

LOVE PURPLE LIVE GOLD

LSU

LSU

The Brand

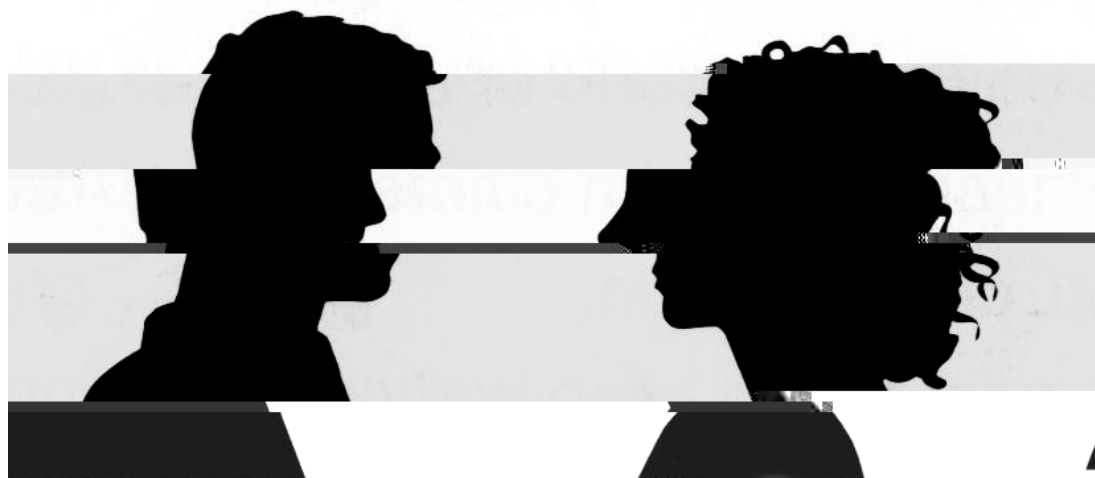
Business Managers' Meeting

Tuesday, February 12, 2012

What is a brand?

"A brand is a representation of a product or service, represented by a collection of images and ideas; often, it is represented by a collection of elements such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the association of the brand with the specific product or service, both with the product and through the brand's association with the product."

Touch Points



MIKE TIGER
Brand Ambassador

SALLY
Prospective Student
Vendor

“LSU IS GREAT.”

"LSU IS GREAT."

" TRUST ME.
LSU IS GREAT."

“LSU IS GREAT.
LSU IS GREAT.
LSU IS GREAT.”

"I UNDERSTAND
LSU IS GREAT."

Fresh impressions on landmarks

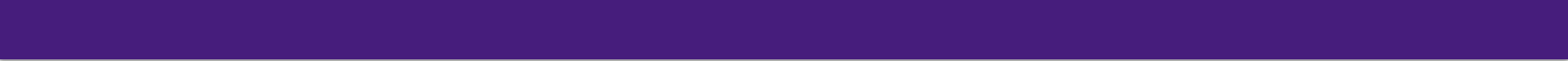
FROM MY 5-YEAR-OLD

http://www.youtube.com/watch?feature=player_embedded&v=N4t3-__3MA0

LSU

- Athletic
- Spirited/Traditional
- Big

- 
1. Service
 2. Excellence
 3. Expertise
 4. Collaborative



Newsletter Tips

- Keep it short
- Skip the intro
- Focus on Headlines
- Keep the Best info on top
- Include Images

Email Signature Do's

- Name
- Title
- Phone Numbers
(Office, Cell, Fax)
- Email Address
- Web Site

Email Best Practices

- Personal Email Signature
- Never send an email when:
 - Angry
 - Impatient
 - Argumentative
 - Unfocused
 - Tired

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