The Brand Dilemma

Andy Poole, Director, Weber Shandwick Manchester

About Weber Shandwick

28 employees in WS Manchester Office

Manchester office trading over **15** years

Average client relationship **7** years

B2B and B2C **specialists**

International, pan-European, national, local campaigns

9 offices across the UK & Ireland

The **most awarded** agency in the UK

Storytellers off and online

2 JORDAN STREET, MANCHESTER, M15 4PY. TEL: 0161 238 9400
www.webershandwick.co.uk

Reputation?

Business School?

University?

Rankings?

Financial Times Global MBA Ranking 2014 top 100

Rank	Institution	Country
1	Harvard Business Scho	US
2	Stanford Graduate Sc	US
3	London Business S	
4	University of Penns	S
5	Columbia Busine	US
5	Insead	France / Singapore
7	Iese Business	Spain
8	MIT: Sloan	US
9	University of Chicago: Booth	US
10	Yale School of Management	US

FT

weber
shandwick
engaging, always.

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It is not JUST about how **YOU** build and market your reputation.

It is about how your audience is piecing it together.

Market Insights

Economic situation

- Unemployment rate in China, 4.10%
- Employment in services in China, 32.4%
- China – 3rd most popular country for international students

Education market

- Schools present
- Programs on offer
- Accreditations
- Fees
- Messages

Technology

- e-learning
- Classroom vs. remote
- Role of the academic

Student Insights

Motivators

- Social
- Economic
- Geographic
- Technology
- Career
- Lifestyle
- School
- Time

Channels

- Where and when
- Their interactions
- Their expectations

MULTICHANNEL

Journey

- Consideration stage – their own dilemmas
- The decided stage
- The when and how stage

The Science of Engagement

Working with world renowned experts, we have developed a methodology that allows us to measure brand engagement.

It means that we can pinpoint what drives brand consideration, preference and purchase intent.

The result is communications campaigns that connect brands with their target audiences.

