WE’RE OLOGIE
ABOUT OLOGIE

WHAT DOES OLOGIE DO?
We’re a branding and digital agency.

We are researchers, strategists, designers, storytellers, and problem solvers.
<table>
<thead>
<tr>
<th>BRAND POSITIONING</th>
<th>STUDENT RECRUITMENT</th>
<th>ALUMNI &amp; DONOR ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defining the story and identity for the institution as a whole, as part of a brand platform that creates internal alignment and builds reputation.</td>
<td>Creating a strategic approach and graphic language that attract best-fit undergraduate and graduate students.</td>
<td>Crafting a compelling campaign that encourages participation and articulates a strong case for giving.</td>
</tr>
</tbody>
</table>
SELECTED HIGHER ED CLIENTS

- The University of Arizona
- Auburn University
- Berkeley University
- University of Buffalo
- University of California
- California Lutheran University
- DePaul University
- Fordham University
- Gonzaga University
- Indiana University
- Kenyon College
- Lehigh University
- Lesley University
- Marquette University
- Northwestern University
- Notre Dame University
- Pratt Institute
- Purdue University
- Smith College
- University of California San Francisco
- Saint Anselm College
- Vanderbilt University
- Wake Forest University
- West Virginia University
- Xavier University
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

<table>
<thead>
<tr>
<th>ACCOUNT SERVICE</th>
<th>STRATEGY</th>
<th>CREATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>account manager</td>
<td>researchers</td>
<td>designers</td>
</tr>
<tr>
<td>project manager</td>
<td>analysts</td>
<td>writers</td>
</tr>
<tr>
<td>resourcing</td>
<td>planners</td>
<td>editors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>photographers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>videographers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>digital developers</td>
</tr>
</tbody>
</table>
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.

OUR PROCESS

1. Discover
   - Qualitative
   - Quantitative

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

3. 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.

4. Extend
TIMELINE

MAY
- Conduct the brand and peer audits
- Visit campus
- Perform stakeholder interviews

JUNE
- Complete discovery activities
- Present findings and key insights
- Facilitate a brand strategy workshop
- Begin strategy development

JULY
- Finalize the brand and messaging strategy
- Begin creative exploration

AUGUST
- Present brand creative concepts
- Refine selected creative direction

SEPTEMBER
- Make recommendations for direct marketing tactics
- Develop comprehensive brand guidelines

OCTOBER
- Brand launch
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
- 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

#### Other
- list of peer and competitor institutions

#### 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
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