University Branding

GCU
Glasgow Caledonian University

University Branding

Ailie Ferrari, Marketing Manager

Glasgow Caledonian University

GCU Glasgow Caledonian University

Glasgow Caledonian University

- Scotland's fifth largest University - nearly 17,000 students
- Modern city centre campus in Glasgow
- One of four universities in the Greater Glasgow area
- Business, health and science and technology

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Why do we need a university brand?

- Increasingly competitive marketplace
- The ‘land of the bland’
- Clear ambitious vision
- University changing to meet the challenges

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Why do we need a university brand?

- Realising benefits of 2015 Vision requires changes in perception of the university
- Brand strategy defines how university needs to be perceived to achieve its ambitions
- By measuring current brand perceptions: able to understand how external perceptions need to change to support the vision
- Shared sense of purpose

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The challenge

- To define what we stand for
- Focus on a single idea that defines what we offer – our brand proposition
- Communicate it fully to staff and make them advocates of this idea
- Communicate this message consistently to the outside world
- Make sure our brand performance lives up to expectations

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Brand strategy development

RESEARCH

- Qualitative research: in-depth interviews and focus groups
- Range of internal and external stakeholders
- Workshops – aspirations of staff and students
- Consultants' input and benchmarking

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Brand strategy development

- Brand can't be invented – rooted in reality
- Arrived at by analysing GCU characteristics and synthesising with the vision of what we want it to become (2015 Vision)
- Judged on whether valued, credible, distinctive and sustainable
- Articulated to stakeholders and audiences – should recognise as valid and familiar

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GCU Brand Framework

brand proposition	Glasgow Caledonian University makes your world better				
brand personality	Bold and confident	Accessible and approachable	Caring	Decent	Enterprising
brand attributes	Learning, teaching and research for the “real” world	Services for a great student experience	At the heart of Glasgow city centre	Innovative, leading edge learning facilities	Connected to the world
brand vision	To be known a distinctive, socially entrepreneurial University working for the common good				

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Positioning GCU

GCU

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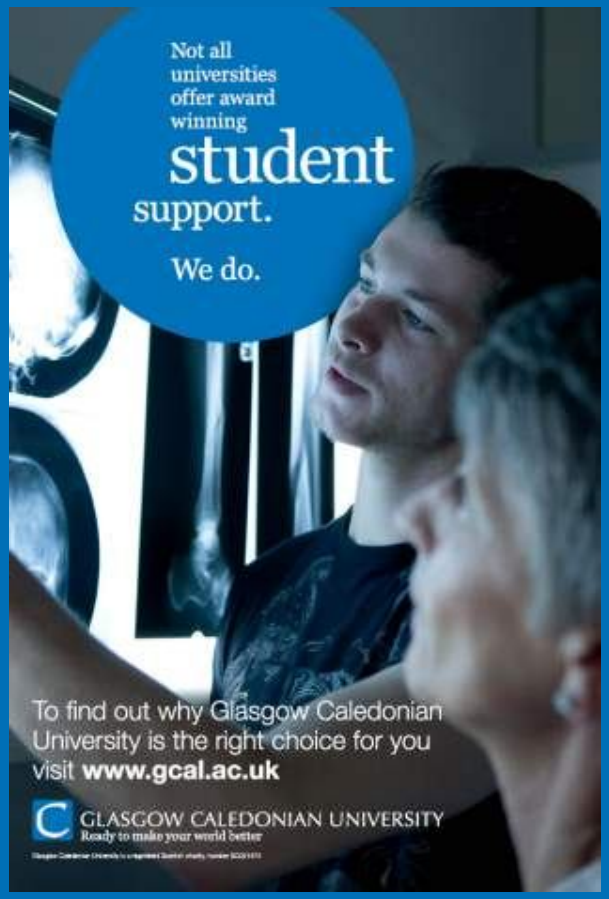
GCU Glasgow Caledonian University

