

Become the Ultimate IU Brand Ambassador

BRING ON TOMORROW

UNIVERSITY COMMUNICATIONS & MARKETING



INDIANA UNIVERSITY



WELCOME



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Agenda

- Brand education series overview
- Today's focus: Key resources and tools
- Bring on Tomorrow campaign highlights
- Q&A

BRAND EDUCATION SERIES



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Q&A

- Structure
- What if you have questions throughout the meeting?



<https://go.iu.edu/8qUZ>

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Bring on Tomorrow Campaign: Why?

Campaign Objectives

- Increase awareness of and about IU
- Improve IU's reputation as a leading, public national university

Target Audience

- IU Community: Alumni/Donors, Parents, Students, Faculty/Staff
- HE Peer Leaders: Presidents, VPs, CAOs/Provosts, Chancellors, Enrollment Leaders, Deans
- General Awareness/Public



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Bring on Tomorrow Campaign: Results

We are growing the brand through awareness

- **177M** ad impressions
- **397K** earned media campaign reach
- **2.3M** organic social impressions
- Website users ▲ **74%** vs. YoY; including **844K new users**



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Where have you seen
Bring on Tomorrow
“in the wild”?

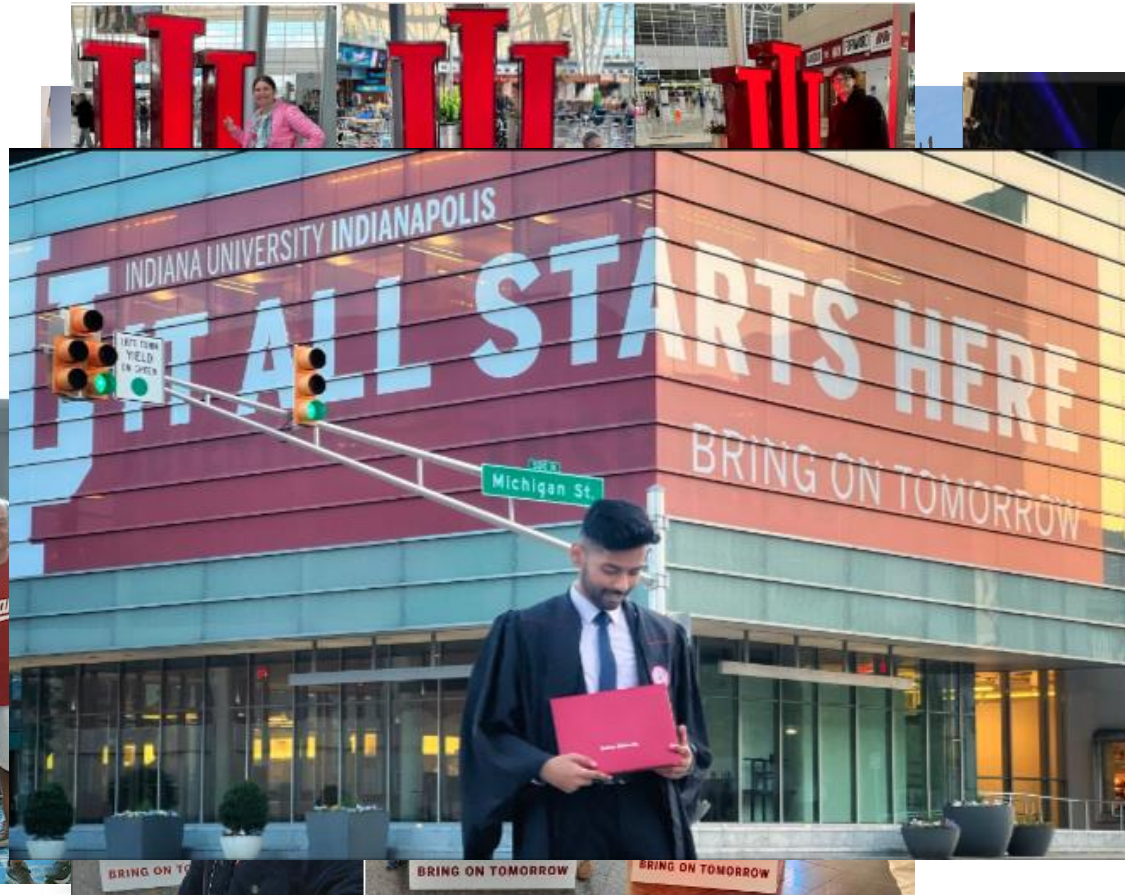


Menti.com Code: 2138 2512



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Bring on Tomorrow
“in the wild”



KEY RESOURCES

DESIGN



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TEMPLATES



<https://go.iu.edu/8qIt>

Available templates

PRINT

- Brochures (Bifold and trifold)
- Banners (X-style and retractable)
- Print ads (11" X 17")
- Table tents and door hangers
- Postcards (US and campus mail)
- Nameplates

DIGITAL

- Ads (various sizes)
- Email signatures
- Virtual backgrounds
- Multipage Word document
- PowerPoint presentations (IU and campus specific)
- Video assets (intro, outro, and lower thirds)





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Which template are you
eagerly awaiting?



