

MARKETING AND BRAND STRATEGY PHASE II

Start: July 1, 2025	Budget: \$500,000
Finish: June 30, 2026	Actual YTD: \$285,000

MARKETING AND BRAND STRATEGY WORKFLOW

Task	October	November	December
Account Management & Brand Guidelines			
Internal Asset Production (photography, videography, print, digital, social, etc.)			
Brand Template & Toolkit (preparing for production)			

RISK/MITIGATION

The second quarter work in Phase Two of the Marketing and Brand Strategy will engage the preliminary build of the brand guidelines, asset production, and brand template and rollout as we prepare for production and rollout in Q3 (Winter/Spring 2026). This preliminary work continues to build the assets needed to ensure a successful brand launch in 2026. We will need to reserve a degree of budget flexibility as we scale projects to place emphasis on project needs.

Q1 HIGHLIGHTS

- ✓ Deliver the first DRAFT of preliminary Brand Concepts
- ✓ Provide feedback on brand strategy and brand concepts to set the foundation for all creative assets.
- ✓ Plan for brand execution for paid media strategy and plan.
- ✓ Set timeline for the internal rollout and socialization of the brand on campus (brand guidelines and toolkit) as we move into the execution of the project and begin implementing the brand.

Q2 OBJECTIVES

- Collect photography and videography assets to support brand execution and collateral production.
- Finalize brand templates and dimensions of the brand guidelines and toolkit
- Mobilize the work of the BLAST group for brand strategy and continuity

Status:
Lead: Joseph Miller
Pillar: Excel, Engage
Date: 10/10/2025

DESCRIPTION

Create a flexible brand platform that conveys Winthrop's brand purpose and value for all audiences. Elevate our story in support of awareness, reputation, and enrollment marketing needs. Extend the brand to support external and internal communications needs.

