ONE UF

VICE PRESIDENT DAN DILLON

Marketing Assignment

GOAL
- Be recognized as **...**

OBJECTIVE
- 10x10x10

STRATEGY
- Increase the **prestige** of, affinity for and interest in the University of Florida and our family of brands

Be recognized as ....

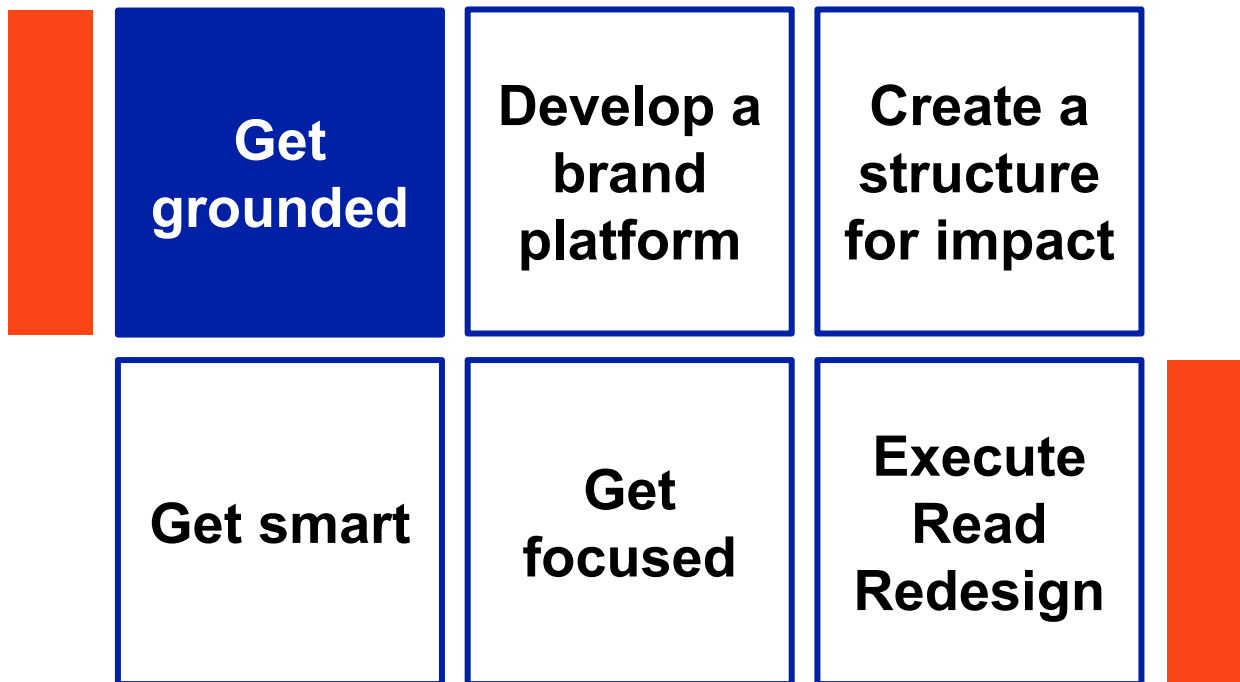# Start with WHY

Simon Sinek

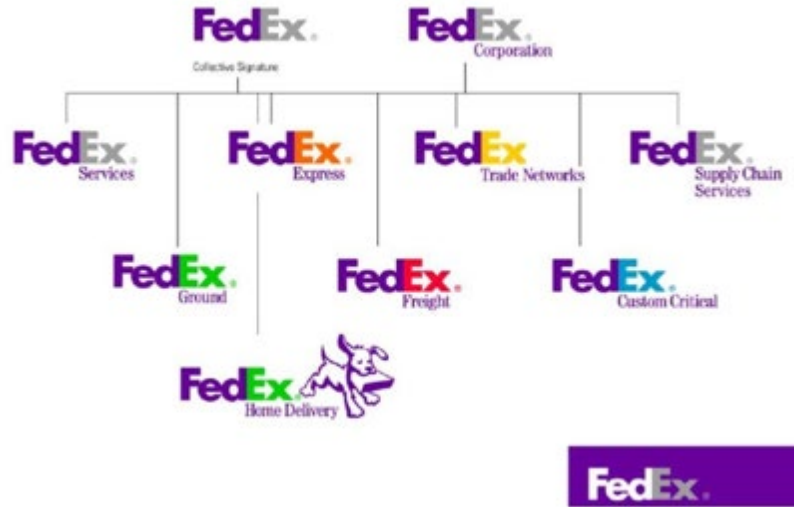# What do we BELIEVE?