Menti.com Code: 34 93 20 6



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Feeling brave? DIY.



<https://go.iu.edu/8qlt>



AGENCIES OF RECORD



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Agencies of Record

Selection Process

- Rigorous RFP process
- Evaluated for creative execution capabilities, quality, cost, and scalability
- Creative AORs operate under a Master Services Agreement (MSA) — no additional RFPs required

Onboarding Included

- ✓ IU brand strategy
- ✓ IU brand standards
- ✓ Bring on Tomorrow campaign styling and integration
- ✓ IU 2030 Strategic Plan



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Agencies of Record

Per each project, you will work with an AOR directly for intake, cost, and timing.

BVK

Ben Gagnon, Account Supervisor

BEN.GAGNON@bvk.com

Design, content development, campaign activation

<https://www.bvk.com/>

DCC Marketing

Ariana Bennick, Account Executive

abennick@dccmarketing.com

Design, content development, campaign activation

<https://dccmarketing.com/>

Kertis Creative

Amber Garvey, Vice President

amber@kertiscreative.com

Visual and photography services

<https://www.kertiscreative.com/>

Ologie

Laura Calhoon, Account Director

lcalhoon@ologie.com

Design, content development, campaign activation

<https://ologie.com/>

WEB AND DIGITAL STRATEGY UPDATE



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Web and Digital Strategy Team Contacts

- **Web strategy** for key university sites and best practice guidance for the rest.

Led by: Kate Wehner

- **Search strategy** to boost the university's overall online visibility.

Led by: Bob Molnar

- **Digital strategy** to enhance communications and marketing.

Led by: Whitney Walker



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Tools and Resources

- [WebCoP](#): The Web Community of Practice at IU. Slack channel and monthly meetings for anyone working on the web.
- [Siteimprove](#): An enterprise tool that detects broken links, accessibility issues, and much more.
- Google Analytics: Used to for web analytics at IU. Reach out to ManaHelp@iu.edu with any questions.



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Web: Work You Can Do Now

- Ensure all your web content is accurate
- If you haven't already, update references to IUPUI and IUPUC by using Siteimprove.
Dashboards are ready for you to use: [IUPUI](#) | [IUPUC](#)
- Continue to monitor your websites for remediation needs using Siteimprove. Dashboards are ready for you to use: [Content Authors](#), [Development](#)

