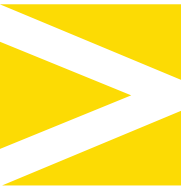


THE **byk** **Big BRAND** **THEORY**

PRESENTATION EXECUTIVE SUMMARY

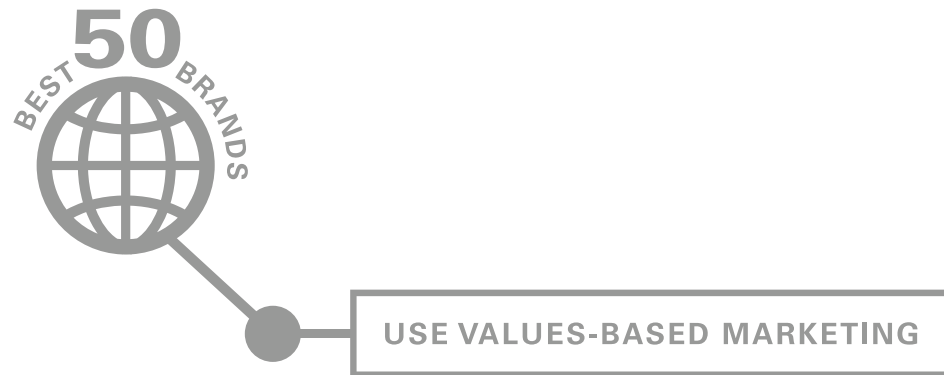
Growing University Enrollment, Engagement, Loyalty & Advocacy
through Shared Values & Emotional Connection

Offer Overview

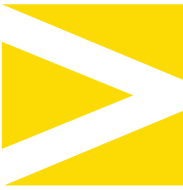


BVK's "The Big Brand Theory" is a **90-minute presentation** that guides you through the process of uncovering your college or university's core marketing value. We'll show how to identify it, how to use it to advance your brand and why **values-based marketing** will make you stand out from your competitors.

We will share **examples of how the world's fifty best brands** (founded in the data from a ten-year study of more than 50,000 companies around the world) use shared values and high ideals to outperform the market by an incredible margin. Finally, **we will provide a plan of action** to transform a loosely aligned group of ivory towers into a unified organization, rooted in a core human value. BVK will show you the way to **discover, unite, inspire and unleash the power of your brand** at each of your university's touch points.



The Times They Are A Changin' So You Need To Act Now



It's a turbulent time in the higher education industry. Just 30 years ago, legislative appropriations provided 59 percent of core revenues at public four-year colleges. In 2013, the latest year available, **state funding covered a mere 27 percent on average.** Worse yet is that funding, in some states, is **on track to hit zero** in less than ten years.

At the same time, the average cost for attending four-year public colleges rose 81 percent in constant dollars between 2000 and 2014, according to *The New York Times*. While **financial aid is declining** at most universities, **merit aid is increasing** at many. And, overall enrollment has been dropping since 2010. Experts are projecting flat or declining enrollment numbers and declining graduation rates with "traditional" students, and increasing numbers of first generation and low income candidates.

The result? All but the nation's **top schools are battling it out for the top students,** leaving many to wonder: Is there something universities and colleges can do to overcome these challenges?

There is.



COST OF
EDUCATION



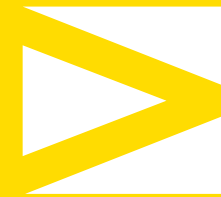
ENROLLMENT

Think Outside The Category

Too many colleges and universities are marketing a sea of sameness. They are too focused on promoting features and benefits. That game is over. In this new era, higher education institutions need to **look beyond the walls of higher education** and draw their inspiration from the business world – specifically those organizations that have made the deep commitment to improve the lives of the people they serve by linking their business beliefs with a core human value.

This method has spurred **unprecedented growth** in the corporate world. And we can help you apply this model to your marketing platform.



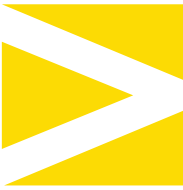


Because when you discover **your university's core values** – the essence of who you are as a brand – you'll see an opportunity for storytelling beyond the statistics of athletics, awards and rankings. And most importantly, **you'll see results across the campus – from enrollment to endowment.**

You'll see how a **powerful and distinctive brand platform** will help you attract the right students, and keep those students, eventually turning them to active alumni. You'll see how values-based marketing will help you attract and retain the right faculty. And finally, you'll see **increased strength in internal alignment** and engagement, and, you'll reignite relations with alumni inspired to be brand ambassadors and donors.

With a deep understanding of the higher education landscape, BVK has developed a proven road map to help colleges and universities **move beyond surviving and graduate to thriving.**

By Attending Our Complimentary Presentation, You Will:



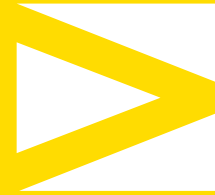
Understand and articulate to internal stakeholders the proven **power of a values-based brand** (based upon ten years and 50,000 brands of research).

Learn the neuroscience of **infusing emotion into your university's brand** messaging to create brand differentiation and increased engagement.

Review the process and steps to **uncover your brand's core value proposition**.

Gain proprietary insights into the Masterbrand approach and the necessary **steps to create brand consistency across the university** – despite the structured siloes common in higher education.

See examples of **successful case studies of brands inside and outside the category** that demonstrate the power and benefits of a values-based position in creating an emotional brand connection.



Finally, we will demonstrate that when you create a powerful brand that leverages your core value, you will not only build deeper connections, **you'll unite all who share your value around the brand** – both internally and externally. With indisputable research, we will prove that your university's optimal growth and high ideals are not incompatible. They are inseparable.



DISCLAIMER:

This presentation is not for those marketers who enjoy the status quo and the sea of university sameness. This presentation is for those marketers who want a proven roadmap to position their university to not only survive but to thrive.



For more than 20 years, BVK has been helping higher education clients create success. At BVK, we know how to build and grow sustainable university brands. It all starts with creating a brand platform from the university's core DNA and value system. In a category where many colleges and universities have a similar mission, BVK finds the core shared values, elevates the emotional connections, and creates brand movements that unite university stakeholders changing individual lives, communities, and the world, for the better. BVK has used this approach to bring success to these and other higher education clients:



Contact Us

For more information or to schedule this no cost presentation, please contact
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