


# The University of Alabama at Birmingham

*Brand Platform Presentations*

- 
- Introductions
  - Your Needs
  - Our Response
  - Next Steps
  - Additional Considerations

Your Needs

## 4 Your Needs

**Build the UAB brand.**

## 5 Your Needs

**Build the UAB brand.**

**As big as your ambitions.**

## 6 Your Needs

Brand is more than the logo



A Logo



A Symbol



An Ad



A Product



A Jingle

imagination at work

A Slogan



A Name



A Spokesperson

Promise that create a preference.

Public face of your organization's strategy.

Strong brands share three characteristics:

1. They are relevantly differentiated
2. They support their differentiation through consistent expression and through consistent delivery
3. They create emotional connectivity



## 9 Your Needs

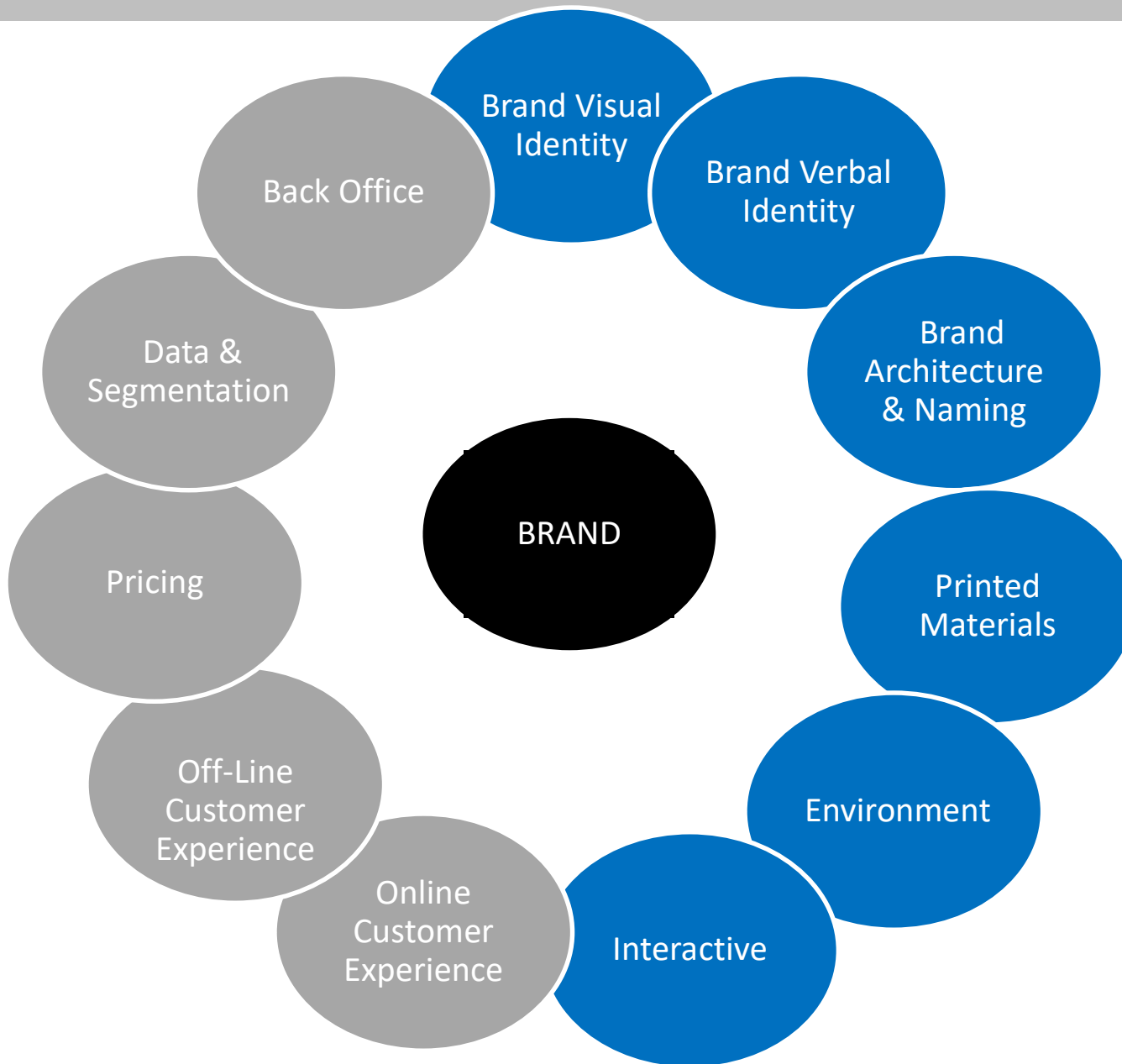


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## 10 Your Needs



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## 11 Your Needs

Communications and operations all support Brand



## 12 Your Needs



Advocacy-  
Part of Community,  
Want to Spread Word

Emotional Connectivity -  
My iPod lets me express  
my individuality

Functional Attraction -  
My iPod makes my music  
sound great

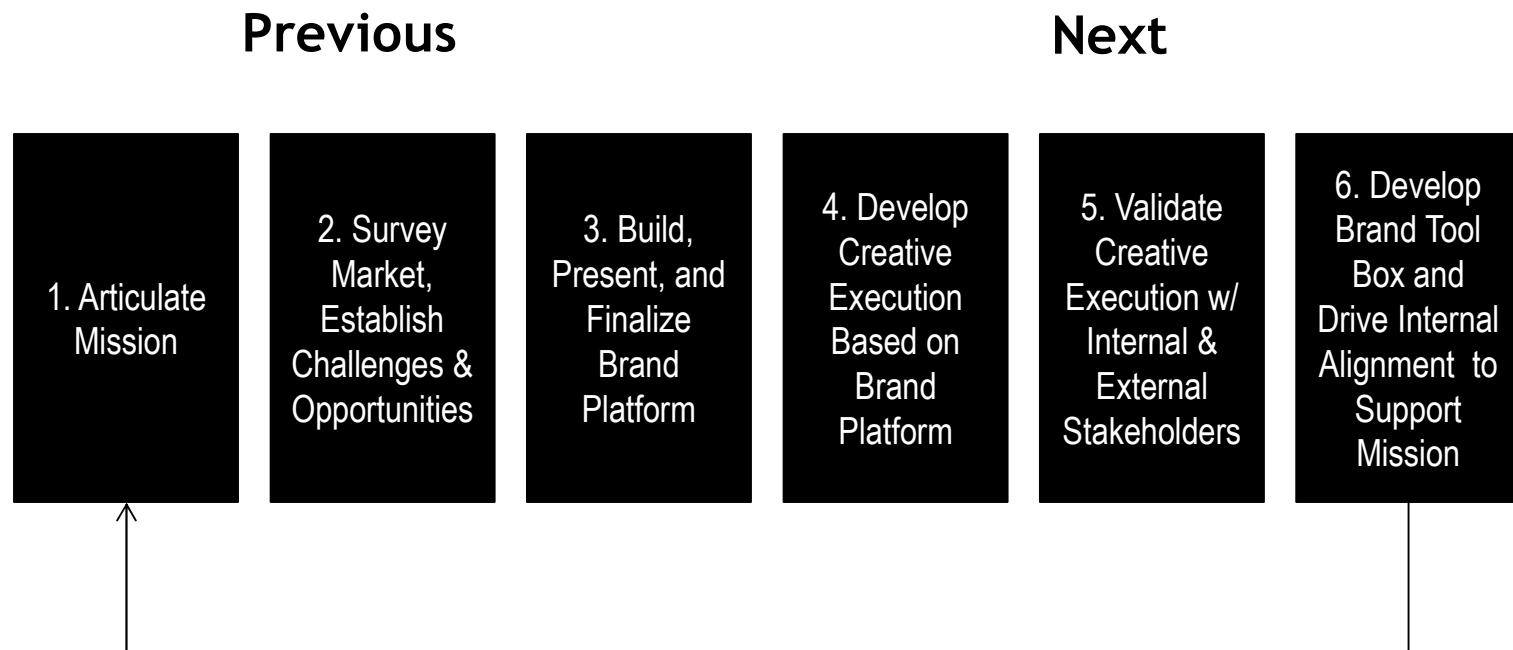
Strong brands share three characteristics:

