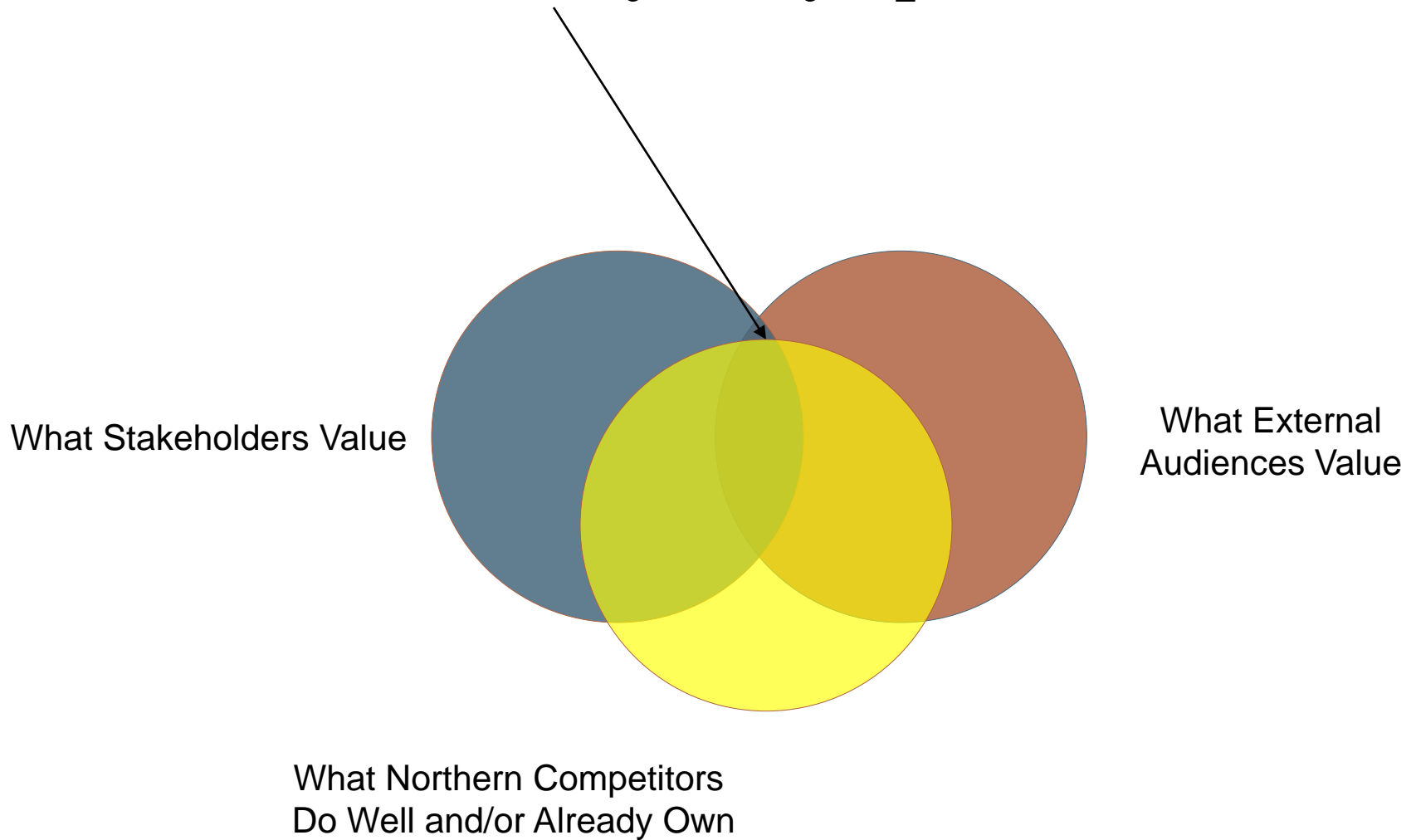
House of brands



Branded house



Focus On This Tiny, Tiny Space



Building a Brand





Rest assured, this permanent fiberglass Aggie casket will provide the stability and peace of mind on your most important journey.

For further information consult with your local Funeral Director or call Oak Grove International at 1-800-462-5476.

"You don't see a lot of ads for caskets," says the buyer of this ad in the Texas A&M alumni magazine. But the results have been great for Jim

Kieszkowski, president of Oak Grove International in Manistee, Mich. Southwood Funeral Home in College Station also has the caskets.