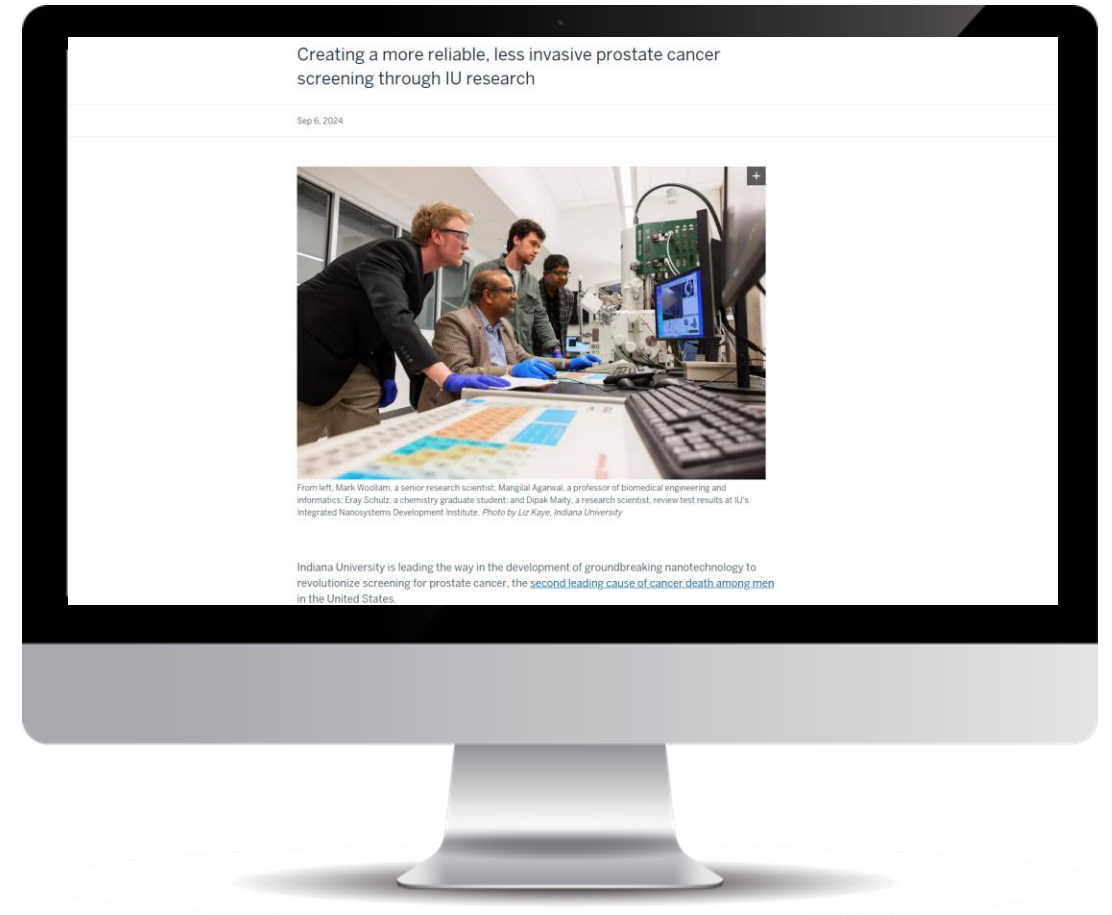
COMMUNICATIONS AND STORYTELLING



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UCM Tools and Channels

- News.iu.edu stories
- News releases
- IU-owned social media channels
- IU Todays
- Media outreach and expert pitching
- The Conversation and AP Campus Insights
- EurekAlert!
- Crisis and issues management
- National brand campaign





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Collaboration

- Working together to identify faculty, students or projects to feature in stories, releases, or in larger UCM projects
- Providing support and consultation for major communications initiatives or strategy — helping to determine proper channels, working with media relations on the correct outlets to target, etc.
- Using existing UCM channels to increase awareness of your news





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Examples



Health and Wellness

IU studying 'subconcussions' to preserve safety, fun in youth sports



Health and Wellness

50 years of the cure: Celebrating pioneering IU research and the cure for testicular cancer



SOCIAL MEDIA



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Bring on Tomorrow on Social Media

- Utilize resources on the [brand website](#) – including video intros and outros and informal lower thirds
- Share stories or releases related to the brand campaign
- Copywrite for social media keeping proof points as the focus
- Use of #BringOnTomorrow
- Amplify central IU messaging



IU Bloomington @IUBloomington · Aug 14

Indiana University is the gateway to an ever-changing world with researchers teaching at the center of policy, culture, and service. Discover more: iu.edu/about/features... #BringOnTomorrow



1 12 3K



Latha Ramchand · Following

Inaugural IU Indianapolis Chancellor and IU Executive Vice President
6d ·

Yes, [Indiana University Indianapolis](#) is growing and we are grateful for the support from our community. Thank you to our faculty, staff, and alumni who make IU Indianapolis a premier destination for education and research. Let's continue to #BringOnTomorrow together!



Indiana University Indianapolis

146,583 followers
6d ·

Just announced: IU Indianapolis experienced a significant boost in enrollment during its inaugural year. ...more



INDIANA UNIVERSITY

20,568

Students enrolled on the Indianapolis Campus

30

1 comment · 1 repost

EMAIL MARKETING AND THE FRAMEWORK



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Constituent Experience (CX) Marketing Team

Our role: Improve university and constituent outcomes through the development of personalized, coordinated, efficient CX marketing strategies. Additionally, provide the university's Marketing Cloud users resources to strategically serve university and constituent needs.

Our functions:

- **Constituent experience:** Develop strategies to create positive constituent experiences with personalization, automation, and marketing technology that drive results.
- **Data:** Pull and leverage data to support accurate targeting and advanced personalization to achieve outcomes.



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The brand at work in email

Not just about visuals, but strategy too!

Think targeting, content, and
personalization.

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**SAFEGUARDING
THE FUTURE**

Indiana University is setting a new standard for neuroscience, unlocking secrets of the mind that will take us from diagnosis to treatment to cure.

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[See our progress](#)




**BRING ON
Brain Science**


IU researchers make breakthrough in treating Alzheimer's

Our researchers have discovered how to slow the cognitive decline caused by Alzheimer's, providing hope for a future cure.

[Explore our latest findings →](#)



 **Southeast**



**GET READY TO
CELEBRATE**


Join the celebration!