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Our Response

## 14 Our Response

We're following a rigorous strategic brand development process



## 15 Our Response

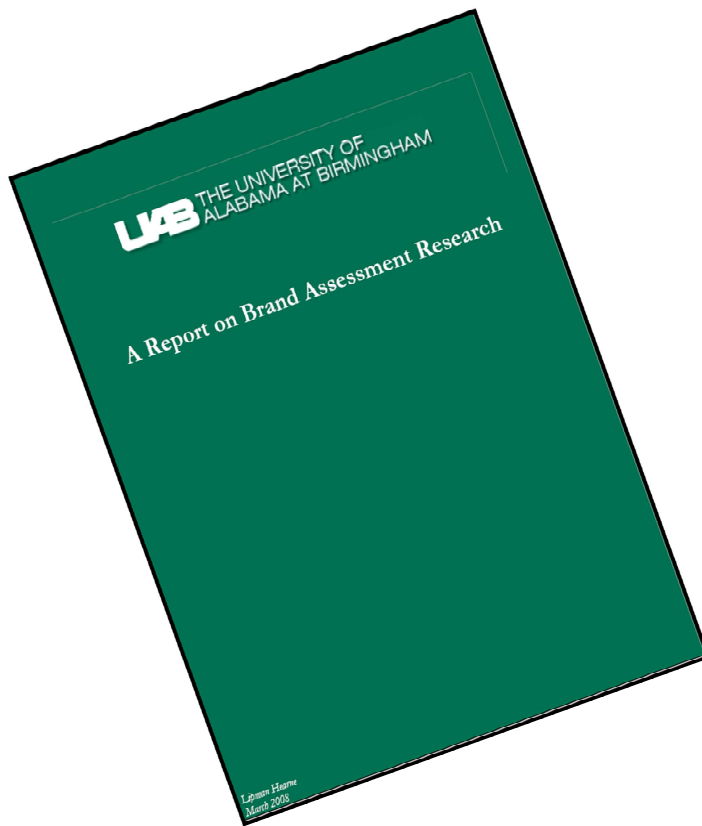
In Step 1 we anchored development in the Mission

### **UAB's Mission**

To be a research university and academic health center that discovers, teaches, and applies knowledge for the intellectual, cultural, social and economic benefit of Birmingham, the state, and beyond.

## 16 Our Response

In Step 2 we conducted three rounds of research



- Surveyed range of stakeholders regarding their perceptions of UAB:
  - Prospective students
  - Current & non-enrolling students
  - On-campus constituents
  - Alumni
  - Birmingham influencers
- Examined competitor landscape
- Conducted brand identity audit



## 17 Our Response

Next, we identified the brand challenges



## No UAB “master brand”

- Relevant differentiation?
- Health a key differentiator... but might be overshadowing overall UAB brand
- Research as core competency not “popping”
- Disparate stories not woven together
- Myriad of looks
- Lack of growth platform

## 18 Our Response

With challenges identified, we identified the opportunities

- Market amenable to UAB master brand
  - Perceptions of UAB by audiences generally good relative to similar competitors
  - Pride in medical enterprise and research as foundations of larger brand narrative
  - Prospective students value strong outcomes, quality instruction, AND rigorous academics - UAB generally seen delivering on these points
  - Also value in emerging traditions, momentum
  - Strong brand equities can be leveraged