GCU before

GLASGOW CALEDONIAN UNIVERSITY

GCU Glasgow Caledonian University

GCU Undergraduate campaign



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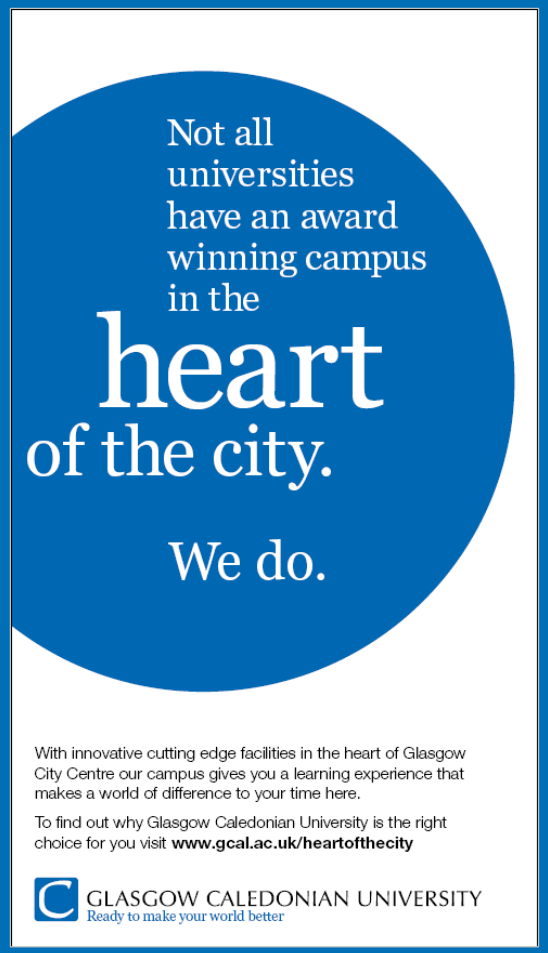
Press advertisements



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Web banners

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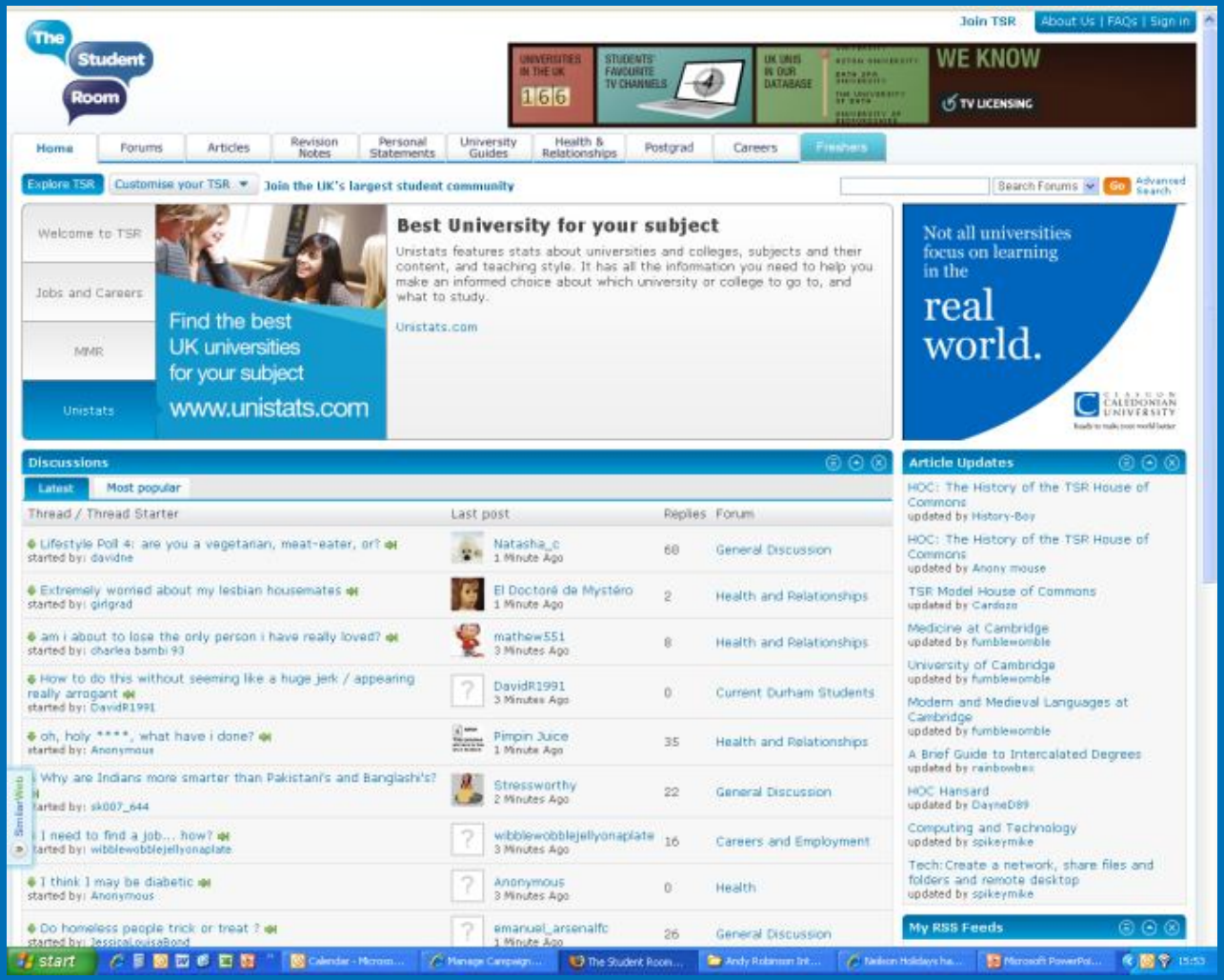

