

Main challenges

- Sending and attracting international students
- Fostering staff and faculty exchange programs
- What are students looking for?
- Consistency of messages as the institution evolves
- Fundraising

BRANDING

Branding is the art of aligning what you **want** people to think about your company with what people **actually** do think about your company.

Jay Baer (Author of *The Now Revolution*)

BRANDING

Branding is the **identity** of a product or service.

It's the name, the logo, the design, or a combination of those that people use to identify, and **differentiate**, what they're about to buy.

A good brand should deliver a **clear** message, provide **credibility**, connect with customers **emotionally**, motivate the buyer, and create user **loyalty**.

Gini Dietrich – Spin Sucks

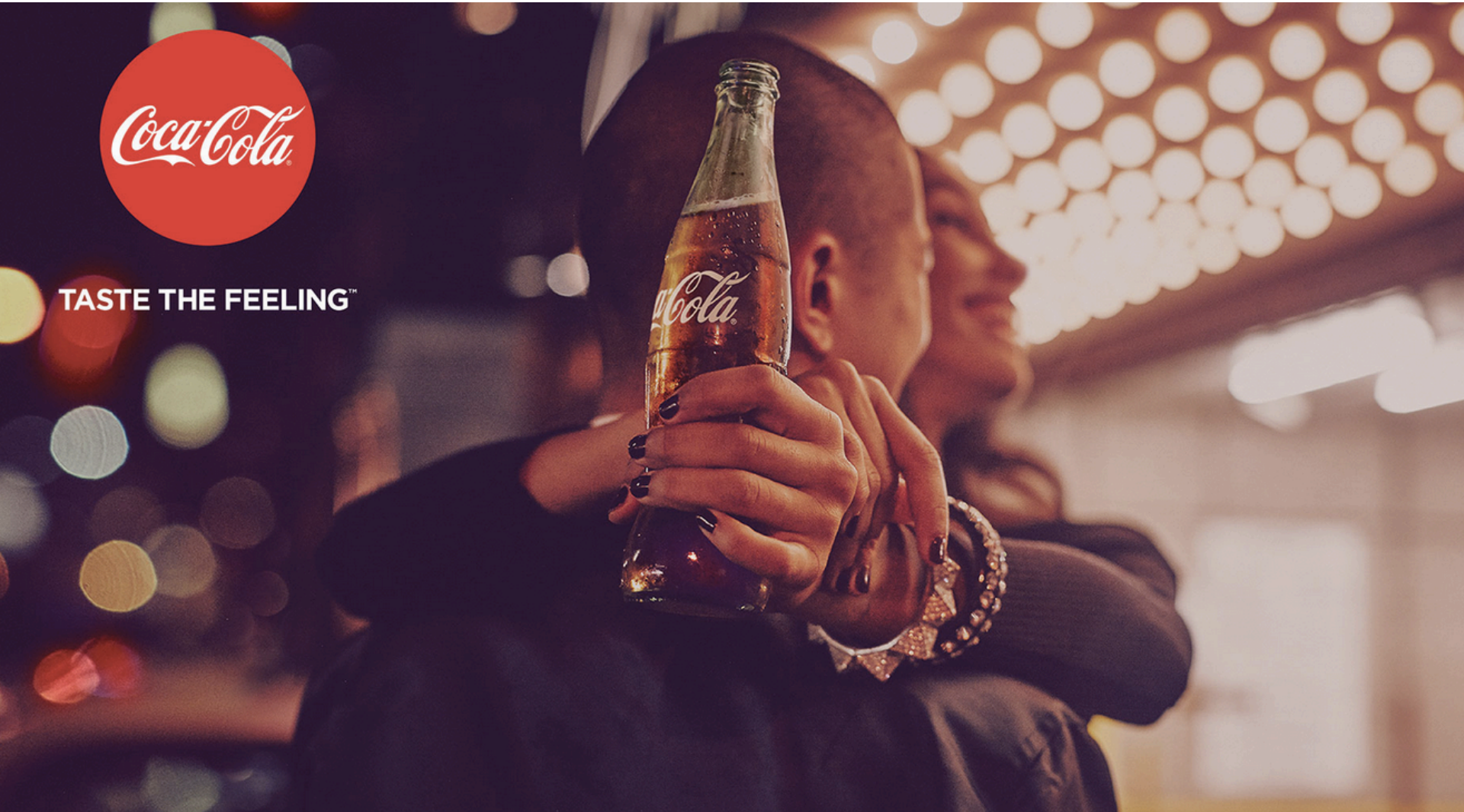
KEY ASPECTS

- IDENTITY
- VALUES
- DIFFERENTIATION
- CREDIBILITY
- EMOTIONS
- LOYALTY

IDENTITY






TASTE THE FEELING™



VALUES

HANDMADE  HEARTFELT

Handcrafted in a machine-made universe. Exacting to the millimeter in a close-enough culture. Built of genuine hardwood and cast iron in a world of artificiality. For over 160 years, one name has