Death wish

Die-hard Aggie will take his allegiance with him

By RICHARD STEWART
Houston Chronicle East Texas Bureau

JACK Worthington has been associated with Texas A&M since 1937 and he's determined to stay true to the school for all eternity.

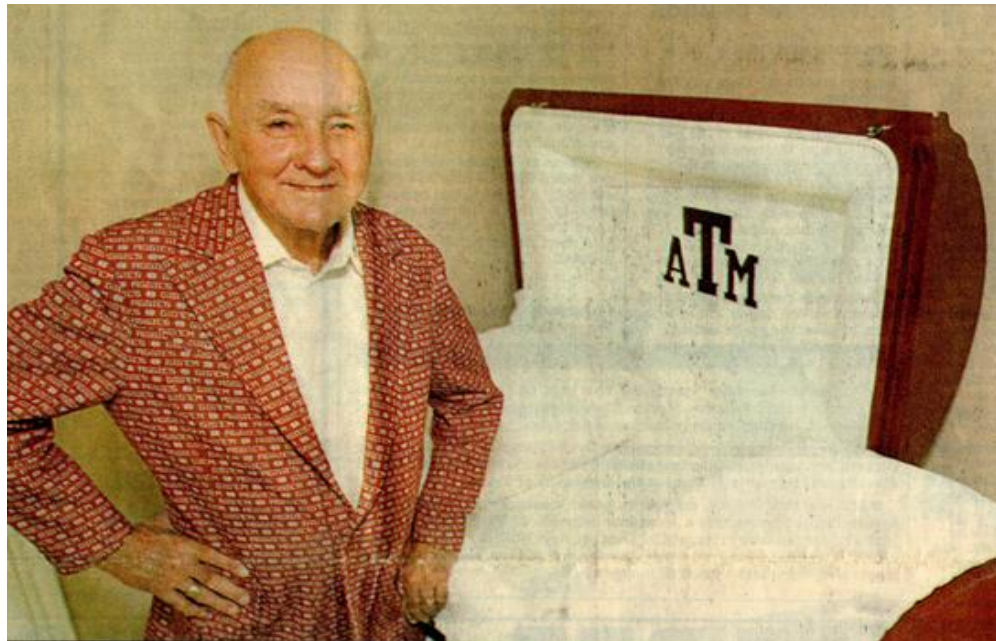
He'd probably be buried at Kyle Field if they would let him, but that honor is reserved for Aggie mascots.

But when Worthington takes his final trip, he's going out in a gleaming, 7-foot-long maroon fiberglass casket with the official Texas A&M seal, gel-coated into the outside and the familiar A&M logo sewn right into the white satin headliner. If archaeologists ever come across Worthington several eons from now, there'll be no doubt where his allegiance lies.

Worthington, 65, has no plans to take that trip any time soon. However, he recently became one of the first in the nation to buy an official Aggie casket when he made prepaid funeral arrangements with Southwood Funeral Home in College Station. That's when he saw the maroon and white coffin on display.

"I fell in love with it," Worthington said. "It's just beautiful."

See CASKET on Page 3E.



The NMU Work Plan



The NMU Work Plan: The Research

- July and August
 - Data and Document Review
 - Competitor brand review
- End of August, first of September
 - Engagement and Assessment
 - Three days
 - Campus interviews
 - Community meetings

