

How to tell

your University's

brand story

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What we'll cover

- Why brand is important
- What is brand personality?
- What's an audience first approach?
- Showcasing your university's core messages

*I'm not going to bang on about the importance of the correct colours or logos in presentations.



Beyond Business



Undergraduate Prospectus 2025



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Why is brand important in outreach activities?



Undergraduate Prospectus 2025



University of Liverpool to host Tay Day: A Taylor Swift Symposium

TAY DAY
A FREE ACADEMIC CONFERENCE ON TAYLOR SWIFT
12 JUNE 2024

Greater Manchester Higher Talking T Levels

“ I knew I wanted to care for people and be a nurse. Doing a T level, it all links back to why I'm doing it. It's a direct link to my career path and it's really helped me gain motivation to learn and get into the practical side of it ”

Jasmine
Salford City College Nursing Cadet

#TLevelsWeek



EMPOWERING LEARNERS WITH THE KNOWLEDGE AND OPPORTUNITIES TO SUCCEED

Future U is a collaborative project bringing together universities, colleges, schools and businesses from across Lancashire.



MORE THAN JUST A CERTIFICATE

Arrive a student, leave an expert and become unstoppable when you study with us.



Personality *noun*

/ˌpɜːsəˈnæləti/
(pl. personalities)

1. the various aspects of a person's character that combine to make them different from other people.
2. The qualities of a person's character that make them interesting and attractive.

Edge Hill Brand Personality

Genuine



We're part of a campus community of academics who are accessible, approachable and known by their first names.

Confident



We're confident in the university experience we offer to every student. We're proud of our academic excellence and the contributions our alumni make to our community.

Aspirational

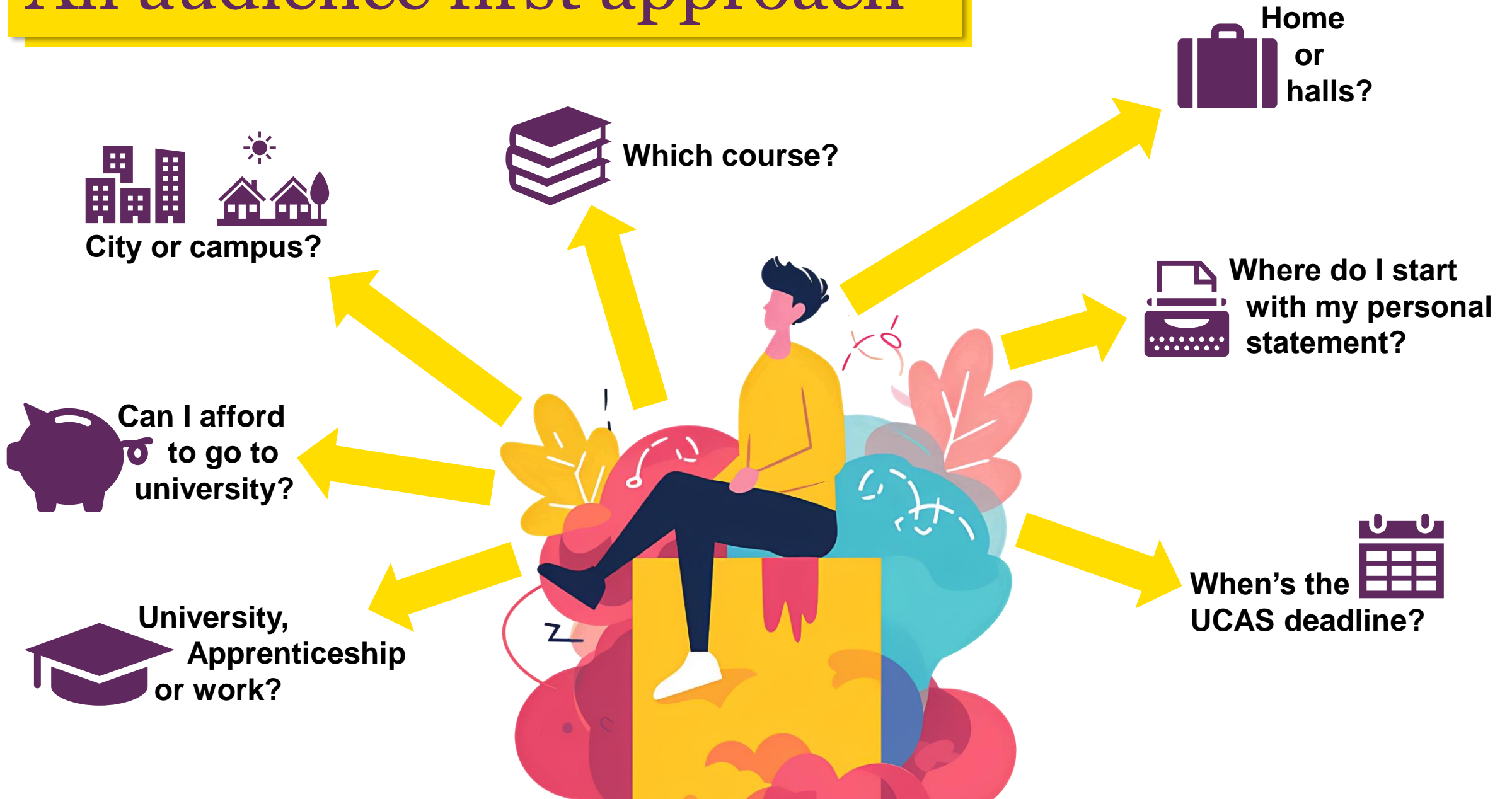


We empower our students to succeed in the lives they see for themselves. It's not about building unreal expectations, but about achievable aspirations grounded in reality.

What's your university's brand personality?

Write down 3 words/phrases that you think describe your university's brand.

An audience first approach



Know your core messages



- University?**
- **96.9%** of students employed or in further study within 15 months of graduating.
 - Employers that work with us use **industry-standard facilities** in projects that students are involved with.

Can I afford it?



- **Scholarships** specific to Edge Hill
- Student Opportunity Fund
- **Best value for money** for student accommodation.

City or campus?



- **3rd in the UK** for University facilities – WhatUni Student Choice Awards 2023
- One of the UK's best green spaces - **Green Flag Award winning** for 13 successive years

Which course?



Portfolio expansion: new Chemistry, Maths and Physics courses and constant investment in new facilities **£350m over 15 years.**

Home or halls?



- **1st in the UK for accommodation** – Uni Compare 2025
- **Best value for money** – Global Student Living Awards 2024

Personal statement



UCAS deadline?



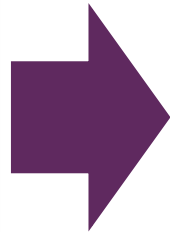
No core messages needed...

...this is about them and how you can help, not about us.

What are your university's core messages?

1

List 2 outreach
activities



2

Think AUDIENCE FIRST

What are their
problems/needs/
preferences/goals?



3

List 1 or more of your
university's core
messages that would
fit this activity and
audience need.

*“Authenticity is about
being true to who you are.”*

Michael Jordan



Thank you