What is a brand?

"A brand is a CUSTOMER EXPERIENCE represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the ACCUMULATION OF EXPERIENCES with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary."

Touch Points

MIKE TIGER
Brand Ambassador

SALLY
Prospective Student
Vendor
“LSU IS GREAT.”

1. MARKETING
"HELLO"

"LSU IS GREAT."

2. TELEMARKETING
“TRUST ME. LSU IS GREAT.”

3. PUBLIC RELATIONS
“LSU IS GREAT.
LSU IS GREAT.
LSU IS GREAT.”

4. ADVERTISING
5. GRAPHIC DESIGN
"I UNDERSTAND LSU IS GREAT."

6. BRANDING
Fresh impressions on brandmarks

FROM MY 5-YEAR-OLD

http://www.youtube.com/watch?feature=player_embedded&v=N4t3-__3MA0
• Athletic
• Spirited/Traditional
• Big
What is an ambassador?

“A person who acts as a REPRESENTATIVE or promoter of a specified activity.”

New Oxford American Dictionary
What are Quality Standards?

“The operational priorities, or criteria, that ensure consistent delivery of guest services.”
LSU University Relations
Quality Standards

1. Service
2. Excellence
3. Expertise
4. Collaborative
How You Impact the Brand:

• Monthly Newsletters
• Email Signatures
• Auto Reply messages
• Outgoing Voice message
• Every touch point is an OPPORTUNITY
Newsletter Tips

• Keep it short
• Skip the intro
• Focus on Headlines
• Keep the Best info on top
• Include Images

Email Signature Do’s

• Name
• Title
• Phone Numbers
  (Office, Cell, Fax)
• Email Address
• Web Site
Email Best Practices

• Use Out-of-Office Auto Reply
• Personal Email Signature
• Never send an email when:
  – Angry
  – Impatient
  – Argumentative
  – Unfocused
  – Tired
QUESTIONS?

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