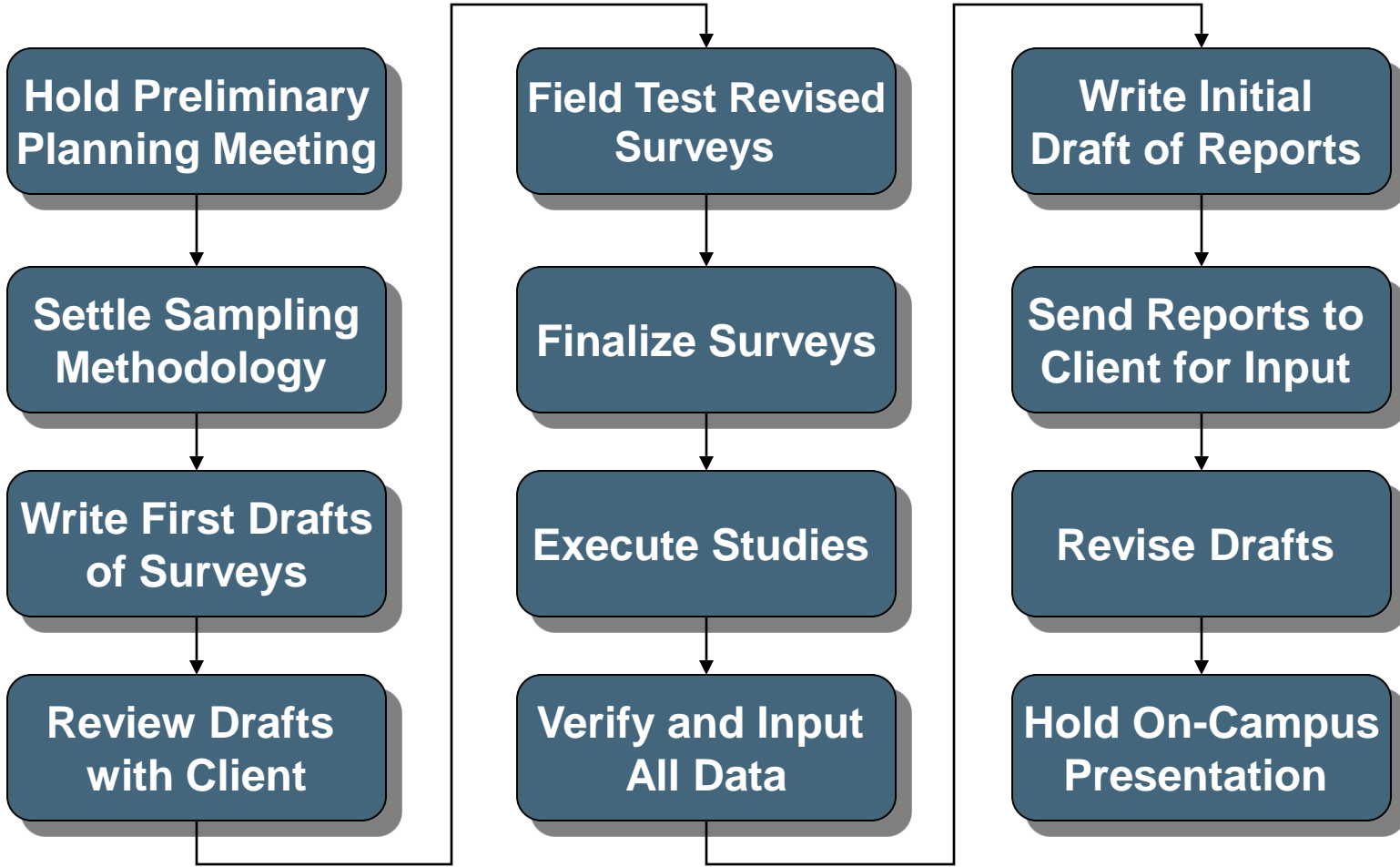


The NMU Work Plan: The Research

- September-October
 - Web Survey: Guidance Counselors and Teachers
 - Up to 5,000 e-mail invites administered by Stamats
 - Telephone Survey: Prospective High School Students
 - Up to 600 completed interviews
 - Attempting 200 completes each of:
 - UP students
 - Lower Michigan students
 - Out-of-state students
 - Telephone Survey: Parents of Prospective High School Students
 - Up to 200 completed interviews



