THE UNIVERSITY of WISCONSIN
MADISON
Produced by University Communications

Institutional Marketing at UW-Madison
Institutional Brand
Foundation
WAA
OCR
Athletics
College
College
College
THE UNIVERSITY of WISCONSIN
MADISON
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Institutional Marketing at UW-Madison

- Mission
  - To create, integrate, transfer and apply knowledge through innovative programs of research, teaching and public service.
- Vision
  - To sustain and strengthen our position of preeminence in research and higher education.
- Inspiration
  - Students, faculty and staff are motivated by a tradition known as the "Wisconsin Idea," described by UW President Charles Van Hise in 1904 as the compelling need to carry "the beneficent influence of the university . . . to every home in the state."

THE UNIVERSITY of WISCONSIN MADISON

Institutional Marketing at UW-Madison

- Values and Priorities
  - Promote research
  - Advance learning
  - Accelerate internationalization
  - Amplify the Wisconsin Idea
  - Nurture human resources

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Institutional Marketing at UW-Madison

- Positioning Statement
  - The University of Wisconsin-Madison is a catalyst, where people create change both in themselves and in the world through innovation and exploration.

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Institutional Marketing at UW-Madison

- Brand Promise
  - UW-Madison provides a comprehensive educational environment in which intelligent, spirited students and scholars can work together to create change that influences Wisconsin and the world.

THE UNIVERSITY of WISCONSIN MADISON

Institutional Marketing at UW-Madison

- Brand Attributes
  - Intelligent
  - Spirited
  - Engaging
  - Beautiful
  - Friendly
  - Midwestern
  - Comprehensive
  - Big
  - Challenging
  - Progressive

THE UNIVERSITY of WISCONSIN MADISON

Institutional Marketing at UW-Madison

- Points of Pride
  - The Wisconsin Idea
  - Academic distinction
  - Groundbreaking research
  - Global vision
  - Midwestern values
  - Badger spirit
  - Progressive history
  - Beautiful, historical campus
  - Limitless opportunities

THE UNIVERSITY of WISCONSIN MADISON

Institutional Marketing at UW-Madison

Forward. Thinking.

THE UNIVERSITY of WISCONSIN MADISON

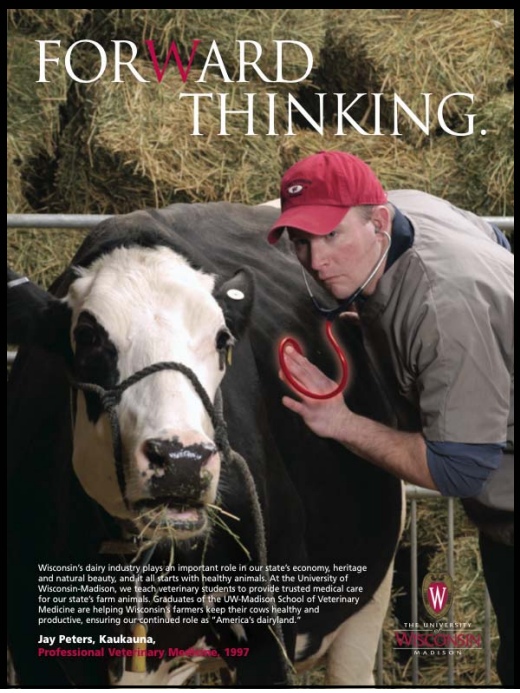
Institutional Marketing at UW-Madison

- Print ad campaign objectives:
  - grow the level of awareness and support for UW-Madison;
  - put a human face on a large institution;
  - help create a favorable environment for taxpayer support of the university.

THE UNIVERSITY of WISCONSIN MADISON

FORWARD.
THINKING.
Hunting. Skiing. Hiking. Birding. Fishing. Boating. Wisconsin's great outdoors has something for everyone, and we all benefit from our natural resources. How we use and manage our natural resources today will have big impacts on the state's environmental future. As a graduate of UW-Madison in wildlife ecology, Ronald Eckstein works to ensure the continued health of the state's natural resources, so future generations will continue to enjoy Wisconsin's living legacy.
Ronald Eckstein, Rhinelander, Wis.
B.S., Wildlife Ecology, 1971;
M.S., Wildlife Ecology, 1975
THE UNIVERSITY of WISCONSIN MADISON

FORWARD.
THINKING.
At the University of Wisconsin-Madison, we prepare students to conduct research in science and technology industries. Through ingenuity and creativity, they are meeting tomorrow's needs. Our graduates are working to cure and treat diseases, discovering ways to meet our nation's energy needs, researching methods of preventing pollution, and finding ways to make food safer and tastier, and much more.
Wiwid Paramita, Beloit, Wis.
Ph.D., Food Science, 1998
THE UNIVERSITY of WISCONSIN MADISON



Institutional Marketing at UW-Madison

- Broadcast ad campaign
  - UW-Madison TV ads aired during football, basketball and hockey seasons in 2006; seen by more than 13 million viewers.
  - http://uc.wisc.edu/video

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Institutional Marketing at UW-Madison

- Sharing Science with Wisconsin

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