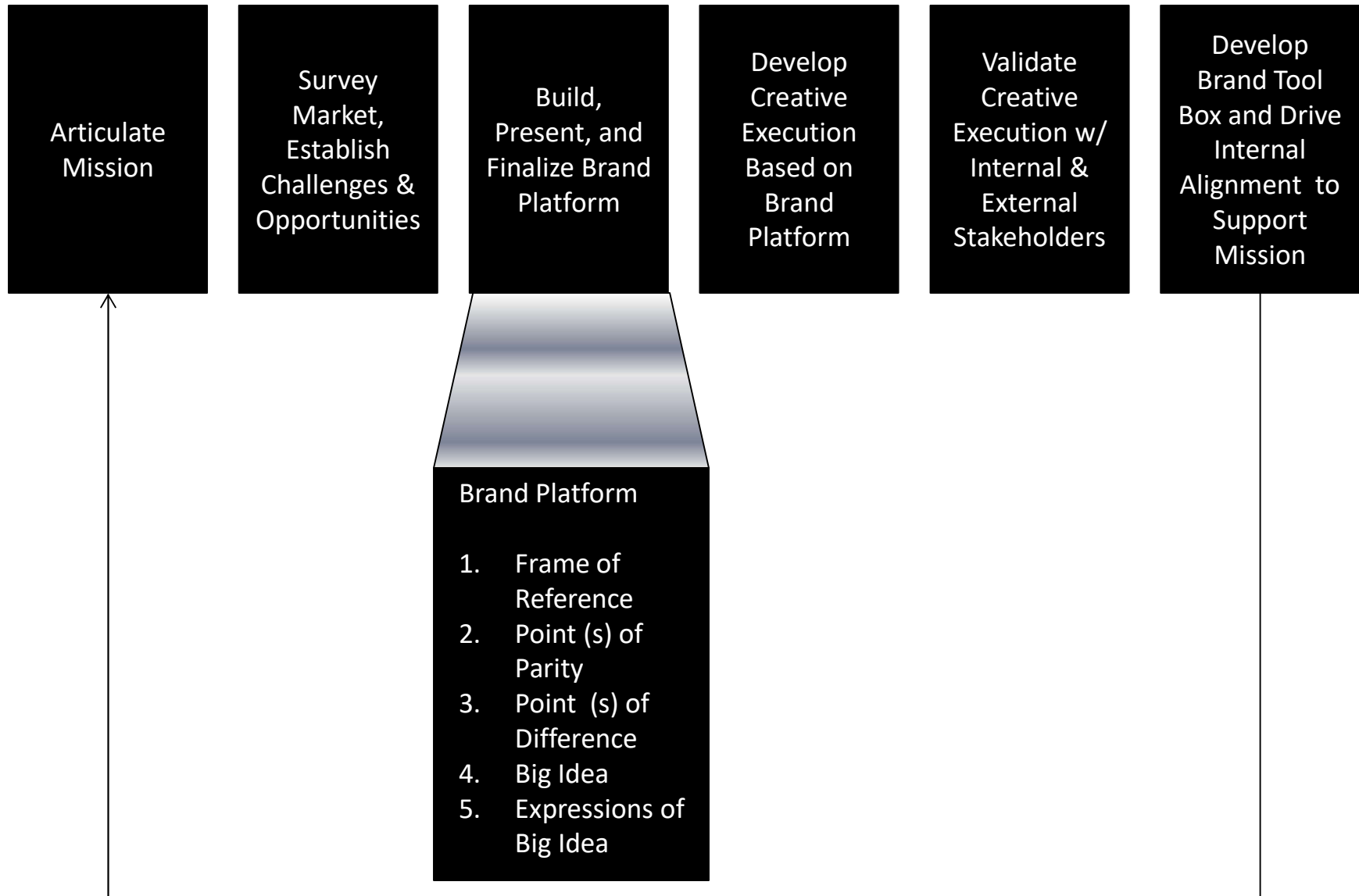
## 19 Our Response

Brand Platform will help build the UAB master brand

- Relevantly differenced
- Endorses certain programs & schools, benefits from “halo” from other programs & schools
- Links diverse story lines
- Guides consistent expressions across touchpoints & experiences
- Clarifies relationships
- Provides platform for growth

## 20 Our Response

### Platform has five components



## 21 Our Response

Platform first establishes the appropriate Frame of Reference for the enterprise (UAB) brand - as opposed to any school or program

- Vanderbilt
- Emory
- UNC - Chapel Hill
  
- Alabama
- Auburn

## 22 Our Response

Medical / research enterprise at parity with Vanderbilt, Emory, and UNC

- Vanderbilt
- Emory
- UNC - Chapel Hill
- Alabama
- Auburn

- Research facilities
- Patient facilities
- Funding
- Intellectual capital
- Tech transfer
- Global reach

## 23 Our Response

And overall academics at parity with Alabama and Auburn

- Vanderbilt
- Emory
- UNC - Chapel Hill
- Alabama
- Auburn

- Facilities
- Student-faculty ratios
- Undergraduate programs
- Campus life (clubs, recreation, arts, athletics)
- Emerging (and award winning) campus

## 24 Our Response

But achieving parity  $\neq$  building differentiation

*About playing a different game*



## 25 Our Response

Building differentiation = anchoring in Brand Attributes, focusing on today + tomorrow, and functional / emotional - leading to a big transformational idea

Health
Focus
Ingredients
Diversity
Dualities
Vibrancy
Connectivity
Youth
Culture
Value

Health	<ul style="list-style-type: none"> <li>• Health heritage = enterprise infused w/ innovation</li> </ul>
Focus	<ul style="list-style-type: none"> <li>• Don't do everything, but what we do we do well</li> </ul>
TBD	<ul style="list-style-type: none"> <li>• TBD</li> </ul>
Ingredients	<ul style="list-style-type: none"> <li>• Economic bedrock built on health + entrepreneurial mindset + presence in city = key ingredients of growing knowledge economy</li> </ul>
Diversity	<ul style="list-style-type: none"> <li>• Diversity of demographics and of perspectives = students prepared for diverse real world</li> </ul>
Dualities	<ul style="list-style-type: none"> <li>• Medical = high touch and high tech</li> <li>• Big school resources = access to myriad of opportunities</li> <li>• Smaller enrollment = mentorships, access to caring faculty, not just a number</li> </ul>

Vibrancy	Research & scholarly pursuits + grad / undergrad access to practitioners + presence of so many grad students = vibrant, inquisitive environment
Connectivity	Connection to practical experience benefits students + connection to real world benefits state + connections between doctors and patients, mentors and students = large benefits to community
Youth	Agile predisposition, not bogged down by old ways
Culture	For certain prospects, perfect fit
Value	Tuition value + importance of UAB to local economy + practical solutions = great investment today, tomorrow

**UAB. An innovative university for the new economy.**

# **UAB. An innovative university for the new economy.**

Investing in health and research. Creating businesses built on new models. Contributing to the open exchange of ideas—from global health and finance to the local cultural scene.

