Hello,
What is a brand?
More than

A LOGO

A TAGLINE

A CAMPAIGN
It’s the total experience we create for all of our audiences.
So, what defines a brand?
The **promise** we make to our audiences.

The **essence** of our institution.

The **experience** we create.

The **personality** we convey.

The **message** we deliver.
Great brands don’t just happen.
Great brands are built on a clear position and a great story.
How do we tell a great story?
Our story is
everything we say,
everything we do,
everything we are.
By keeping this story consistent—sharing one story, repeatedly, with a variety of audiences, across all media—we can have an incredibly powerful impact.
A good brand story, told consistently over time, helps create a great brand experience.
A great brand experience helps
create alignment,
boost our reputation,
increase loyalty,
engage with our audiences,
build consistency.
We are South brand ambassadors.
That means it’s our job to champion the South brand in everything we do.

Interactions

Conversations

Communications
We are story tellers.
The South story only exists in the minds of our audience. And we have to put it there.

Every time we tell our story—whether in print or in person—we have a responsibility to represent our brand in a way that conveys our authentic voice and personality.
Voice Checklist
When writing any communication, ask yourself:

- Does it relate to the brand narrative?
- Does it lead with audience benefits?
- Does it sound like something a person with our brand’s personality would say?
- When you read it out loud, does it sound even better?
- Does it include at least one of our key messages?
- Does it get to the point, without burying the key messages?
- Is it appropriate for the intended audience?
- Do headlines convey our voice, instead of simply labeling content?
- Does it move beyond stating the facts to reveal something bigger about South?
Elevator Speech

Worksheet
ELEVATOR SPEECH WORKSHEET

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EXERCISE:
Let’s tell a story.

Imagine you’re talking with someone from a key audience. It can be the parent of a prospective student, a potential donor, or a public figure who’s interested in our story.

Using the ideas we’ve seen so far, take a few minutes to craft our own elevator speech for South. You can pull from the message map, the brand narrative, or even sample headlines and copy to help.

For maximum impact, your statement should address at least three crucial points: 1) who we are, 2) what we do, and 3) why it matters.
How it comes to life.
Headline and photo should work together.

We are a $2.5 billion economic engine.
Show our distinct culture by using words and ideas that already mean something to students, faculty and staff.

Whatever you decide to do: MAKE IT JAGGY.
Cliches are never daring. Try new pairings of words and ideas to make a bolder statement about South.
OK, great.
Now what?
Now it’s our time to share the real South story.

That means showing people how South:

- Empowers our students to find their own path.
- Builds the confidence necessary to thrive.
- Works together to make an impact on our region and our world.
South is not a University in South Alabama
South is THE University of South Alabama
We’re not only a great option for students in our region—we’re the best choice for leaders and learners to make a positive difference in the world around us.
What can we do?
1. Keep talking about South—proudly.

2. Live the spirit embodied in our brand narrative.

3. Make it Jaggy.
Thank you.
You’re the best.
Questions?