

# WCC BRAND

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# Today's Goals

- **Thoughtful Planning**
- **Problem Statement**
- **Messaging Architecture**
- **Draft Branding (Tag Line/Slogan)**

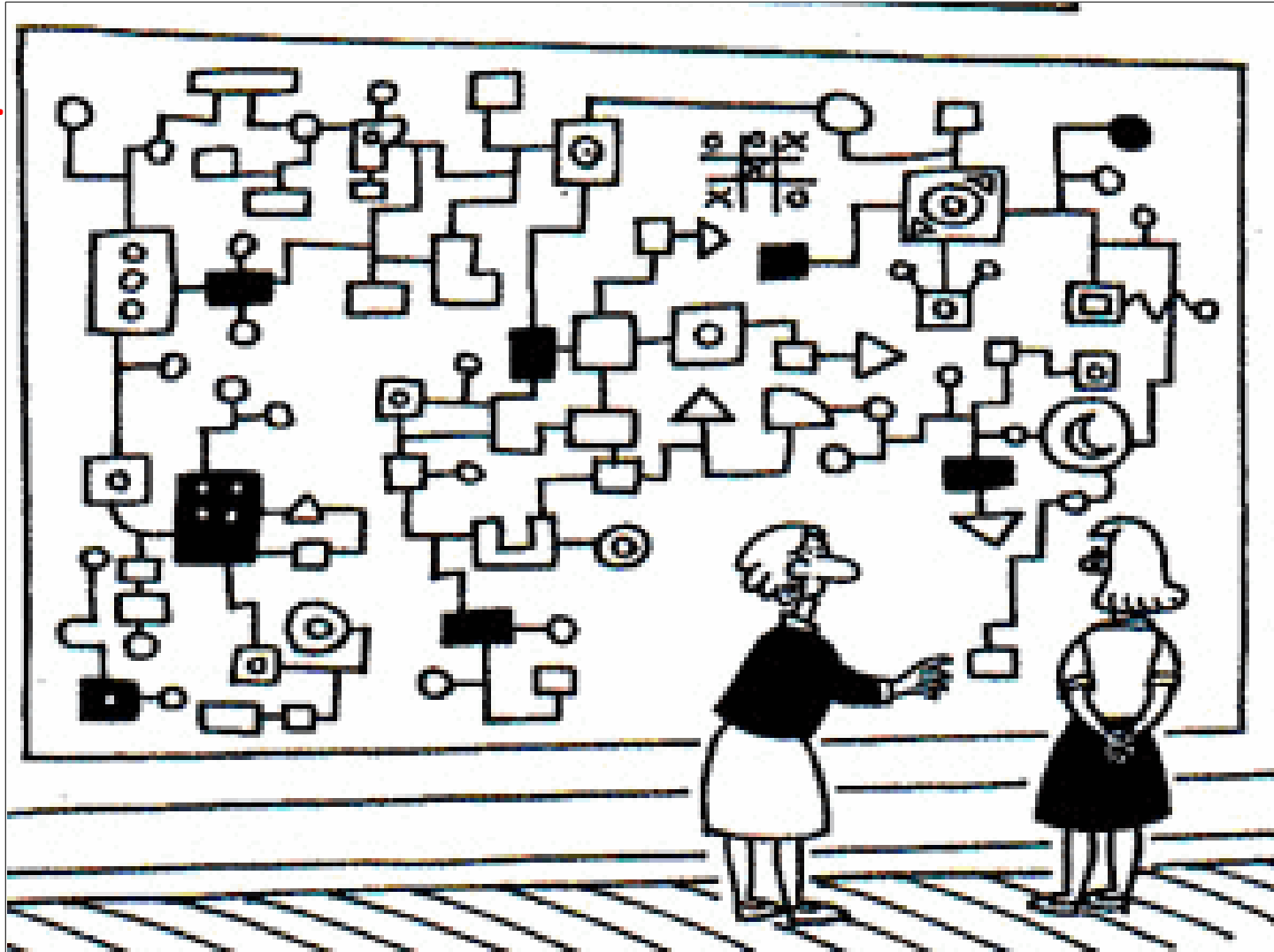
# Thoughtful Planning

Is not ...

<https://www.youtube.com/watch?v=L2zqTYgcpfg>

# Thoughtful Planning

“Start here ...”



...and then you  
move to Phase 2 ...”

# Thoughtful Planning

**Is guided by four basic questions (SCUP) ...**

- Whom do we wish to serve?
- How do we want to be perceived?
- What programs and services will reinforce our distinctive image?
- How will we know we are succeeding?

# Thoughtful Planning

**A brand is not a place.  
It's a direction.**



# Problem Statement: WCC lacks a Brand

Inventor Charles Kettering once said a problem well stated is a problem half solved and many planners make the mistake of diving headlong into the solution before really understanding the problem they're looking to solve.



