

Reframing a Major University's Competitive Set

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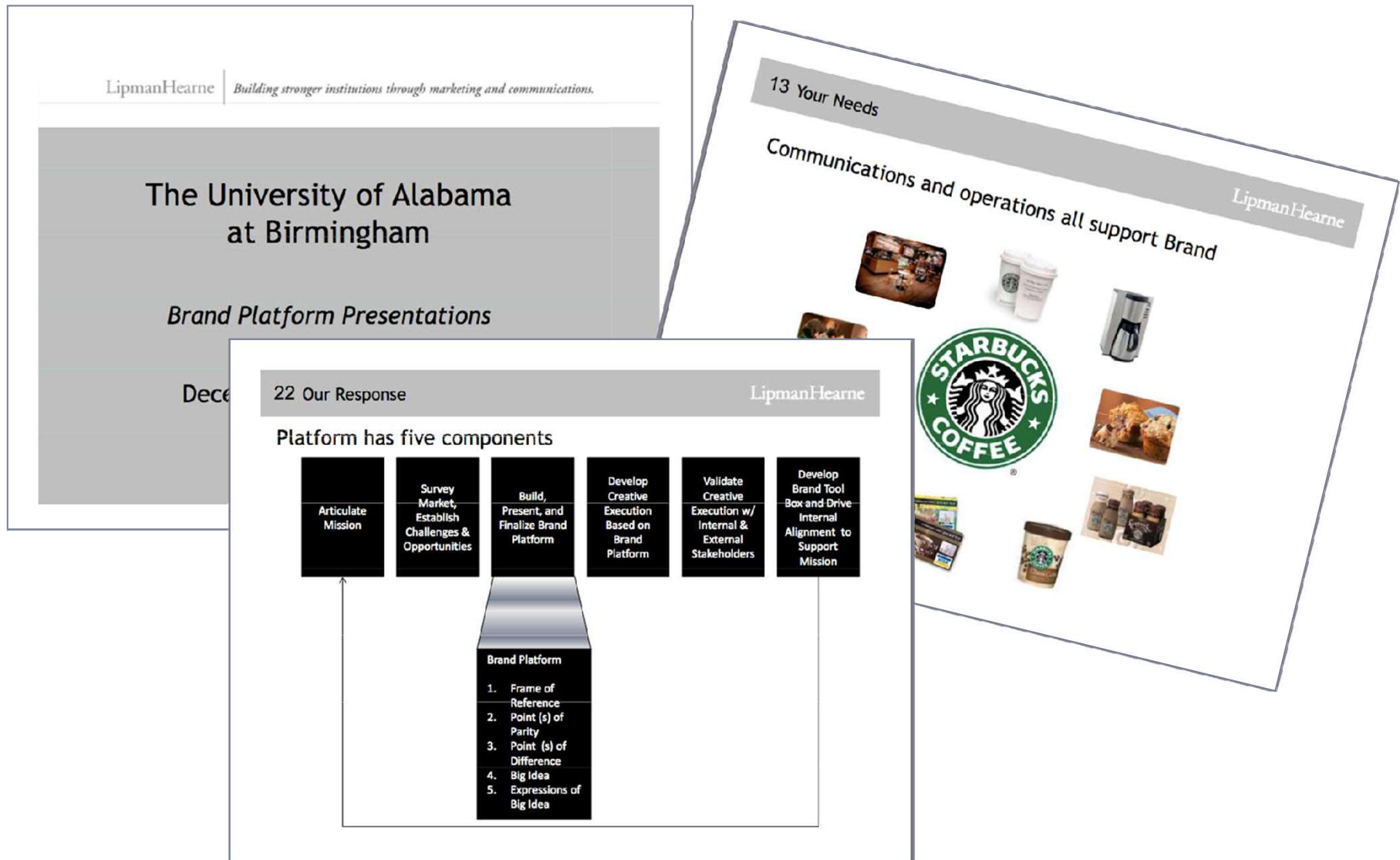
Challenge

University used “rah rah” marketing employed by in-state competitors, attracted “rah rah students”, but was not “rah rah” school - resulting in high dissatisfaction / high turnover



Solution

Re-orient university toward new competitive set, develop relevantly-differentiated positioning, sell leadership on rebranding, extend to undergraduate recruitment efforts, and embrace as cornerstone of internal alignment / growth platform



4 Our Response

Brand Platform will help build the UAB master brand

- Relevantly differentiated
- 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

5 Our Response

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

- Vanderbilt
- Emory
- UNC - Chapel Hill

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

- Alabama
- Auburn

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

6 Our Response

But achieving parity \neq building differentiation

About playing a different game

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

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

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.

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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.

11 Our Response

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



Not Just Theory



But Also Practice

Execution

Have a seat. And stand out.

You're one of a kind. We are, too. That's why you'll fit right in. At UAB, we tend to attract

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UAB

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proudly different.