What we believe is who we are

How?

Get grounded	**Develop a brand platform**	**Create a structure for impact**
Get smart	**Get focused**	**Execute Read Redesign**

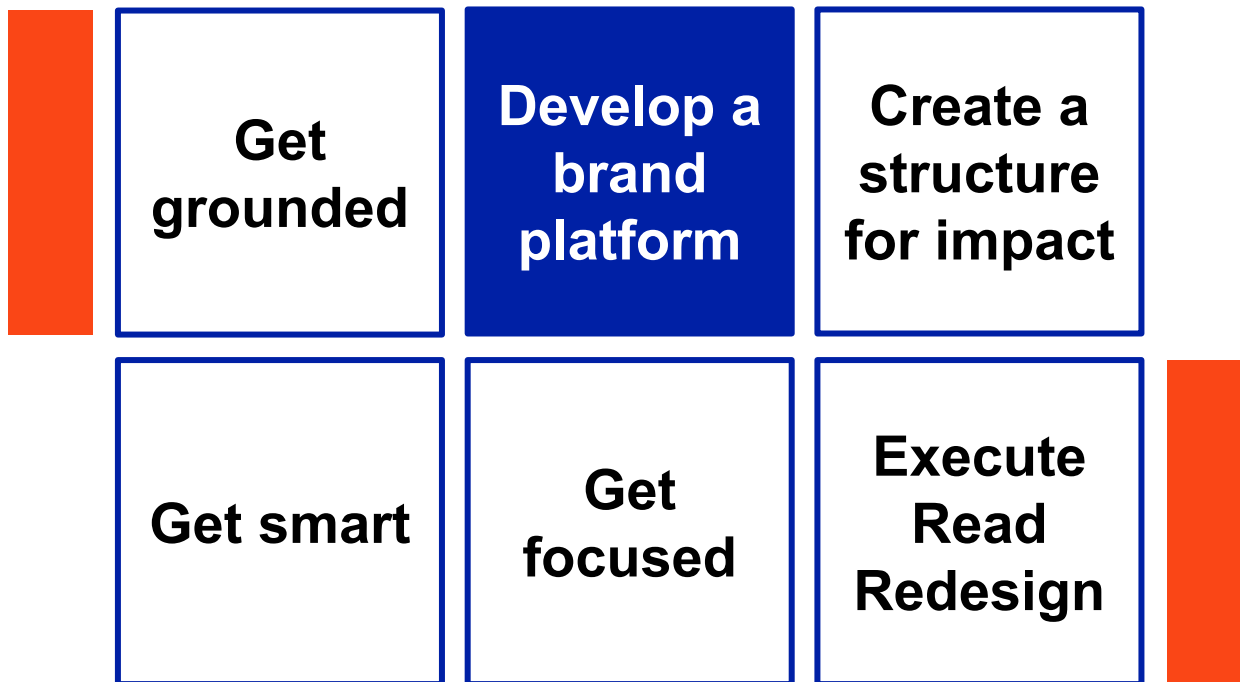# Branded House
Not a house of brands

What we do

Deliver the right **message** to the right **audience** through the most appropriate **channel** at the most opportune **time**.

How?

