

We're creating a Technological University

Dr John Power
TU Brand Manager



Waterford Institute of Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LÁIRGE



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Institiúid Teicneolaíochta Cheatharlach

Branding

- A common misconception is that branding is simply a logo or slogan
- Five key features of a brand: Promise, position, personality, story and associations
- Champions



Brand project

- Phase 1: Brand audit and concept testing
- Phase 2: Strategic marketing plan
- Phase 3: Brand identity creation

Red Dog



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That is...



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That is...

**Accessible
Student Centred
Connected
Ambitious
Relevant
World-class**



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We're doing this... Together

Building our new brand

- Reflective of the new university's mission and vision
- Build upon the heritage of our existing brands
- Strategic initiatives and collaterals to support brand development
- Consistent and accurate messaging across all platforms
- Collaboration with all Work Streams, Work Groups, staff and our students



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Brand implementation

- Transition strategies for the implementation of the new university brand
- Delivery of all TU marketing material
- Rollout of brand guidelines to the wider university community
- Marketing plan to support impactful brand launch on 1 January 2022
- Post designation day; review and refinement of new brand messaging, implement a systematic process to support the further rollout of the new brand to all departments/units/functions



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Get in touch

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