

## THE BRAND STRATEGY GROUP: Education



### University of Hawai'i System

Our job was discovery, assessment and recommendations for building/developing a brand promise and identity for the University of Hawaii System – ten separate campuses, including a Carnegie One Research Institution at Manoa, a four-year campus at Hilo, an upper division college at West Oahu, seven community colleges, nine graduate professional schools and five outreach centers Statewide.



### Punahou School

Working with the Director of Communications to address the Punahou brand specifically around issues of customer experience – in the written word, on the website, people management and in physical spaces.

### Sacred Hearts Academy

As an all girls school, Sacred Hearts Academy was perceived to be inferior to the various co-ed alternatives. When its "brother" school, St. Louis, seriously considered "going co-ed." The Brand Strategy Group was hired to analyze the problem and make strategic recommendations. By focusing on the advantages of single sex education, using statistics from the American Association of University Women studies, SHA was positioned as the best place for girls because they learn differently. Ad campaigns, publicity and all internal communications send the message that SHA is "Educating Young Women to Make a Difference."

### Assets School

We worked with the Director of Communications, the interim-Head and two Board members to look at a completely overhaul of Assets' brand. The contract involved facilitating groups of parents, teachers and students and working with the marketing team to "rebrand" all visual, written and spoken representations of the school.

### Holy Nativity School

We met Bob Whiting through our work at Assets (he was on the board) and he hired us to assist them in reviewing and refreshing Holy Nativity's brand with a special focus on retention in the fourth - sixth grades.

### Kama'aina Kids

The Brand Strategy Group was hired by KCI to address its lack of name awareness in a highly competitive market. Faced with better known competitors, including the YMCA, and a name which didn't tell their story, this private child care provider changed its name and marketing approach to focus on what it does ---taking care of Kama'aina Kids. The new name Kama'aina Kids and brand image positioned KCI as a kama'aina company which offered fun, educational experiences for "kids." Kama'aina Kids' messages and visual presentation speak to parents' concerns that their kids will have a great time as well as great care, and assuages their guilt over leaving their child with someone else.

### Thinkertots

The Brand Strategy group was hired by Francorp International, the world's largest franchising consultancy, to assist a New York-based mother-and-child education program that was looking to franchise. Although the owners and those who used their services were clear about the brand promise, it had not been clearly articulated and their visual presence was all over the place. We created a comprehensive brand program for them, renamed the program, and directed and supervised the development of their visual identity from logo to website and their brand voice.

*Educating Young Women to Make a Difference*  
**SACRED HEARTS ACADEMY**  
HONOLULU, HAWAII

**Assets School**  
*Learning that transforms Lives.*

**HOLY NATIVITY SCHOOL**  
*Character. Heart. Excellence.*

**Kama'aina Kids**

**thinkertots**  
*Growing together.*

# GREAT BRANDS BEGIN WITH A STRATEGY.

## BENCH MARKING

### What is happening around you?

“Competitive” audit: How do others position themselves?

Best practices: What are others doing?

What key trends are driving consumer expectations?

## BRAND AUDIT

### What makes your brand what it is?

Review of any existing research

‘Research’ with stakeholders: perceptions, experiences, desires

## BRAND POSITION

### Who are you and what do you stand for?

Identify authentic and differentiating strategic options

Select most compelling/inspiring brand platform

Develop brand story

## BRAND EXPRESSION

### What are the symbols of your brand?

Brand logo, Tagline

Communication ideas, Key Messages

## BRAND ACTIVATION

### How will your brand guide future efforts?

Marketing implications

Business development

Business development

**Strong brands succeed** in the marketplace because they get noticed, build relationships, and produce better results.

**Part science and part art**, strong brand strategies are proven to deliver greater revenues, more market share, and ongoing consumer loyalty.

**Focus messages** and create synergy across communication channels.

**Reinforce key messages** through consistency.

**Attract attention** with creative expressions of your brand personality.