Get grounded	**Develop a brand platform**

Create a structure for impact
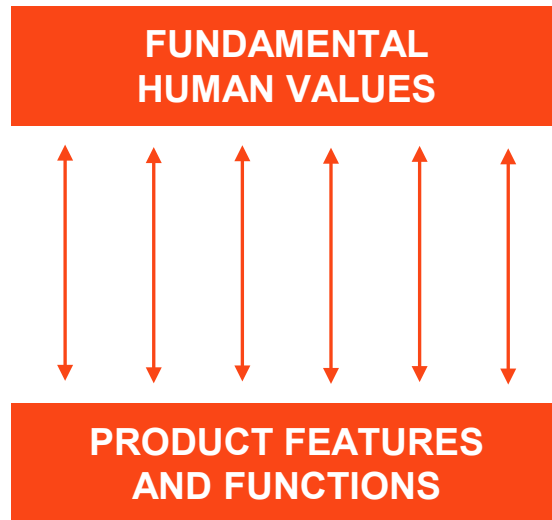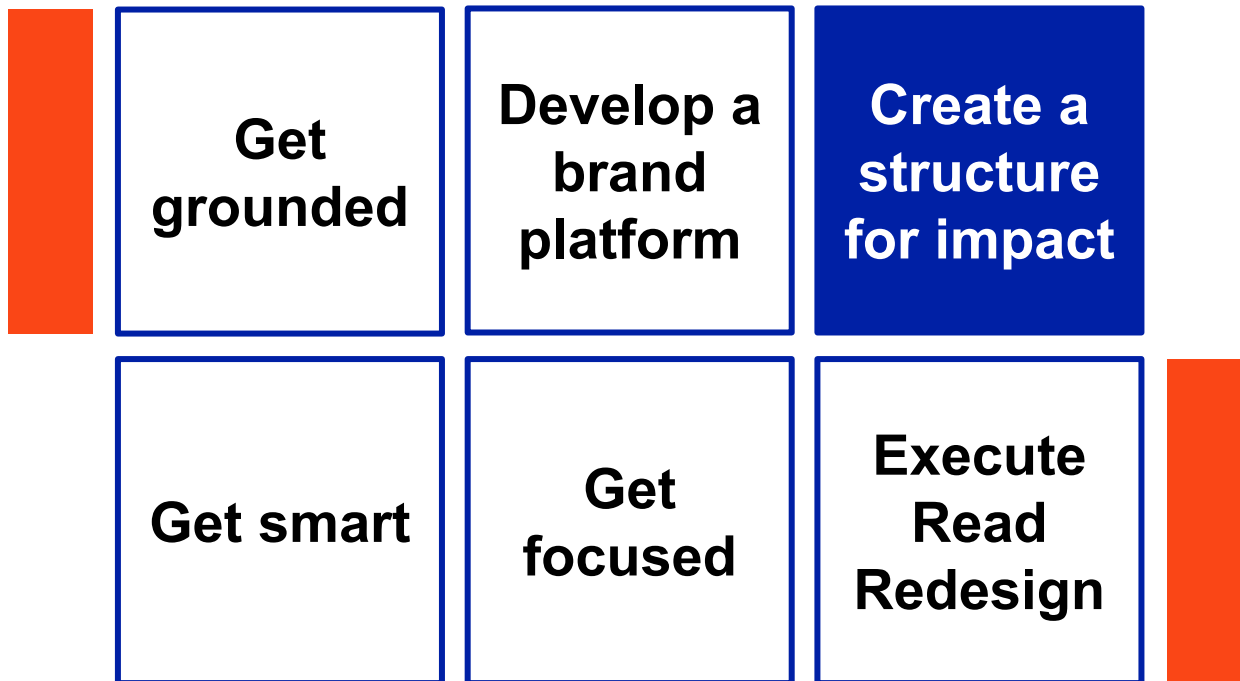
Get smart

Get focused

Execute Read Redesign

Enduring brand platform

Two principles

- Center on a **human value** or motivation

- Leverage **features** and functions

FUNDAMENTAL HUMAN VALUES

PRODUCT FEATURES AND FUNCTIONS

How?

