

# MARKETING AND BRAND STRATEGY PHASE II

Start: July 1, 2025

Budget: \$500,000

Finish: June 30, 2026

Actual YTD: \$495,000

## MARKETING AND BRAND STRATEGY WORKFLOW

Task	April	May	June
Brand Execution Support	Active		
Brand Asset Development Planning	Active		
Paid Media Planning and Execution		Active	

## RISK/MITIGATION

A successful brand rollout has increased awareness and excitement, with requests for materials coming in steadily. The challenge is successfully completing the designer search in UCM and may slow progress on some collateral work, but accelerating the timeline — especially for admissions-specific projects — helps offset that gap. Maintaining budget flexibility will remain important as we scale projects, prioritize key needs, and bring the new brand to our audiences.

## Q3 HIGHLIGHTS

- ✓ Launched the new brand in March and shared it with the campus community with plans to expand in Q4.
- ✓ Advanced the work of the BLAST group by providing members with a brand workshop with marketing partners.
- ✓ Conducted a photo/video audit to identify collateral gaps and inform the brand development roadmap.
- ✓ Finalized new brand guidelines and brand templates.

## Q4 OBJECTIVES

- Begin integrating new media and brand assets into templates and priority projects.
- Develop implementation of the new branding across the campus, starting with admissions.
- Continue engagement of the BLAST group through support of rollout.
- Plan paid media strategy.

Status:



Lead: Amanda James

Pillar: Excel, Engage

Date: 04/06/2026

## 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.*

