

MARKETING AND BRAND STRATEGY PHASE II

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

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

MARKETING AND BRAND STRATEGY WORKFLOW

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

RISK/MITIGATION

A successful brand rollout has increased awareness and excitement, with requests for materials coming in steadily. The unsuccessful designer search in UCM 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.

Q4 HIGHLIGHTS

- ✓ Hosted a photo shoot to capture brand-aligned imagery for use across all communications.
- ✓ Conducted a photo/video audit to identify gaps and inform the brand development roadmap.
- ✓ Distributed updated brand guidelines and templates to relevant stakeholders.
- ✓ Identified a vendor to support the development, planning, and placement of digital advertising for the upcoming recruitment cycle.
- ✓ Installed a photo spot on the West Center wall showcasing the refreshed brand.

CONTINUING WORK

- Continue collaborative efforts with the BLAST Committee to ensure all campus areas are fully integrating the new brand into their messaging.
- Roll out the brand across academics, advancement, and athletics to ensure a consistent institutional message.

Status:
Lead: Amanda James
Pillar: Excel, Engage
Date: 05/08/2026

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.