# Problem Statement: WCC lacks a Brand

## Examples:

- Have it Your Way
- Don't Leave Home Without It
- Just Do It
- Breakfast of Champions



# Problem Statement: WCC lacks a Brand

Let's create consistency in all communications/marketing:

- Website Redesign
- Marquee
- Newsletters
- Staff to staff interactions
- Staff to student interactions
- Staff to business interactions
- Face to face meetings
- Events – Founder's Day, College Fair, etc.

# Messaging Architecture

## Mission Statement

Planning, Legacy, and Accreditation-driven

## Value Proposition

What the Student Will Receive (Internal)

## Positioning Statement

WCC Advantages (Internal)

## Brand

Memorable Message



# WCC Branding

## Mission Statement

The mission of Woodland Community College is to provide high quality education that fosters student success & lifelong learning opportunities for the communities we serve in an environment that values diversity, individuality, mutual respect, civic responsibility, and the free exchange of ideas.

Value Proposition

What the Student Will Receive (Internal)

Positioning Statement

WCC Advantages (Internal)

Brand

Memorable Message



# WCC Branding

Mission Statement

Planning, Legacy, and Accreditation-driven

## Value Proposition

What the Student Will Receive (Internal)

What value does higher education provide to its customers?

Think conceptually – why is it that people should go to a community college?

Positioning Statement

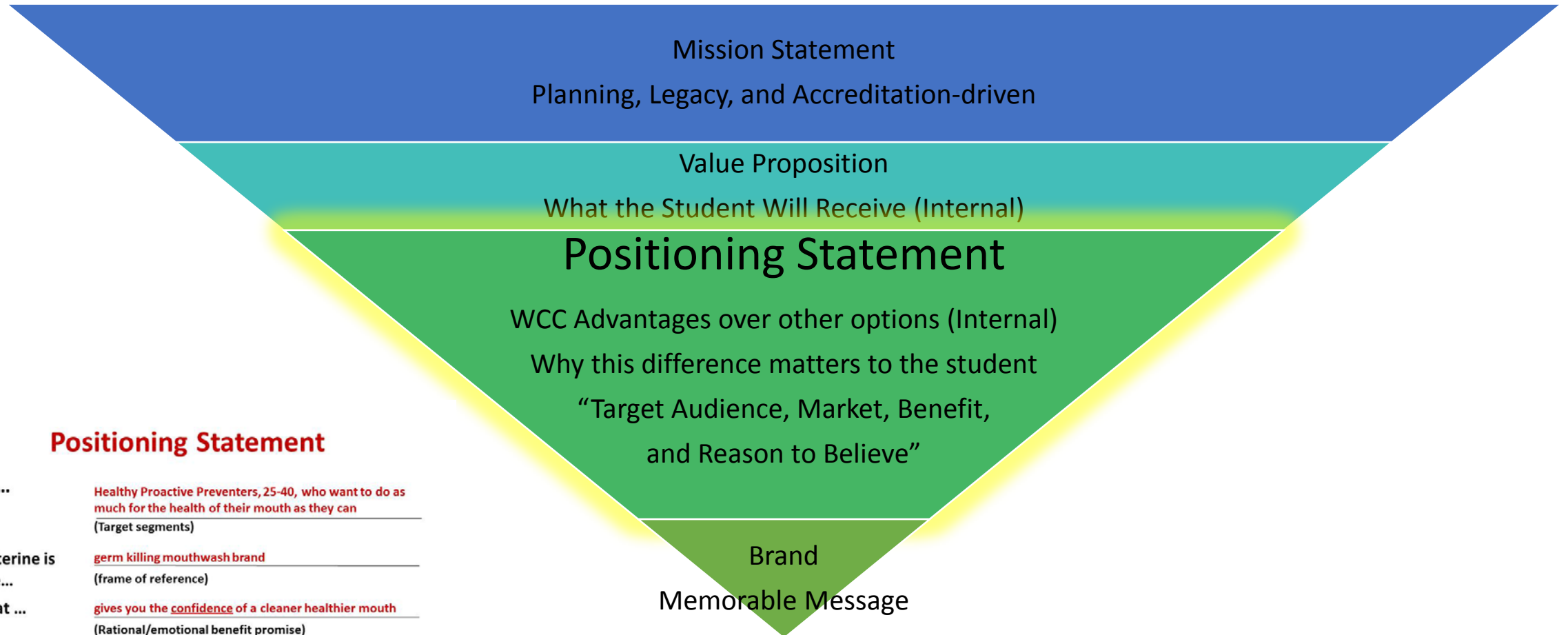
WCC Advantages (Internal)

