

USA Marketing and Communications Advisory Committee

9-10:30 a.m., July 6, 2015

Student Center Ballroom

Agenda

- ❖ Welcome and Introductions

- ❖ Branding the University of South Alabama
 - Ologie Brand Workshop Report
 - Attributes and Benefits Exercise
 - Workshop Booklet (Email Link will be sent)

- ❖ Stories that Illustrate the USA Brand
 - Reinforce our Attributes and Benefits
 - Stories about Students, Alumni, Faculty, Staff

- ❖ Current Advertising Campaign

- ❖ Next Steps
 - Ologie Presents Branding Strategy (July)
 - Strategy Meeting with Advisory Committee (August)
 - Ologie Presents First Round of Creative Concepts (August)