Get grounded	**Develop a brand platform**
Get smart	**Get focused**

Create a structure for impact

Execute Read Redesign

INTEGRATED MARKETING AND COMMUNICATIONS

DIGITAL ECOSYSTEM MANAGEMENT

EXECUTIVE, INTERNAL AND EXTERNAL COMMUNICATIONS

Enterprise Marketing HUB

MEDIA STRATEGY AND BUYING

LOCAL AREA AND EVENT MARKETING

CONSTITUENT KNOWLEDGE AND INSIGHTS

CONSTITUENT RELATIONSHIP MANAGEMENT
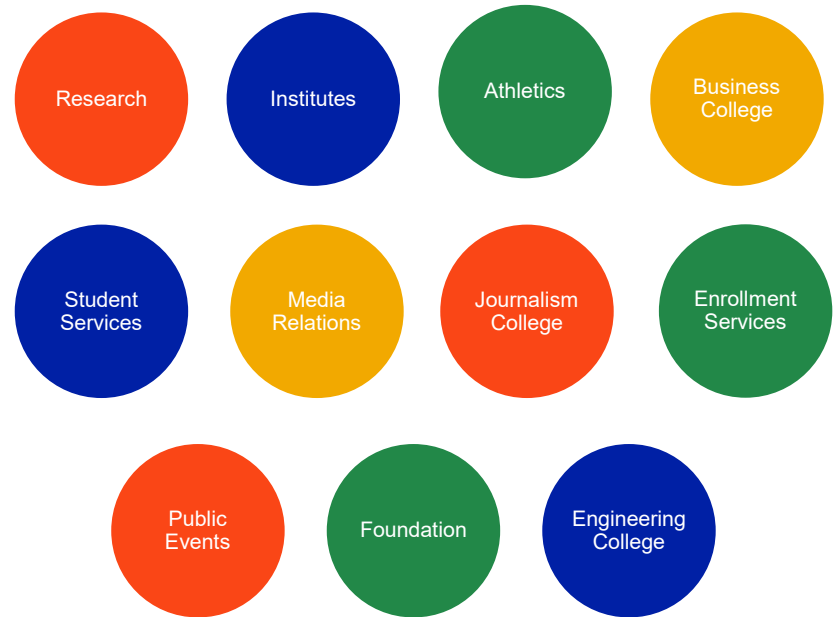
CREATIVE SERVICES

Enterprise Marketing Hub

Full-service marketing **agency** that advances the prestige of and affinity for the UF brand.
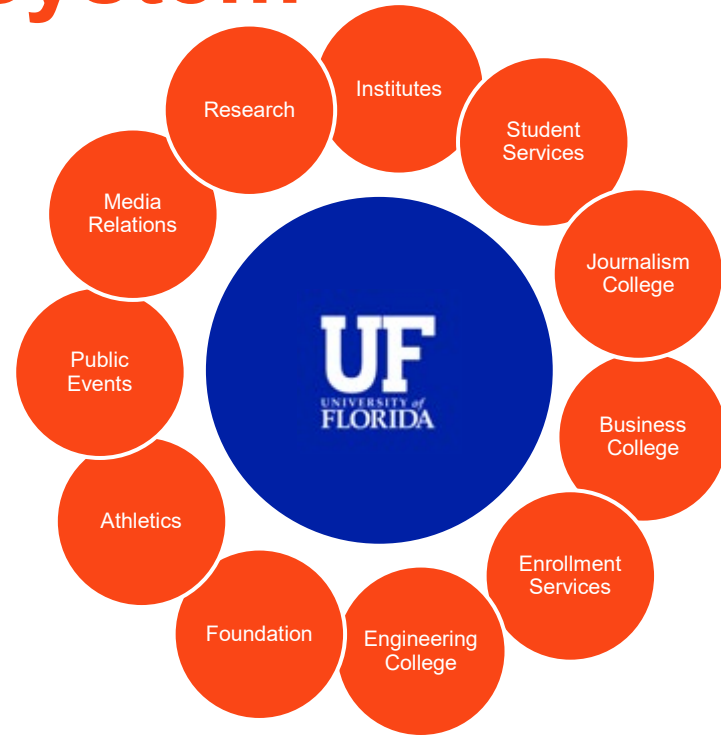
UF Marketing Ecosystem

