USA Marketing and Communications Advisory Committee
9-10:30 a.m., July 6, 2015
Student Center Ballroom

Agenda

❖ Welcome and Introductions

❖ Branding the University of South Alabama
   o Ologie Brand Workshop Report
   o Attributes and Benefits Exercise
   o Workshop Booklet (Email Link will be sent)

❖ Stories that Illustrate the USA Brand
   o Reinforce our Attributes and Benefits
   o Stories about Students, Alumni, Faculty, Staff

❖ Current Advertising Campaign

❖ Next Steps
   o Ologie Presents Branding Strategy (July)
   o Strategy Meeting with Advisory Committee (August)
   o Ologie Presents First Round of Creative Concepts (August)