

AGENCY OVERVIEW

# WE'RE OLOGIE

ABOUT OLOGIE

WHAT  
DOES  
**OLOGIE**  
DO?

ABOUT OLOGIE

WHAT  
DOES  
OLOGIE  
DO?

We're a branding  
and digital agency.

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We are researchers, strategists,  
designers, storytellers, and  
problem solvers.

ABOUT OLOGIE

# EDUCATION

## BRAND POSITIONING

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Defining the story and identity for the institution as a whole, as part of a brand platform that creates internal alignment and builds reputation.

## STUDENT RECRUITMENT

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Creating a strategic approach and graphic language that attract best-fit undergraduate and graduate students.

## ALUMNI & DONOR ENGAGEMENT

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Crafting a compelling campaign that encourages participation and articulates a strong case for giving.

## SELECTED HIGHER ED CLIENTS





## ABOUT OLOGIE

*Founded in 1987.*



25,000 square feet of open,  
interactive studio space  
in downtown Columbus, Ohio.



More than 85  
full-time professionals.



Private and independent.



WORKING TOGETHER

## Ologie Team

### ACCOUNT SERVICE

account manager  
project manager  
resourcing

### STRATEGY

researchers  
analysts  
planners

### CREATIVE

designers  
writers  
editors  
photographers  
videographers  
digital developers

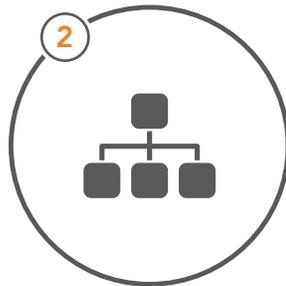
## OUR PROCESS

### Discover



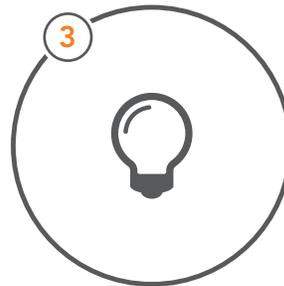
- Qualitative
- Quantitative

### Define



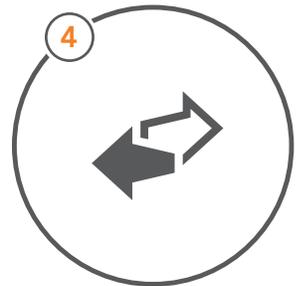
- Strategy defines what the brand stands for, what it says, and how it says it.

### Create



- Creative concepts explore how the strategy could come to life as part of a "big idea."
- Creative direction evolves the chosen concept into a compass for how we develop the visual and verbal language.
- Guidelines document the strategy and the visual and verbal language, acting as a toolkit to guide the brand's execution.

### Extend



## TIMELINE



## DISCOVERY PLANNING: REVIEWS AND AUDITS

- Background materials review
- Communications audit
- Competitor and peer review

## DISCOVERY PLANNING: QUALITATIVE RESEARCH

- Discovery visit
  - In-person interviews
  - Discussion groups
  - Campus tour

## DISCOVERY PLANNING: COMMUNICATIONS AUDIT

### *Communications Audit Checklist*

#### General

- president's communications: strategic plan, key speeches, cabinet presentations, etc.
- general publications about USA, including history, news, etc.
- promotional and PR efforts: current materials, videos, commercials, etc.
- institutional documents: mission, vision, values
- recent research
- college logo, athletics logo, and other marks

#### Admissions

- current marketing and communications plans
- postcards and direct mail
- viewbook
- acceptance package
- orientation information
- communications to students
- web and mobile applications
- videos
- parent or guidance counselor outreach

#### Academics

- college, institute, program, and department communications
- alumni and faculty communications
- peer institution communications

#### Student Life

- school publications (such as magazines and newspapers)
- student organization materials
- event announcements, promotions and invitations
- athletics and recreational materials

#### Advancement and Development

- strategic planning documents
- fundraising campaign materials
- alumni communications
- solicitations, such as for an annual fund
- thank-you and stewardship pieces
- event materials
- videos
- web applications

#### Other

- list of peer and competitor institutions

## DISCOVERY PLANNING: INTERVIEWS

### ***We hope to learn about:***

- The university's current positioning
- USA's reputation
- General awareness of the school's key offers
- Perceptions (and misperceptions) of the university
- Characteristics of the best-fit students
- The culture and community of the university
- Vision for the future

 ologie®