- "Marketing": 66
- "Communications": 300+
- Plus event managers, writers, video producers, graphic designers, PR, social media: 460+
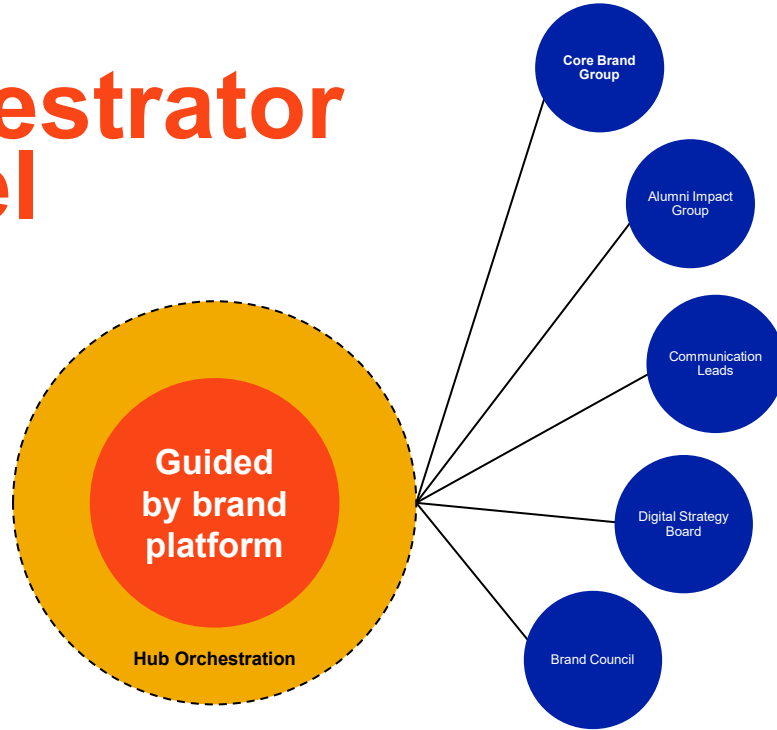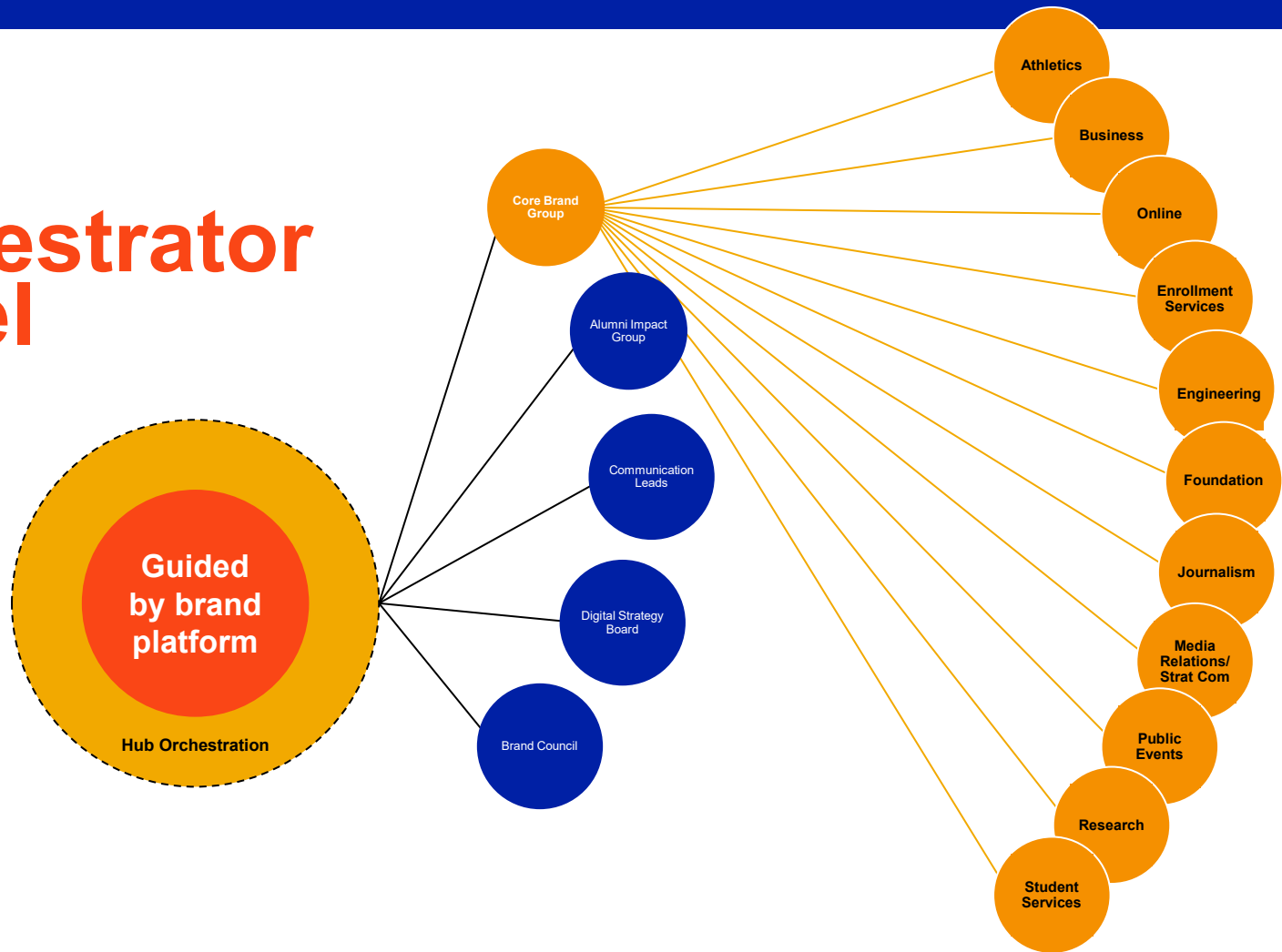- A **federated** marketing model