That's how you fuel the new economy.

It's an economy that requires an innovative university. One where smart, creative people come together. One that maintains a focus on serving students and patients as well as strong ties to the community.

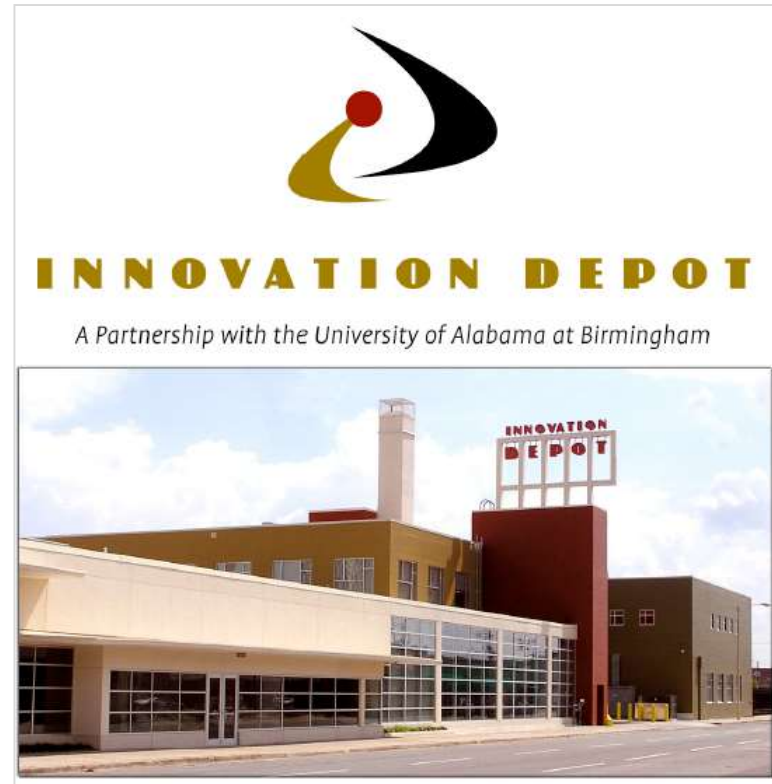
We have all the ingredients. We are UAB.

## 30 Our Response

UAB. An **innovative university** for the new economy.



Not Just Theory



But Also Practice

## 31 Our Response

UAB. An **innovative university** for the new economy.



- Traditionally in top 25 in research funding from NIH - above Chicago, Cornell, and Northwestern - moved from 47<sup>th</sup> to 5<sup>th</sup> in “best places to work in academia” in 2008
- “UAB's focus on collaboration... is increasing UAB's capacity to accommodate cutting edge research”

## 32 Our Response

# UAB. An innovative university for the **new economy**.



### Cities

- Columbus, OH
- Santa Fe, NM
- Palm Beach County, FL
- Houston, TX
- Milwaukee, WI
- Pittsburg, PA
- Boise City, ID
- Iowa City, IA
- Lake Charles, LA
- Yuma, AZ

### Characteristics

- Desirable/livable place for young professionals/families
- Coffee shops (gathering areas)
- Relationships across-industries
- Common "languages"
- Research and educational institutions
- Infrastructure: IT
- Culture/environment: encourages risk taking, tolerates failure
- Government support (state/federal)
- Private support



## 33 Our Response

UAB. An innovative university for the **new economy**.

### Garrison predicts bright future, praises students

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James McConatha, Staff Writer  
Published On: 10/28/2008

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University President Carol Garrison addressed a crowd at the Alumni Auditorium Oct. 16 concerning the state of the University.

Her address emphasized the achievements of UAB over the last several years, as well as the challenges that lay ahead. The significance of delivering the address during homecoming week brought university traditions to mind.

"One of the first things [Joe Volker, the first President of UAB] said is, 'Traditions – we don't have any!'" said Garrison. "But he thought that was a **really good thing because what that meant was we could do anything we wanted to do, [and] being able to do anything we want to do is really a tradition at UAB.**"

Tools: Share This Print

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- Symposium focuses on

**uabkaleidoscope**  
uab's student paper

Cover   News   Forum   Features

- [New service lets student](#)  
[day periods](#)
- [Garrison predicts bright](#)
- [Crime Brief for 10-21-20](#)

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### UAB. An innovative university for the new economy.



