

## Refreshing the Drake University Brand

### FAQ re: Branding Initiative

**What are next steps?** The new brand platform will first be reflected in communications that focus on prospective undergraduate students, given our need to attract more of these students to Drake, and campus communications. Concurrently, University Communications will be meeting with units across campus to begin the process of transitioning those units' communications into the new brand. Initial meetings have already been scheduled with representative groups from each college and school, with the goal of moving academic unit communications into the new brand starting in the spring semester. In addition, University Communications will meet with other departments across campus to focus on audiences other than prospective undergraduate students, including alumni, donors, prospective graduate students (those attending on campus and those soon to be learning online), and the public.

**When will I be able to start using the new brand?** University Communications and 160over90 are finalizing the brand guidelines, based on the platform created by 160over90. The style guide will be available through the University Communications online toolkit later this fall. Use of the refreshed brand platform will be more widespread by the spring semester.

**Why did we go through this process?** Drake had not conducted any brand perception research in nearly a decade, and the current brand platform has been in place for seven years. Particularly in light of increased competition for new students, our brand had grown stale.

**Who decided on this brand platform?** The new platform, developed by 160over90, was selected by a steering committee: President Martin; Provost Mattison; Vice President of University Advancement John Smith; Deputy Provost Keith Summerville; Dean of Admission Anne Kremer; Executive Director of University Communications Dave Remund; marketing professors Mary Edrington and Heidi Mannerter; and Student Body President Nathan Paulsen.

**Is the University logo changing?** No. The guidelines for logo usage will evolve somewhat, and those new rules will be outlined in the new brand guide. That document will be made available to all of campus later this fall

**Will I need to order new letterhead or business cards?** No. The University budget is tight, so designing and printing new letterhead, business cards, and other materials of this sort isn't high priority. The design of these components will be reviewed; by the time you deplete your current supply, new designs may be available.

**Will I need to order new brochures?** No. Expense control is important, and you should not be throwing away printed materials that you have on hand. Some printed materials from the former brand platform will be in circulation for a while. Each unit will need to determine how to best use their resources when it comes to the cost of designing and printing new collateral.

**How are we paying for this?** The operating budget for marketing and communications has not changed from FY17. University Communications reallocated dollars and trimmed operational expenses wherever possible in order to be able to hire 160over90 for this branding engagement. The work includes qualitative and

quantitative research, a thorough audit of Drake's digital and social media tools, new creative direction, and a new set of brand guidelines and key messages.

**Why did we hire an outside agency to do this work?** Two driving factors were the need for deeper expertise in brand strategy and the simple matter of limited in-house capacity. A comprehensive RFP process was completed this spring, under the leadership of President Martin and involving a steering committee.

**Have you conducted focus groups or done other pre-testing?** Our partner, 160over90, conducted exhaustive qualitative and quantitative research to inform their development of our new brand platform. That included gaining insights from faculty, staff, students, prospective students (undergraduate and graduate), parents, alumni, donors, and others. It will take some time to implement the new brand platform fully, and performance of the new brand platform will be closely monitored against those that still exist in the prior brand platform.

**If unaided recall is so low, why don't we advertise more?** The current budget for enrollment marketing is about 40 percent less than that of regional peer institutions. As such, the University must prioritize where and how it spends its marketing dollars in order to maximize efficiency.