Anthropology
Dr Grant McCracken

Psychology
Dr Olivier Oullier

Neuroscience
Dr Thomas Zoëga Ramsøy

ACCESS
Ac

AESTHETICS
Ae

ASSOCIATIONS
As

BELONGING
Be

DESIRE
De

EMPATHY
Em

ENHANCEMENT
En

ESCAPE
Esc

EXPERIENCE
Exp

HERD BEHAVIOUR
HBv

INTEGRITY
In

INTRIGUE
Int

INVOLVEMENT
Inv

MEANING
Me

NEWNESS
Ne

PLEASURE
Pl

RESPECT
Rsp

SOCIAL TOTEMS
ScT

SHARED VALUES
SVs

Nineteen Elements

Audience Preferences

Course content

Technology in learning environment

Corporate partnerships

Academic reputations

Corporate partnerships

Business experience

Transport links

City reputation

Living costs

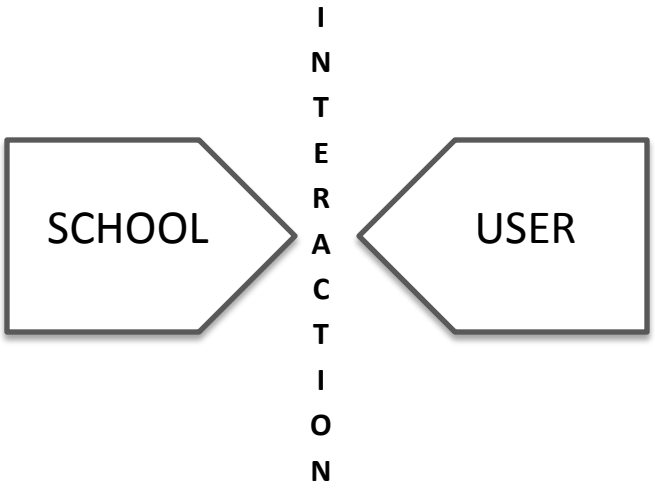
Employment opportunities

Social Media Listening

Buzz monitoring software

Platform specific analytics

Platform research



Audience Preferences

One-way

Receiving school news - events

News feeds

Professional networks

Sharing of practical advice

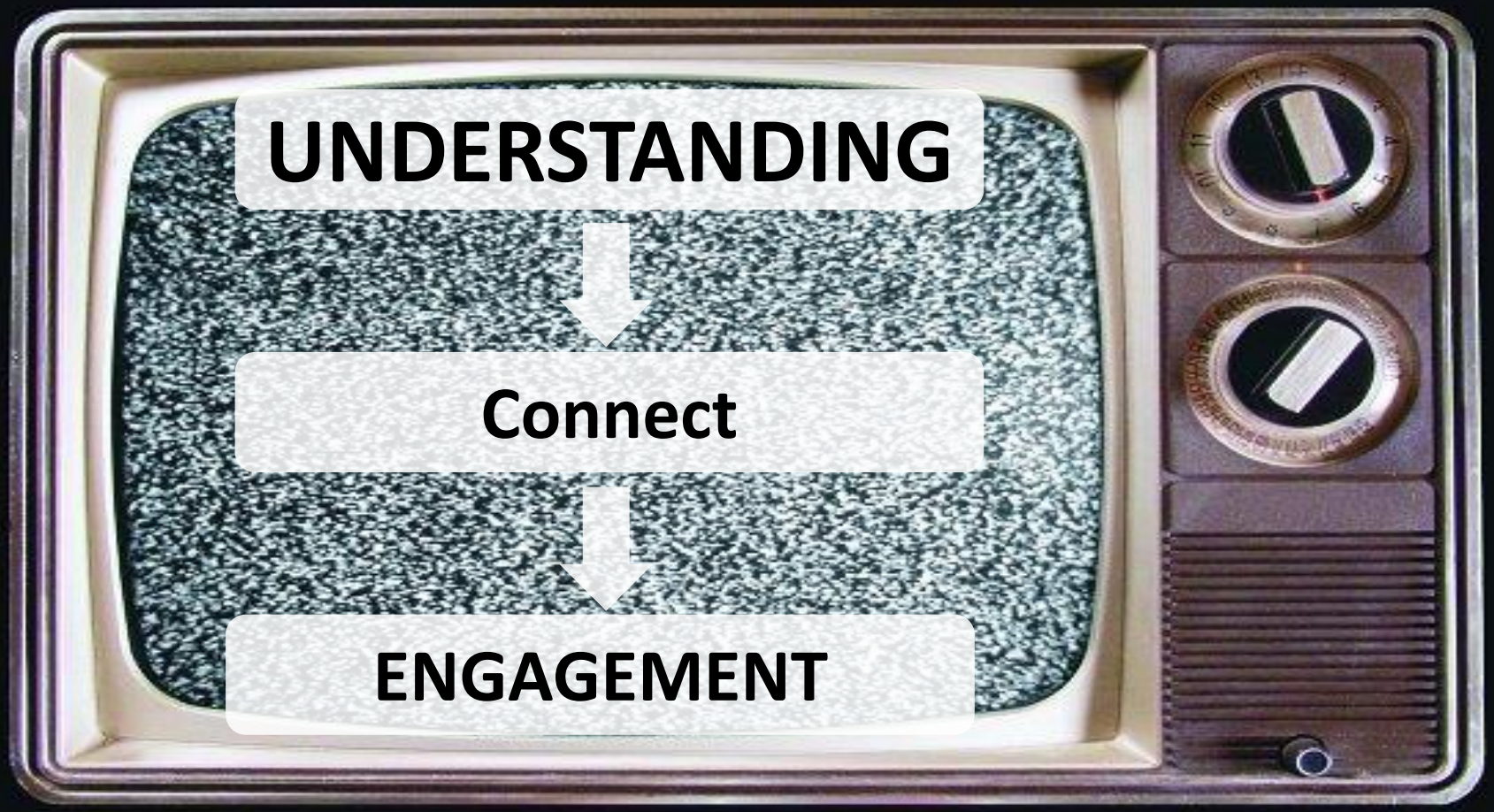
Personal connections

Blogging

Study sharing

Personal interactions

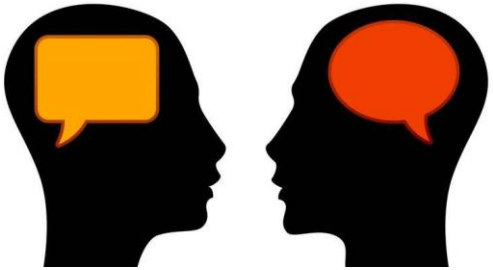
Summary



Determine

REPUTATION

What matters most?



How does it fit?

How can you connect?