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Welcome to the third in our series on brand strategy. Hopefully you would have seen Erminio from FutureBrand talk in the first series about the brand strategy framework and the research that’s gone into this background. And Jacqui Martin in the second one talked about the competitive environment and why a differentiated strategy is really important for us in this sector.

I’m going to take you through now some of the look and feel applications and how this applies to our student recruitment information and our marketing. So I hope that you enjoy this and that this will actually inform you as to the background to this project.

When we did the market research into this project, one of the things we found is that Swinburne, RMIT, La Trobe were all sitting in the red and black area in terms of our look. But because of the work that’s been done on the swoosh, there’s actually the area of oranges and the warm colours which actually we can really own and build on. So what you’ve got in front of you here is the summary of what we’re going to be rolling out with a formal look that we use on the Vice Chancellor, on the Chancellor’s information and invitations and so forth. And on the other side the core look which is what you’ll generally see in student recruitment collateral and the general day to day of the university’s marketing.

And what we’ve got here is a differentiated look, on the one hand the formal look which is more the grown up look which will be used by the Vice Chancellor and the Chancellor’s office. And on the other side the core look as it starts to be applied to our publications and so forth.

Part of this work has been about really pegging down some of the visual tools that we need to really make sure that we’ve got a clear and differentiated look for La Trobe. So you’ll see the colour palette around the core look, and a more simplified version with some silvers, etc, which are being used for the formal look. What we’ve done here is we’ve clarified the colours that will actually be associated with the discipline areas to help students navigate their way through the information. You will remember, I hope, that the brand strategy is about us being engaged and showing students in real life situations. The style is about capturing them in moments of learning. Also what you’ll see here is a light leak which is the way that we’ve evolved that swoosh that brought some liveliness into those student photos.

And here’s an example of that device being used across a range of student shots, but they’re in groups and they’re engaged in learning situations. We’ve also created an assemblage approach which means that you can take this one student here and have her displayed in a range of contexts. So she’s part of a hero scenario rather than a focus on one individual student.

The brand strategy work has also been about tidying up some of the areas that needed clarification. So here with the brand mark you’ll see it, there’s actually a holding device placed around the logo so it actually has a clear context. And we’ve also created the square version for digital space. The international version has also been clarified and the guidelines about when and how this particular version should be used.

Another of the tools that we’ve created is selecting a range of typefaces that can be used across our publications and our marketing. Importantly what this has done is this brings to life the conversational feel in our publications and in our marketing collateral. The brand strategy work has informed, too, the look of the home page which was rolled out recently. We can see the colours, you can see the vibrancy and you can see the fact that it’s actually a much more clearer communication piece. And then there’s the nuts and bolts, for example, the PowerPoint templates. This is the previous style, and now here’s the new style with that warmth and that is informed by that brand strategy.

I’ve touched on some of the components of the brand strategy roll out. There’s a very detailed 88 page brand identity guideline which you’ll find under the marketing and engagement section under the intranet.

As we start to roll out this information across our publications, our web, our brochures, you’ll hopefully now see the contrast between what we’ve had previously and what we’re now evolving to and how that’s been informed by that brand strategy. Here’s our look up until recently, and here’s the new look being applied across our core examples. It’s much more lively, it’s much more true to that bold thinking with a conscience which Erminio talked about in that first presentation. And it’s about us having much more personality and being truer to who we are.

The look is also being used to inform the formal look which is actually, as I’ve mentioned, what would be used by the VC and the Vice-Chancellor’s office, and the alumni as they talk to more business to business audiences. And here’s where it comes together. This is a summary of how our brand strategy has informed our look and how we look compared to our competitors. So for example, Melbourne with the more blue looks, RMIT being more individualistic, Deakin being a more animated cartoon style, and our look which is actually, as I said, informed by that brand strategy of us being active, progressive, inquisitive.

And now just a quick example of some of what you’re hopefully seeing out and about. Our undergrad guides are now rolling out, both the domestic version and the international version. Not only has this affected the look of these publications, but every page has been rewritten to actually be much more engaging and much more in line with that active tone of voice which is true to our brand strategy.

We recently unveiled our new look at The Age Expo to 30,000 students. And we’re currently rolling out our brand awareness campaign. The objective of this, it’s not a student recruitment campaign, but it’s to get people to take a second look at La Trobe and to understand that there’s a particular kind of thinking that is unique to La Trobe, hence the thinking aloud tagline. As part of that campaign there’s also what we’re calling a thinking aloud platform where people, general members of the public, academics, students can post controversial thoughts so that we can demonstrate that this is the kind of thinking that we facilitate at La Trobe.

I hope you can now see how this brand strategy work is coming alive as we roll out that positioning, bold thinking with a conscience, across our publications and marketing collateral.

I’ve been giving presentations about the brand strategy across the campuses. If you haven’t been able to join one, please contact me and join one of those sessions.

Thank you.

End of recording