The four concepts for bringing Platform to life

- Purposely overlap
- Dial-up or dial-down different aspects of Platform
- Are flexible for different audiences

### UAB. An innovative university for the new economy.

Innovative Spirit	
Innovative School Model	Innovative Economic Model
<ul style="list-style-type: none"><li>• Spirit on our terms</li><li>• Undergraduate research</li><li>• Interdisciplinary centers and programs</li></ul>	<ul style="list-style-type: none"><li>• Entrepreneurial</li><li>• Knowledge for new economy</li><li>• # Businesses incubated</li><li>• # Patents</li></ul>

Our spirit is defined by innovation, grounded in research, and amplified by an entrepreneurial culture that rewards curiosity. You see that spirit everywhere you look at UAB: from our medical facilities and business incubators to our student art and emerging campus experience. And when our students are ready to begin their careers, this spirit carries them through every challenge with bold vision—enabling them to meet the world on their terms.

# UAB. An innovative university for the new economy.

Vital Location	
Innovative School Model	Innovative Economic Model
<ul style="list-style-type: none"><li>• <b>Coffee shop is the tailgate</b></li><li>• <b>City life &amp; culture</b></li><li>• <b>Whatever you want, whenever you want</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Networking</b></li><li>• <b>Knowledge jobs</b></li></ul>

Birmingham is a great place to live, work and learn - and UAB is a big part of the reason why.

We play a key role as the region's economic engine and contribute to the local cultural scene.

And the city gives back. From students establishing a network to researchers who want best-in-class facilities, Birmingham is the place to be.

UAB - the vibrant center of a vibrant city.

## 37 Our Response

# UAB. An innovative university for the new economy.

Proudly Different	
Innovative School Model	Innovative Economic Model
<ul style="list-style-type: none"><li>• <b>For self-identifying students who know what they want</b></li><li>• <b>Badge value</b></li><li>• <b>Redefinition of competitive advantage</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Do things differently</b></li><li>• <b>Truly, trailblazers</b></li></ul>

Let's talk about competitive—it's a conversation we're ready to have.

We're competitive externally because we're collaborative internally.

Collaboration is what happens during the week, between mentors and students, between doctors and patients, and between researchers.

It's what happens when smart people get together, think it out, and let the best idea rise to the top (at UAB, it always does). We're proud that this is our arena. And by pushing ourselves to go beyond maintaining the status quo, we'll be living our glory days for years to come.

# UAB. An innovative university for the new economy.

Now's your chance to rewrite the rules.

New Traditions	
Innovative School Model	Innovative Economic Model
<ul style="list-style-type: none"><li>• I'm part of creating new traditions</li></ul>	<ul style="list-style-type: none"><li>• New infrastructure</li><li>• Energy, vitality, ambition</li></ul>

At UAB, we know there's a big difference between what the university experience has been and the promise of what it could be.

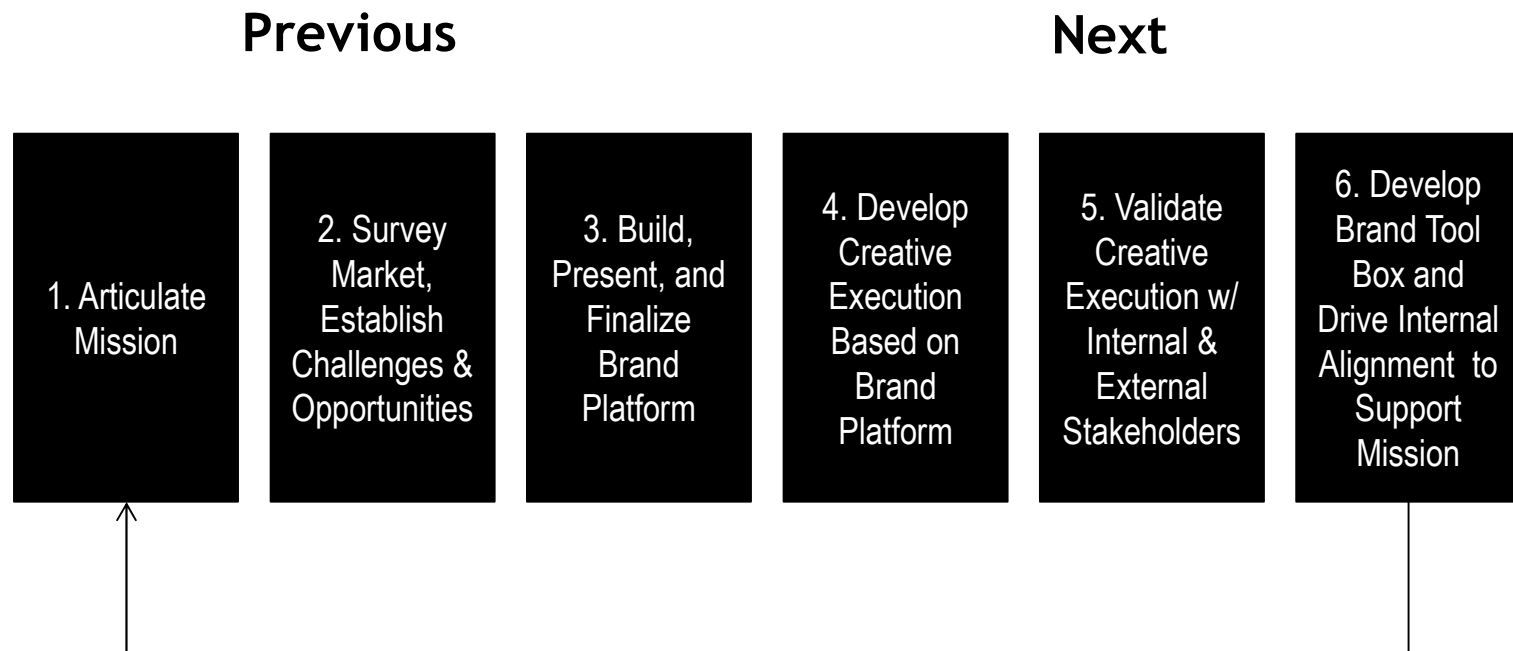
With a heritage of healthcare innovation, all the pieces are here to continue spanning the divide between what's expected and what's possible. With a school spirit defined by a focus on the future, UAB offers ample opportunities to help redefine health care and other industries and to be part of a university community that's a "mecca of multiculturalism."