been making instruments so passionately conceived and meticulously crafted, it can take dozens of artisans with decades of experience twelve months to create... one. To enable a sound so RICH  RESONANT and deep and unmistakable that once you've experienced it, anything less than these unreasonable standards becomes unacceptable. To make the only piano built to perfection for perfectionists, by artisans for artists. To merge PRECISION  PASSION, experience and expression, power and elation, artist and audience. Until effort becomes effortless, weight becomes weightless, and it's possible for you to CLOSE YOUR EYES  SOAR.


STEINWAY & SONS

DIFFERENTIATION



CREDIBILITY



BMW 3 Series
Saloon

www.bmw.co.uk
Tel. 0800 325 600



The Ultimate
Driving Machine

GET WHAT YOU PAY FOR. AND MORE.

Here's a BMW Economics question for you: if a BMW 318i Sports Plus Saloon comes with an extra £2,930* worth of equipment (including Dakota leather upholstery + 18" alloy wheels + Bluetooth) which you only pay £610 for, how soon will you get to your local BMW Dealer or bmw.co.uk to find out more? **BMW Economics.**

EMOTIONS

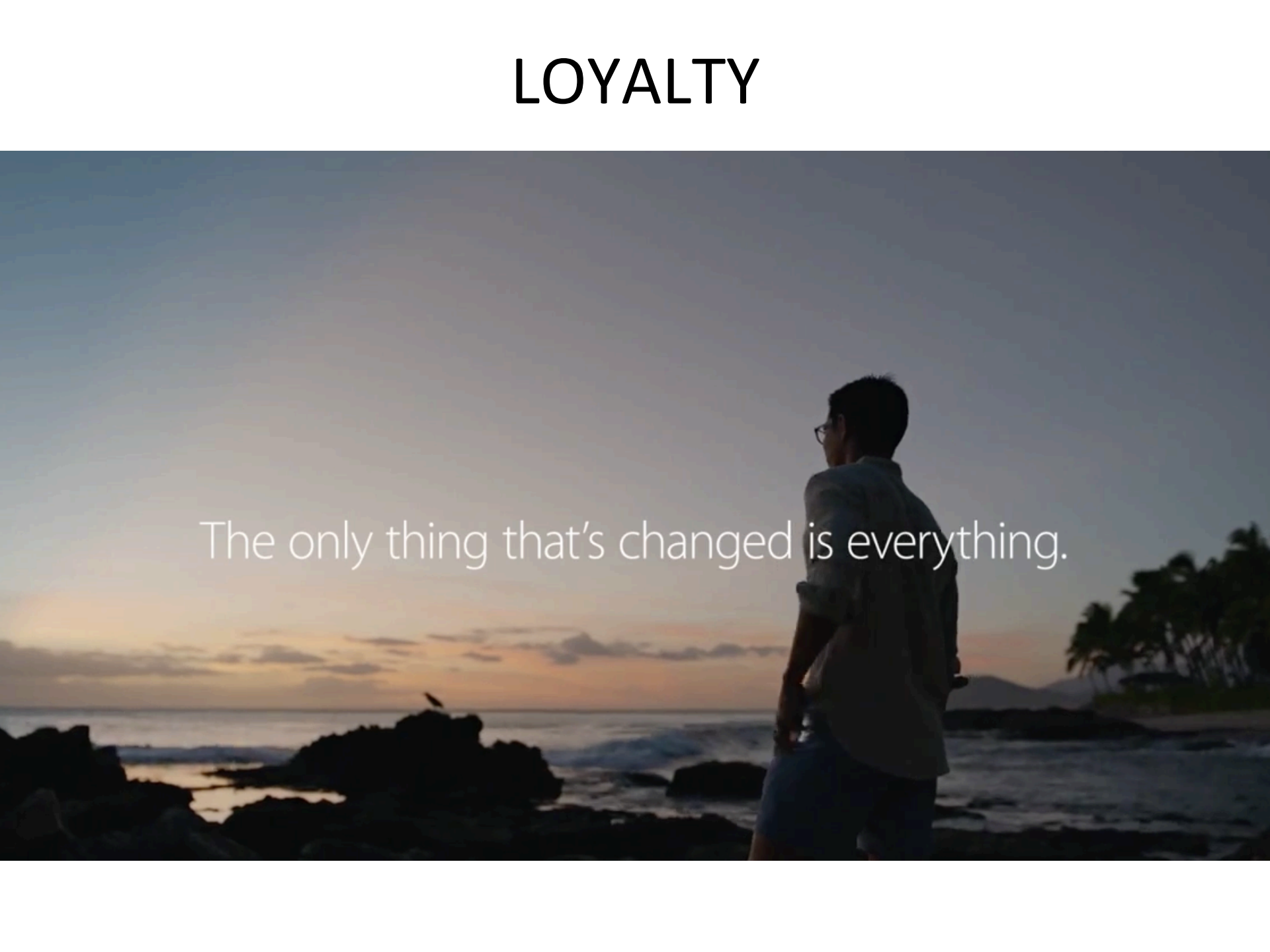
VESPA
PRIMAVERA
AS ORIGINAL AS YOU.