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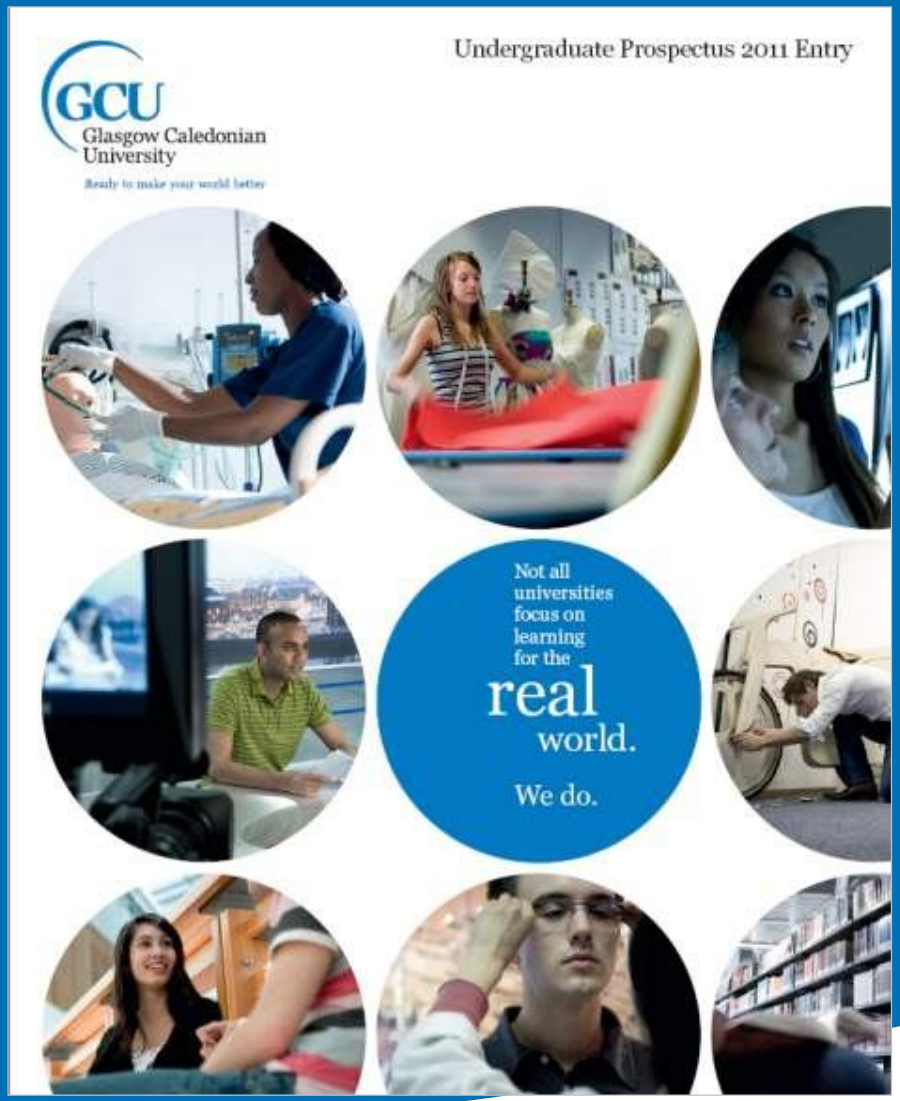
Undergraduate Prospectus



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Modular approach

Adaptable, economical, consistent, practical, recognizable and very simple.