Brand

Memorable Message



# WCC Messaging Architecture

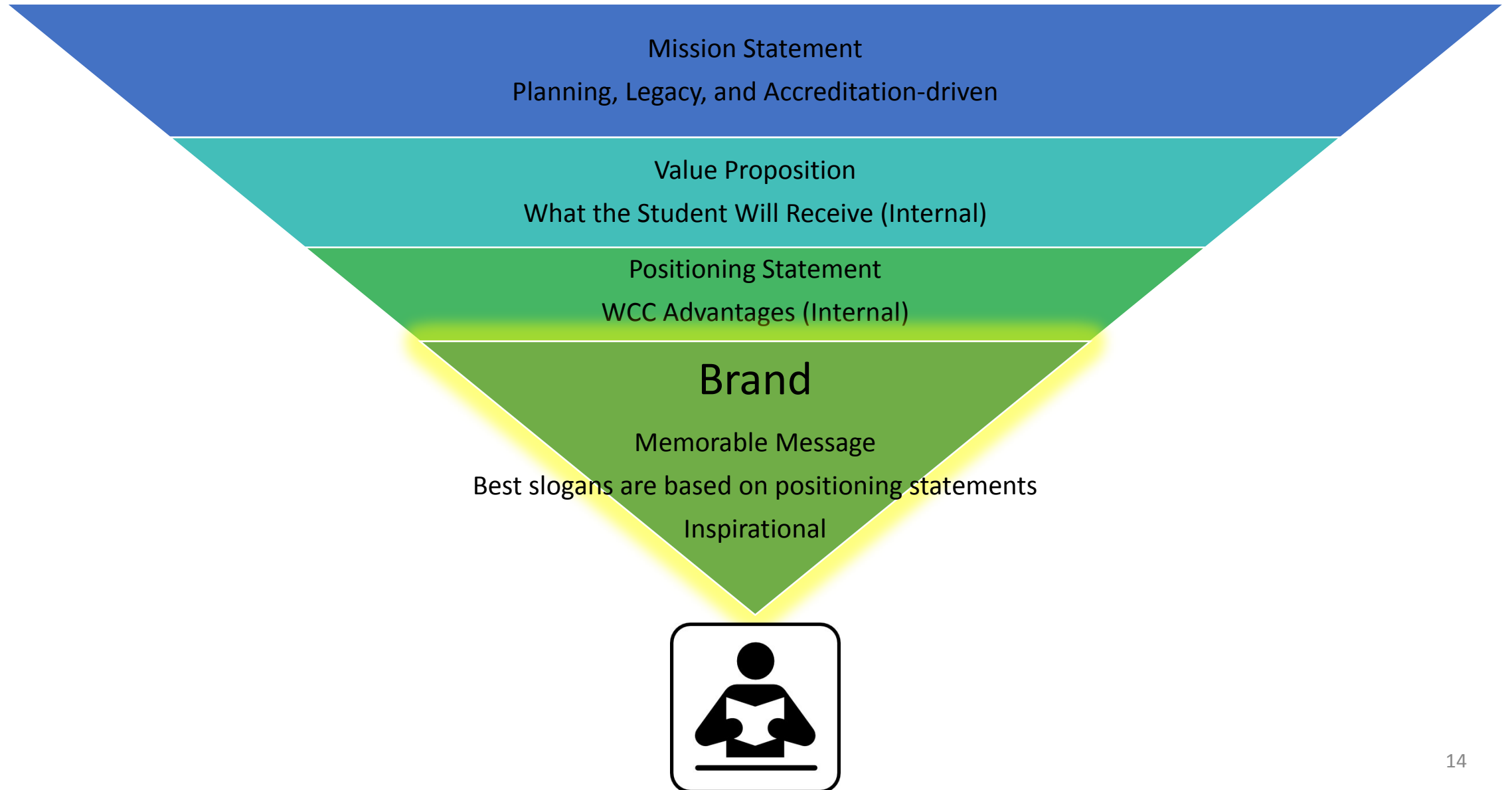


## Positioning Statement

To...	Healthy Proactive Preventers, 25-40, who want to do as much for the health of their mouth as they can (Target segments)
Listerine is the...	germ killing mouthwash brand (frame of reference)
That ...	gives you the <u>confidence</u> of a cleaner healthier mouth (Rational/emotional benefit promise)
That's Because Listerine is ...	<ul style="list-style-type: none"> <li>• <u>trusted</u> to kill the germs that cause the evil gingivitis</li> <li>• <u>respected</u> by dental professionals because it has been clinically proven to be 34% more effective than brushing and flossing alone.</li> </ul>
	(Reasons to believe)



# Messaging Architecture



# Today's Work

- **Thoughtful Planning**
- **Problem Statement**
- **Messaging Architecture**
- **Branding (Tag Line/Slogan)**