Your support for this year's graduates has gotten them this far in their academic journey. Now it's time to celebrate! Get all the details you need to plan for an exciting event.

As we count down to the big day, look out for email updates. In the meantime, visit the Commencement website for the latest details.

[Visit the commencement website](#)


DREAMS ACHIEVED
BRING ON TOMORROW




MAY

6

[IU Southeast Commencement](#)
Monday, May 6, 2024
Processional begins: 9:45 a.m. EDT
Ceremony begins: 10:00 a.m. EDT
[The Ogile Center's Caesars Foundation of Floyd County Amphitheater](#)

 **Indiana University**




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I'm excited to share with you, as a member of the Indiana University community, how IU is leading the way in artificial intelligence.

[Explore AI with IU](#)


At Indiana University, we're improving the lives of people across our nation and globe. As the world responds to the rapidly changing impact of artificial intelligence, IU is focused on the human-centered investigation into the opportunities and challenges presented by AI technology. We believe that AI can make our lives better—but only if it is designed with people in mind.

We're ensuring AI serves the public good, recognizing and reacting to the technology's societal impacts, and preparing tech-savvy students for the high-demand jobs of today and the future. Bring On Tomorrow.


Pamela Whitten
President of Indiana University



EXPERTISE HIGHLIGHT
Bring On Artificial Intelligence



Navigating the future

IU Luddy School minds are accelerating autonomous driving technology, helping vehicles go where humans can't.

[See how we're driving AI →](#)



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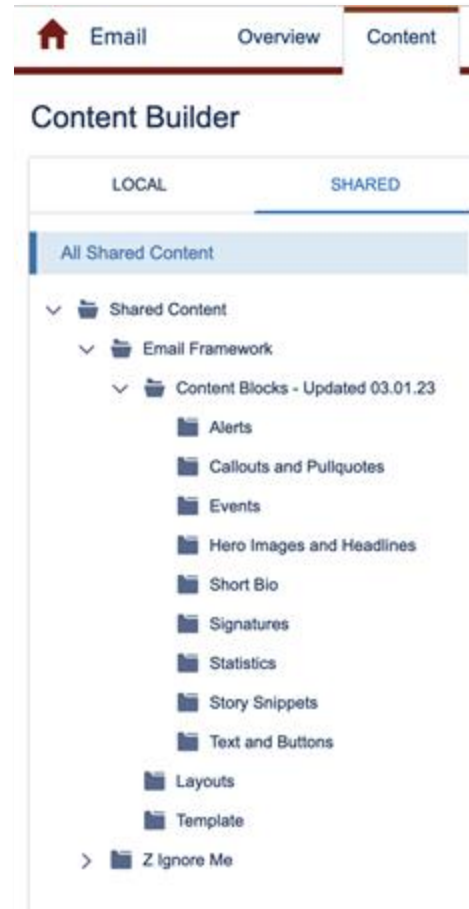
Content block library

There are 50+ modular content blocks centrally saved and usable to any unit that serve email layout needs including:

- Alerts
- Story blocks
- Text blocks
- CTAs

All blocks are mobile responsive, ensuring that the IU brand is presented correctly regardless of device.

Styling of blocks mirrors IU Rivet design system standards.



Content block central location



Example content blocks



Resources

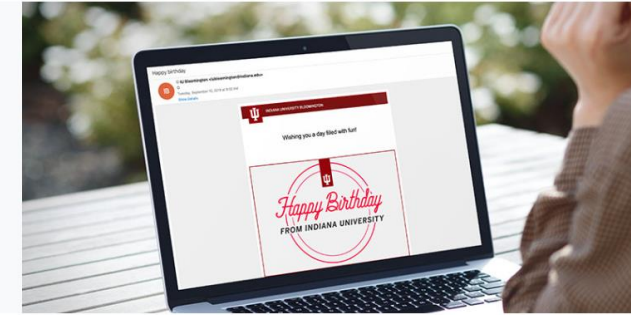
- [Marketing Cloud User Guide](#)
- [Canvas training](#)
- [Slack Community of Practice](#)
- [Office Hours](#)
- General questions: mcdoc@iu.edu

Salesforce Marketing Cloud User Guide

Getting Started Managing Data Creating Emails Sending Emails Training Support and Community