So when it comes to redefining the university experience—and the world beyond—we can't think of a better place to start.

Next Steps

## 40 Our Response

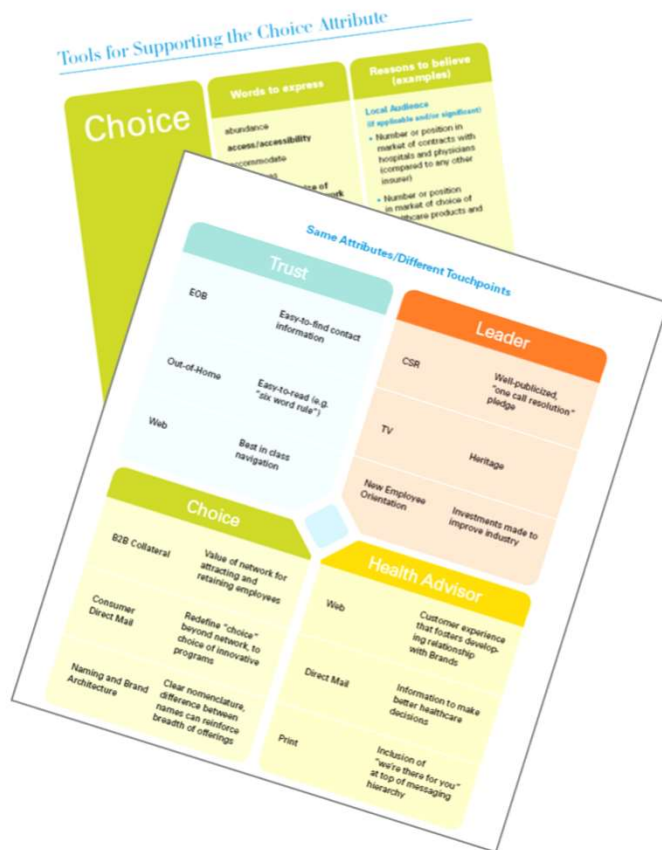
The next steps will bring the brand to life by developing a creative execution, validating the brand / execution in the market, and fostering internal alignment





## 41 Next Steps

In Phase Six, we will develop the Brand Book to foster internal alignment with the brand



- Opportunity to empower internal “brand stewards” to infuse the UAB in the communications and experiences they manage via Tool Box
- Graphic guidelines help create consistency w/ mark, it does not provide brand stewards with what they need to tell the UAB story, to align experiences with UAB brand, and to determine if an initiative is “on brand”
- Internal alignment key to success of large scale branding efforts
- Different schools can customize - with Theater Department emphasizing cultural innovation on our terms, for example
- Bottom-up, not top-down

## 42 Next Steps

Tool Box will help ensure that visual and verbal manifestations of brand better aligned with targets

Target UAB to certain type of students?



- Those who know what they want
- Students who want a “new university”
- Health sciences focused students
- Students who know they don’t want the “traditional” Greek system/athletics college experience
- And NOT those looking for the traditional experience

Messaging attracting type of students you want? Over-indexed “rah rah” to overcome commuter school heritage?