FIND OUT MORE »



LOYALTY

The only thing that's changed is everything.

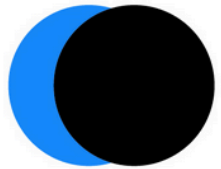
A person is standing on a rocky shore, looking out at the ocean during sunset. The sky is a mix of orange, yellow, and blue. The person is wearing a light-colored shirt and shorts. The ocean is calm with some small waves. There are some palm trees on the right side of the image.

Juilliard

DANCE
DRAMA
MUSIC



**CONSERVATOIRE
NATIONAL SUPÉRIEUR
DE MUSIQUE ET
DE DANSE DE PARIS**



Conservatorium van Amsterdam
Amsterdamse Hogeschool voor de Kunsten



V. Sarajishvili Tbilisi
State Conservatoire



Royal Academy of Music

Berklee *school of music*

284 NEWBURY STREET • BOSTON 15, MASS.



Berklee
COLLEGE OF MUSIC

Berklee
college of
music



Berklee

Berklee Vision 2025



Berklee

Vision for 2025

As the preeminent institute of contemporary music and the performing arts, Berklee will transform arts education and empower artists to better our world. Building an inclusive culture that promotes diversity in all its forms, we will nurture the growth of the world's most inspired artists in music, theater, and dance, so they may fully realize their creative and career potential. Berklee will forge new connections among art forms, musical traditions, technologies, and institutions, creating a dynamic global network that fosters innovation, collaboration, and community.

EXERCISES

1. Describe your institution in a paragraph.
2. What are the main 3 differentiating characteristics of your institution?
3. Who is your target audience?
4. How do you convey your message?
 - Do you tell a story?
 - How (tone, who is the protagonist?
 - What tools do you use? Images/text/ music
5. What are your main channels to reach your audience?

EXERCISES

6. What are the main barriers that you face to implement your strategy and reach your target audience?
7. Indicators: How do you measure the achievement of your goals?
 - level of engagement
 - Institutional reputation
 - number of students
 - student satisfaction
 - employability
 - awards / ranking
 - funding

EXERCISES

8. Who are your best ambassadors?
 - Students? Alumni? Leadership? Faculty?
9. How do you equip them to support your brand?
10. In your role in the organization, how does your work contribute to keeping the organization relevant?

THANK YOU!

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