

MARKETING AND BRAND STRATEGY PHASE II

Start: July 1, 2025
Finish: June 30, 2026

Budget: \$500,000
Actual YTD: \$0

MARKETING AND BRAND STRATEGY WORKFLOW

Task	July	August	September	October
Brand Concepts				
Brand Guidelines & Toolkit				
Paid Media Strategy & Plan				
Brand Execution				

RISK/MITIGATION

Phase Two of the Marketing and Brand Strategy will shift our focus onto the creation and execution of the brand strategy and creative concepts in coordination with the team from **160/90**. Our work will involve planning the media strategy, developing brand guidelines and toolkit, and brand execution in time for an internal rollout and socialization of the new brand strategy during the Fall 2025 semester. This work will require strict adherence to deadlines and budget management.

Q1 OBJECTIVES

- 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.
- Prepare 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.

Status:
Lead: Joseph Miller
Pillar: Engage, Excel
Date: 08/05/25

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.

