Institutional Marketing at UW-Madison

Institutional Brand

- Foundation
- WAA
- OCR
- Athletics

- College
- College
- College
Institutional Marketing at UW-Madison

• Mission
  – To create, integrate, transfer and apply knowledge through innovative programs of research, teaching and public service.
• Vision
  – To sustain and strengthen our position of preeminence in research and higher education.
• Inspiration
  – Students, faculty and staff are motivated by a tradition known as the “Wisconsin Idea,” described by UW President Charles Van Hise in 1904 as the compelling need to carry “the beneficent influence of the university... to every home in the state.”

Institutional Marketing at UW-Madison

• Values and Priorities
  – Promote research
  – Advance learning
  – Accelerate internationalization
  – Amplify the Wisconsin Idea
  – Nurture human resources
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• Positioning Statement
  – The University of Wisconsin-Madison is a catalyst, where people create change both in themselves and in the world through innovation and exploration.

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• Brand Promise
  – UW-Madison provides a comprehensive educational environment in which intelligent, spirited students and scholars can work together to create change that influences Wisconsin and the world.
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• Brand Attributes
  – Intelligent
  – Spirited
  – Engaging
  – Beautiful
  – Friendly
  – Midwestern
  – Comprehensive
  – Big
  – Challenging
  – Progressive

Institutional Marketing at UW-Madison

• Points of Pride
  – The Wisconsin Idea
  – Academic distinction
  – Groundbreaking research
  – Global vision
  – Midwestern values
  – Badger spirit
  – Progressive history
  – Beautiful, historical campus
  – Limitless opportunities
Institutional Marketing at UW-Madison

Forward. Thinking.

Print ad campaign objectives:

- grow the level of awareness and support for UW-Madison;
- put a human face on a large institution;
- help create a favorable environment for taxpayer support of the university.
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- Broadcast ad campaign
  - UW-Madison TV ads aired during football, basketball and hockey seasons in 2006; seen by more than 13 million viewers.
  - [http://uc.wisc.edu/video](http://uc.wisc.edu/video)
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• Sharing Science with Wisconsin