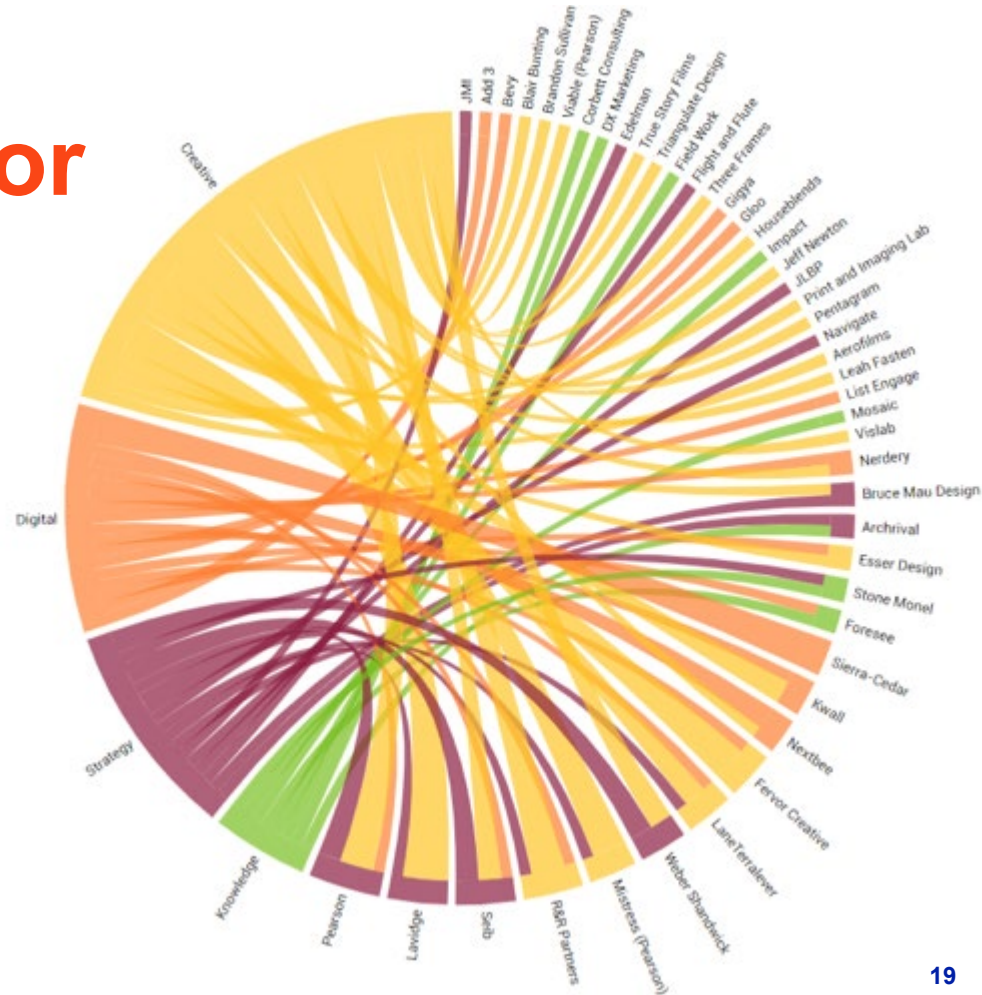# UF Marketing Ecosystem

A **franchised** marketing model

Illustrative

The Orchestrator Model

Core Brand Group

Alumni Impact Group

Communication Leads

Digital Strategy Board

Brand Council

Guided by brand platform

Hub Orchestration

Illustrative

The Orchestrator Model

Guided by brand platform

Hub Orchestration

Core Brand Group

Alumni Impact Group

Communication Leads

Digital Strategy Board

Brand Council

Athletics