Research Methodology

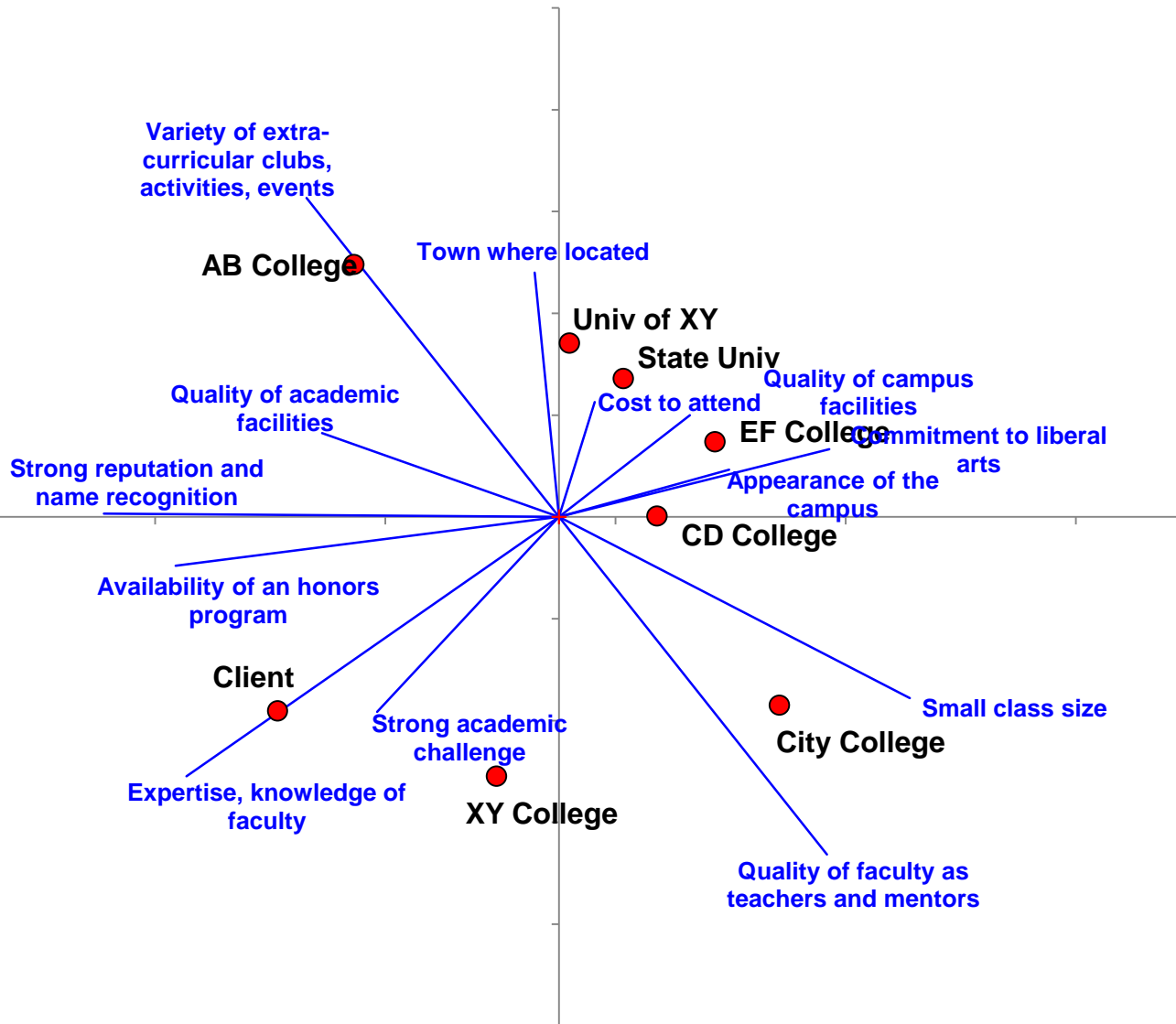


Sample Questions for Audiences

- What do you value most about Northern?
- How do you describe Northern?
- How do (suspected brand attributes) fit with your perception of Northern?
- Are you aware of the “Northern. Naturally.” campaign, and what is your reaction to it?
- What makes Northern truly distinctive?
- What do you think Northern does better than/not as well as other schools?
- What kinds of students does Northern serve now?
- What kinds of students would you like Northern to serve in five years?
- How does Northern contribute to the overall enrichment of the Upper Peninsula? Michigan? The nation? The world?



Perceptual Map Example



Core Attributes

EF College

- Small classes
- Liberal arts commitment
- Cost
- Appearance of campus and quality of facilities

AB College

- Extracurricular
- Location
- Quality of academic facilities
- Reputation and recognition
- Honors program

Client

- Academic challenge
- Faculty skill
- Academic facilities
- Honors program
- Reputation, recognition



The NMU Work Plan: The Research

- November
 - Clarification and Development
 - Brand Workshop I
 - First of two on-campus workshops
 - Presentation of research
 - Develop up to five testable brand promises
 - What kind of institution are you?
 - Who do you serve?
 - What students want you to help them do/become?