## 43 Our Response

### Is

- Umbrella Narrative
- Flexible
- Relevantly-Differentiated
- Long-Term
- Platform for Growth

### Is Not

- One Size Fits All
- Short-Term

**Additional Considerations**

## 45 Additional Considerations

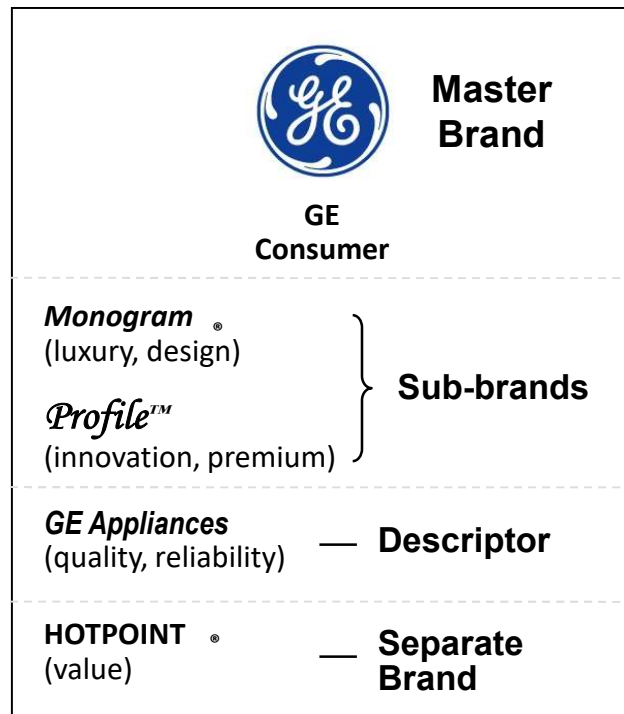
### Brand architecture key component of strategic brand management

#### Brand Architecture Helps

- Create Overall Narrative
- Clarify Positioning of Units Within Portfolio
- Efficiently Employs Brand Equities
- Build Differentiation
- Establish “Guardrails” For Expansion

## 46 Additional Considerations

### Brand architecture key component of strategic brand management



### Brand Architecture Helps

- Create Overall Narrative
- Clarify Positioning of Units Within Portfolio
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- Establish “Guardrails” For Expansion

## 47 Additional Considerations

Brand architecture key component of strategic brand management



### Brand Architecture Helps

- Create Overall Narrative
- Clarify Positioning of Units Within Portfolio
- Efficiently Employs Brand Equities
- Build Differentiation
- Establish “Guardrails” For Expansion

## 48 Additional Considerations

Opportunity to move from absence of master brand / strong presence of health brand...





## 49 Additional Considerations

...toward strategically-grounded UAB brand architecture that clarifies range of offerings - and creates overall story customized by unit



## 50 Additional Considerations

Functional expertise would be key support for brand

1	CALIFORNIA	413231
2	NEW YORK	213160
3	NEW JERSEY	151251
4	ILLINOIS	145783
5	TEXAS	142114
6	PENNSYLVANIA	135815
7	MICHIGAN	126736
8	OHIO	124841
9	MASSACHUSETTS	103922
10	CONNECTICUT	67084
11	FLORIDA	66178
12	MINNESOTA	64769
13	WISCONSIN	51376
14	INDIANA	49561
15	WASHINGTON	44600
16	MARYLAND	44304
17	COLORADO	39727
18	NORTH CAROLINA	39242
19	ARIZONA	34231
20	VIRGINIA	33526
21	MISSOURI	30270
22	OREGON	29140
23	GEORGIA	28612
25	OKLAHOMA	27640
25	TENNESSEE	22048

26	IDAHO	19755
27	IOWA	19251
28	DELAWARE	18576
29	LOUISIANA	16357
30	UTAH	15375
31	SOUTH CAROLINA	15185
32	KENTUCKY	14189
33	NEW HAMPSHIRE	13636
34	KANSAS	12817
35	ALABAMA	11949
36	RHODE ISLAND	8756
37	NEW MEXICO	8368
38	VERMONT	7314
39	WEST VIRGINIA	6820
40	NEVADA	6601
41	NEBRASKA	6304
42	ARKANSAS	4609
43	MISSISSIPPI	4310
44	MAINE	4068
45	MONTANA	3281
46	HAWAII	2278
47	NORTH DAKOTA	2195
48	SOUTH DAKOTA	1972
49	WYOMING	1685
50	ALASKA	1260

- Opportunity to “own” Southern innovation?

US Patent Office: 1963 - 2007

## 51 Potential Next Steps

Honors Academy, new spaces could create halo for undergraduate



Opportunity to demonstrate new school model via Honors Academy, new collaborative study approaches

UAB. An innovative university for the new economy.

*A brand as big as your ambitions.*