Business

Online

Enrollment Services

Engineering

Foundation

Journalism

Media Relations/ Strat Com

Public Events

Research

Student Services

General Contractor

A stable of agencies, centrally procured, available to support the entire enterprise

Illustrative

How?

Get grounded	**Develop a brand platform**	**Create a structure for impact**
Get smart	**Get focused**	**Execute Read Redesign**
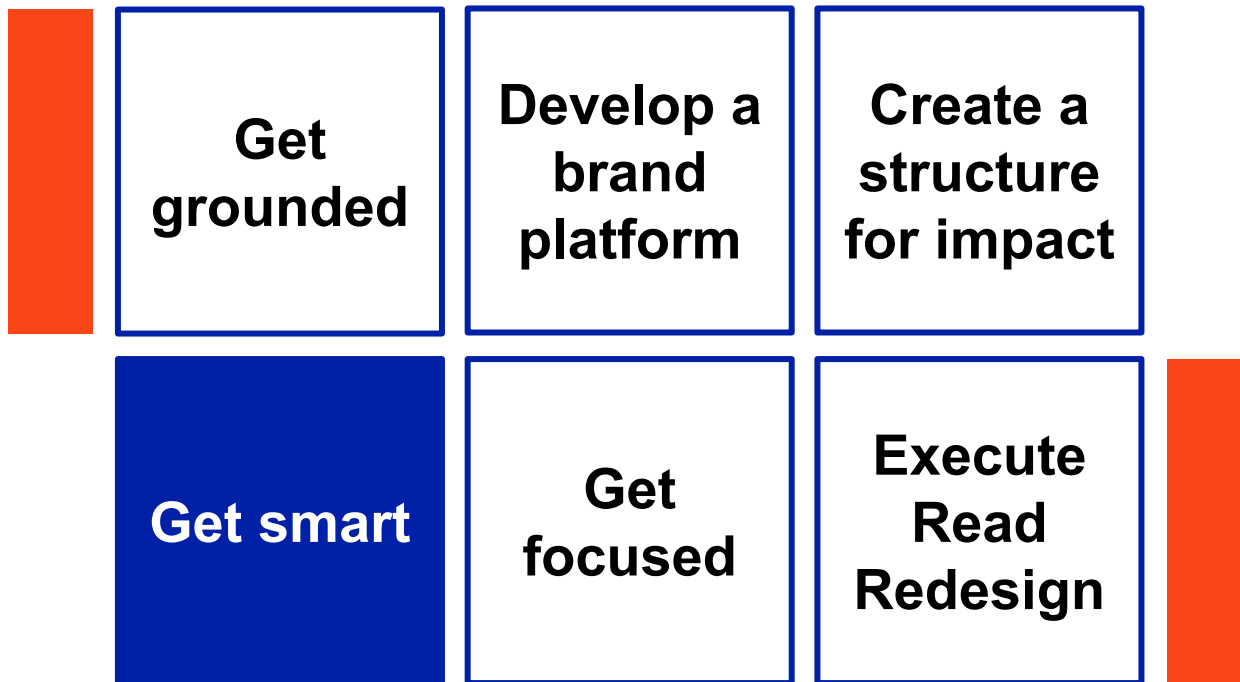
Knowledge and Insights