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Brochure

GCU
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Beyond print

GCU
Glasgow Caledonian University

Templates for campaignhelper

GCU Staff recruitment advertising

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GCU Applied Knowledge Exchange

Case Study

Economics for Equality

The language of engagement

Talking another person's language is an effective way of winning an argument. In the voluntary sector, remaining in operation is an ongoing battle and the language used is inevitably economics. The vocabulary of economics is often far removed from the reality of delivering a vital service to a marginalised section of society, so it can be difficult to engage in a meaningful dialogue with the policy makers allocating funds.

Glasgow Caledonian University is now offering people the chance to learn the language of economics in order to be able to fight their own case more effectively. The Economics for Equality module has been designed to provide an understanding of the concepts and terminology of economics which will help anyone working in the public or voluntary sectors make their case. "We call the course Economics for Equality as the course is designed to allow those who have a passion for promoting equality between men and women to use economics as a tool to further that passion or agenda," explained Dr Ailsa McKay, Reader in the Division of Public Policy. "It is not about understanding the economics of equality – what we want to do is understand how we can address that situation and gain access to the decision making process."

In her work on gender budgeting, McKay has regularly encountered people who view economics as something very far removed from their daily lives. "We wanted to empower people, help them engage with policy makers more effectively by understanding the language of economics." Armed with the concepts and terminology, non-economists will, for instance, be able to argue for funds to be allocated in a way which will promote gender equality, rather than in a gender neutral manner. "If you are working in the equality field you need to engage with the public spending decision making process and that is informed by economics," she added.

APPLIED KNOWLEDGE EXCHANGE

UNLOCK THE POTENTIAL OF YOUR BUSINESS

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GCU Glasgow Caledonian University

GCU Caledonian Club

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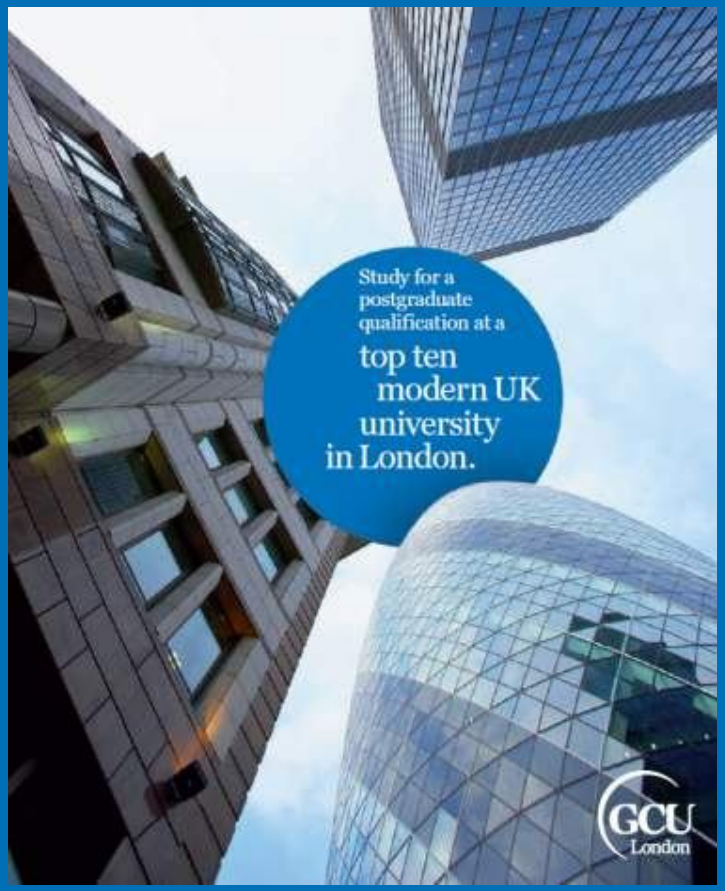
University

Brand extension



GCU London

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What a difference a year makes!

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Thank you

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