NMU is the _____ institution for _____ who _____ .

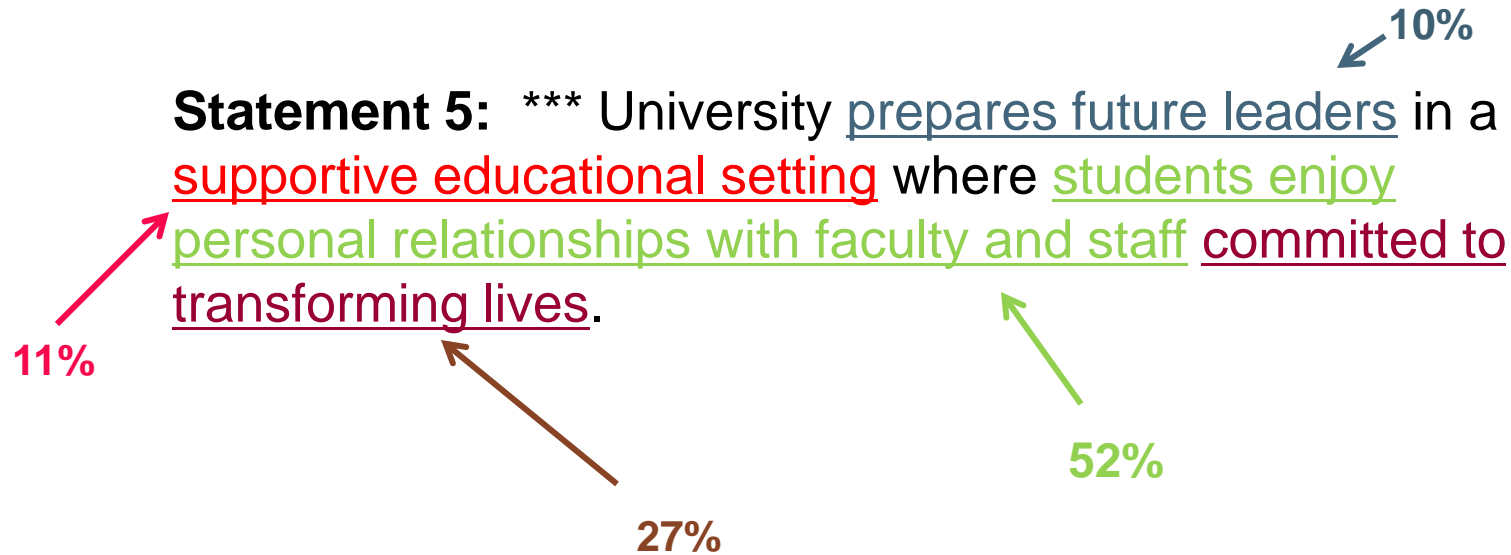


The Promise Test

- A promise test is about ***relevance***
- Go back and ask all critical audiences, via quantitative research, which of the handful of promises is:
 - Most important
 - Most believable
 - Most distinctive (especially external audiences)
 - Most emotionally engaging



Statement 5: Most Appealing Components



The NMU Work Plan: The Research

- November (pre-Thanksgiving)
 - Promise testing via Web (five-minute survey)
 - Send up to 30,000 potential respondents
- December (between Thanksgiving and Christmas)
 - Finalize brand promise, develop attributes, and discuss proof points
 - Brand Workshop II
 - Deliverables
 - Brand Portfolio
 - Finalized brand promise
 - Brand rationale
 - Brand attributes
 - Messaging matrix



Messaging Matrix

Brand Attributes	UP Traditional students	Out-of-state Traditional students	Donors	Alumni	Others?
Attribute 1 translated for					
Attribute 2 translated for					
Attribute 3 translated for					
Attribute 4 translated for					



The NMU Work Plan: Research Deliverables

- Comprehensive data analysis (PowerPoint and other)
 - Specific to NMU
 - Not simply a recounting of the data
 - What does it all *mean*?
 - You vs. best practices, competitors
 - Cross-cuts for all applicable audiences
- Detailed **actionable** recommendations for the institution and each audience as appropriate
- Presentations to the Board, the Committee, campus leadership, and the overall community as needed
 - Which might be often
- You own all the data, instruments, and work to date



Questions?

