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Creating Tobacco-Free Generations

Branding Your Group

Student Session 1
CCTPI Spring Workshop
February 27, 2009

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Serving Lives Since 1970
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What Is Branding?



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Brand



- Not a logo
- Gut / emotional feeling about a product / company
- You can *influence* the feeling
- When enough people arrive at same gut feeling, you have a brand
- Can be related to mission statement

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Why Would This Matter?

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Examples


Mac Computers
Esurance
Verizon

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Mac



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esurance

The screenshot shows the esurance website interface. At the top, there's a navigation bar with 'esurance' logo and 'Compare Rates in Minutes' section. A large orange 'GO' button is prominent. To the right, a '6' in a circle indicates a 6-minute process. Below the main content, there are sections for 'Manage Your Policy', 'Claims Center', 'News', and 'Etc's Favorites'. The footer includes 'TheBACCHUSNetwork' logo and website information.

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Verizon

The image shows a Verizon employee in a dark jacket and glasses, holding a phone to his ear. In the background, a long line of people, possibly students or staff, is visible, suggesting a campus or public setting. The Verizon logo is faintly visible in the background.

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Branding

- How will you attract “customers” to your services?
- What is the current brand perception?
- How does empathy help create a better service that “delivers”?

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Let's Make a Deal

Marketing is really about:

- Win-win: You get something; I get something
- Make the benefit real, tangible, about the consumer

The image shows two people, a woman in a red top and a man in a dark suit, shaking hands on a set of stairs. This symbolizes a deal or agreement.

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Phrasing

- Do your materials refer to people as “smokers”?
 - Many do not see themselves as “smokers”
 - Therefore, message is tuned out

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Things to Consider

- Are graduate students being served in the same way?
- Commuter students?
- Non-traditional students?
- What are their unique needs?
- How can you be more accessible?


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Emotional Animals

- People are *emotional* beings, not rational
- Appeal to their emotions
- Give them a sense of safety and general “okay-ness”
- Appealing to rational side yields limited results
- Be cautious with fear



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Benefits of Branding

- Provide an image/feeling
- Credibility
- Makes your group ‘real’
- Others?
- Have you done any branding?

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Reactions to Brands



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Reactions to Brands

Your Campus Health Center

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Successful Brands

What are some successful brands on / near campus?

- Why?
- With what do you associate them?
- What can you learn from them?

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Activity

- Complete “Tool 1: Internal Assessment”

This will help you think about your own group and how you can start to build a brand.

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Small Groups

What do you want to be?
Each person should answer these questions, then discuss with group

- List 5 desired adjectives
- If your group were an **actor**...
- If your group were a **car**...

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How Will You Do It?

How are you going to project your desired brand?

- Marketing “look”
- Frequency of marketing
- Location of marketing

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Overall

- Take the time to learn about your “consumers”
- Put yourself in their shoes
- Make them a genuinely good deal
- Nurture the relationships
- Deliver on your promises
- Utilize the converts

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Closing Thoughts

- You, as students, will be invaluable in brand creation.
- Share your brand ideas with your advisor / task force.
- Conduct surveys & focus groups to determine effectiveness.

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