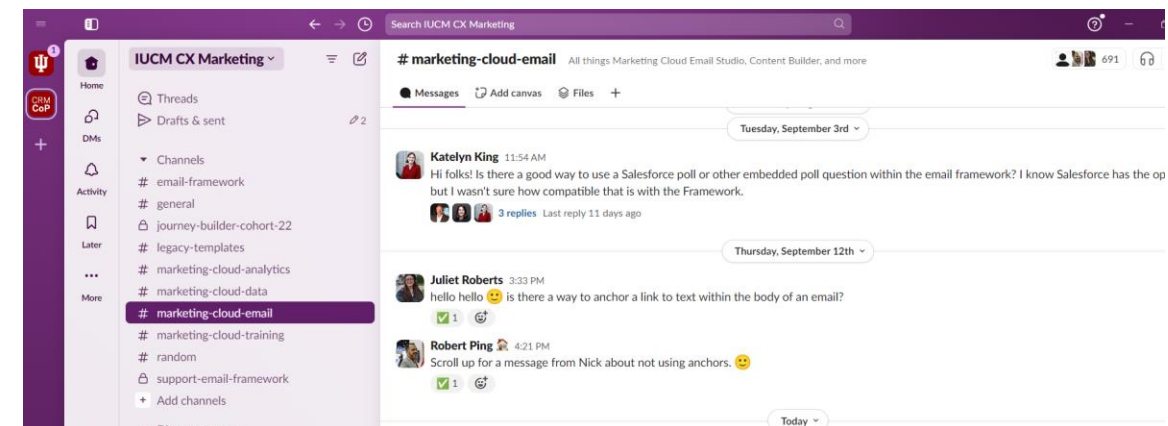
Welcome to Salesforce Marketing Cloud at Indiana University! Whether you want to boost your skills or are just interested in learning more, you've come to the right place.

Get started with Marketing Cloud



What is Marketing Cloud?

Marketing Cloud is IU's enterprise email marketing tool, available at no cost to IU units. If you need to send well-designed emails to your constituents, Marketing Cloud is probably for you.



LICENSING AND TRADEMARKS



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Licensing and Trademarks

- A license is required for any individual, organization, or company wishing to use Indiana University's name, trademarks, or identifiable properties on goods or services that are sold commercially, given away for internal use or promotional item, or displayed on uniforms and athletic gear.
- The Office of Licensing and Trademarks issues license agreements, as well as promotes and protects IU's trademarks, for all nine campuses.





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Licensing and Trademarks

- [Promotional Product Licensees](#) were competitively sourced via RFP through IU Purchasing to assist with your promo item needs.
- Artwork is reviewed and approved through a licensing portal called BrandComply.



- Bright Ideas
- Club Colors
- Corporate Imaging
- Four Star Marketing
- Graphicon
- Head Sales
- Imagery, LLC
- JH Specialty
- OmniSource Marketing Group
- Smile Promotions
- Stran Promotional Solutions
- The Giles Agency
- Underground Printing
- Your Image Works

E-Commerce/Pop-up Site Suppliers

- Imagery
- Smile Promotions
- Stran Promotional Solutions



ARTWORK SIZE - 2.75" W

Item 3774878 **Digital Concept**

Prime Line 24oz Duet
Stainless Steel Tumbler

Stran & Company, Inc.

Submitted: July 2, 2024 at
8:48a.m. by Joana Glasscott

Last Action: July 2, 2024 at
9:56a.m.

1 View ★ 1 Version

Approved

Current Stage
Digital Concept



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Licensing and Trademarks

- Marketing lockups are the preferred way to promote campus units on promotional items.
- [Promotional and Retail Style Guides](https://licensing.iu.edu) are available on licensing.iu.edu.
- Additional considerations:
 - Have a graduation cake request? Contact us!
 - Receive external requests to use IU marks in filming? Contact us!
 - Receive third-party requests to use IU marks? Contact us!
 - Find counterfeit products in the marketplace? Contact us!





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Licensing and Trademarks

Kimberly Spino, Director: kaspino@iu.edu

Laura Chandler, Associate Director: laichand@indiana.edu

General Inquiries: iulogo@iu.edu

Resources:

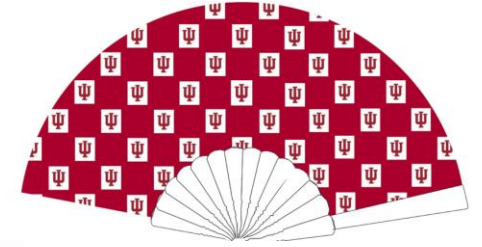
[Licensing & Trademarks Overview](#)

[Licensing & Trademarks Policy](#)

[Frequently Asked Questions](#)

[Licensee List](#)

[Contact](#)



QUESTIONS?



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What's Ahead?

- Presentation deck will be made available
- Continue with conversation with SMEs if you need help after this meeting
- Save the date: Thursday, Nov. 14, for Content Strategy/Storytelling workshop

THANK YOU