Solving for Tomorrow
by building a better brand today

Andrew Careaga, Missouri S&T Brand Symposium

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About us

Missouri S&T marketing and communications builds, manages and promotes the S&T brand experience to further our university’s mission and strategic goals.

**VERBALLY**
Through compelling stories, strong writing and editing, and messages that resonate with our audiences.

**VISUALLY**
By presenting the S&T experience to the world through exceptional photography, videography and graphic design.

**VIRTUALLY**
By embracing the power of digital technology to share our stories — and engage those we wish to reach.
Meet the team
What is a brand?
A logo?
A name?
A tagline?
An association?
What is a brand?

“A brand is more than a name or a logo – it is a promise and a contract with every customer. ... And if people feel that the offering does not live up to what they expect from the brand, they will decide to stop buying.”

Richard Branson
Founder of Virgin
What is a brand?

“A great brand is a story that’s never completely told. ... Stories create the emotional context people need to locate themselves in a larger experience.”

Scott Bedbury
Author, A New Brand World
What is a brand?

“Imagine your customer is a hitchhiker. You pull over to give him a ride, and the one burning question on his mind is simply Where are you going? But as he approaches, you roll down the window and start talking about your mission statement, or how your grandfather built this car with his bare hands, or how your road-trip playlist is all 1980s alternative. This person doesn’t care.”

Donald Miller
Building a StoryBrand
What is a brand?

A brand is not what we say it is.
What is a brand?

A brand is what they say it is.
What is a brand?

What we say and how we say it can influence what they say about us, and thereby alter perceptions of our brand identity.
Branding or marketing?

Marketing is ...

- how something is achieved
- focused on short-term results
- the tactics of how something is done
- generating an immediate response
- acquiring the customer

Branding is ...

- how your organization is perceived
- focused on long-term goals
- the trajectory of where it will go
- building loyalty over time
- what keeps the customer

“What is a Brand?” Chris McCarthy, Brand Identified, Dec. 27, 2021
The S&T brand
Core Brand Pillars

Missouri S&T offers an uncommon mix of creativity and discipline resulting in innovative solutions for a complex world.

**Discovery**
World-class research in areas of global significance enables the discovery of new knowledge.

*Achieve R1 Status*

**Learning**
An academically rigorous and experiential curriculum provides our students with a next-generation skill set.

*12K Enrollment*

**Experience**
An obsession with curiosity and intentional collaboration fosters an entrepreneurial mindset.

*Top 100 Ranking*
Personality Traits

- Welcoming
- Ambitious
- Imaginative
- Collaborative
- Dynamic
- Visionary
Our story
The brand narrative

At Missouri S&T, we are cultivating opportunities that haven’t been imagined. Anticipating challenges that haven’t yet arisen. Preparing for careers that don’t yet exist — and entire fields that most can’t even fathom.

With curious minds, creative spirits and a collaborative approach, we combine our unique strengths to discover solutions for an increasingly complex world.

Because here, the future is not an uncertainty, it’s a destination that we’ll actively, relentlessly shape with every lesson learned, every opportunity pursued and every discovery made.

Right here, right now, we’re focused firmly on what’s next.

Because at Missouri S&T, WE ARE SOLVING FOR TOMORROW.
Why it works

1. **Flexible Structure**
   Easy to tailor to audience interests and diverse demographics

2. **Future-Focused**
   Empowers audiences while weaving in context for future-focused topics

3. **Resonates with Audience**
   Showcases S&T's unique characteristics in an approachable platform
The Brand in Action
St. Louis Billboard

Located on Highway 40 east of Grand. High traffic area for residents and tourists alike.

Audience: Prospective Students
Science News Magazine

Sponsorship Package: 2022 Regeneron International Science and Engineering Fair

- two full-page ads
- two digital web banners program ad
- Audience: Prospective Students
Travel Viewbook

• Audience: Prospective Students
LEADING THE NEWS

Reports: Biden Plans To Cancel Up To $10K In Student Debt Per Borrower And Extend Repayment Pause
Citing “people familiar with the timing,” *Bloomberg* reports President Biden on Wednesday “plans to make his long-awaited announcement on student debt relief.” *Bloomberg* says that the President “has, for several months, been weighing forgiving $10,000 per borrower in student debt and capping the cancellation for borrowers whose income exceeds $125,000 to $150,000 a year.” *CNBC* reports that while the White House “insists no final decision has been made,” three sources told NBC that the president is expected to extend the pause on student loan debt payments for several months while forgiving loans up to $10,000 for those with yearly incomes of less than $125,000.”

*The New York Times* reports that although Biden “backed the idea on the campaign trail in 2020, saying: ‘I’m going to make sure that everybody in this generation gets $10,000 knocked off of their student debt,’” the White House aides “say the president has agonized over the decision, questioning whether cancellation should apply to students of both public and private universities and saying he does not want the relief to apply to those earning high incomes.”

*Politico* reports “the intense internal deliberations over debt relief resumed in recent days as the Biden administration stared down a self-imposed deadline.” Senator Majority Leader

GROWING PLACES.
What’s next?
Next steps

- Socialize the new brand refresh
- Learn the tools
- Formal rollout (Spring 2023)
- Make it yours (and have fun)
#SolvingForTomorrow
Questions?