BRAND TRACKER

STRUCTURAL EQUATION MODELS

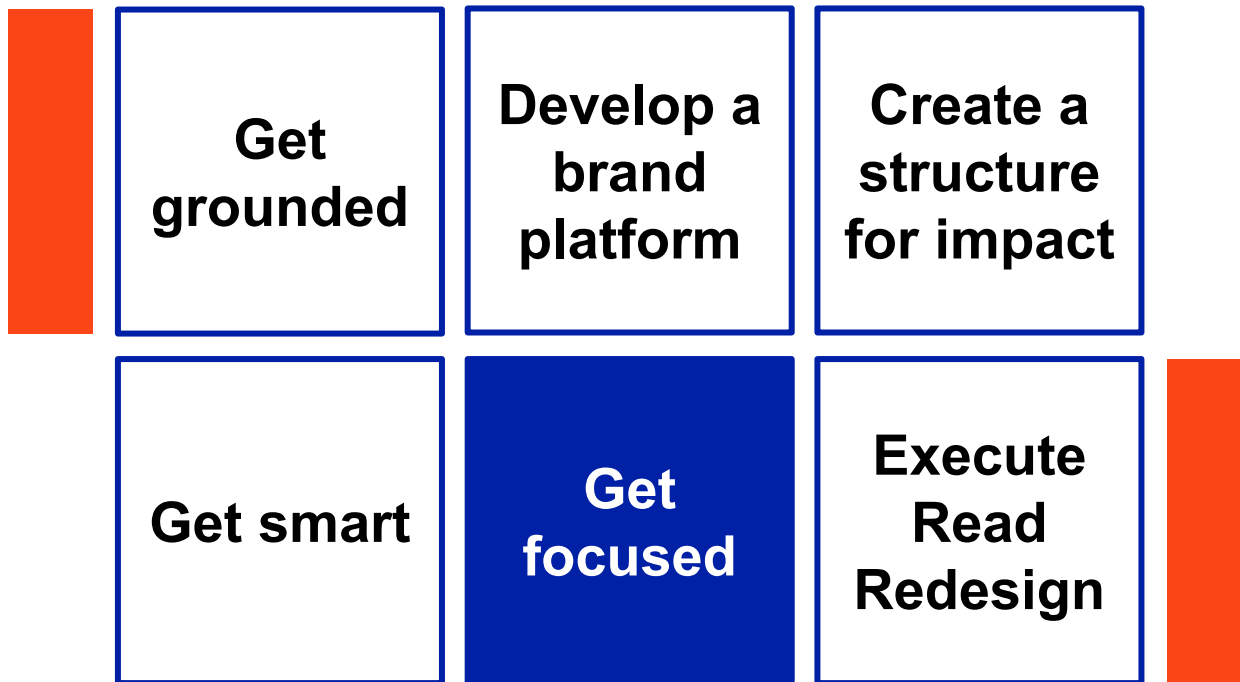**MESSAGE TESTING**

ADVANCED ANALYTICS

WEBSITE USABILITY
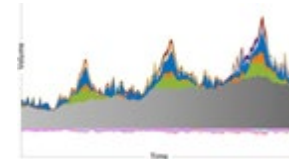
MARKETING EFFECTS ANALYSIS

How?

Get grounded	**Develop a brand platform**	**Create a structure for impact**
Get smart	**Get focused**	**Execute Read Redesign**

How?

Get grounded	**Develop a brand platform**
Get smart	**Get focused**

Create a structure for impact

Execute Read Redesign

ONE UF