

# Brand Platform



## BRAND PROMISE: YOU WILL LEARN TO LEAD IN LIFE.

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

### » PILLAR 1

We exemplify a Fired-Up Attitude

### » PILLAR 2

We lift each other up

### » PILLAR 3

We set the leadership standard

### » PILLAR 4

We focus on Real-world results

### PERSONALITY

- › AUTHENTIC
- › IMPASSIONED
- › ACCOUNTABLE
- › INVOLVED
- › INNOVATIVE

### FOUNDATION

- › A large University with a small college feel
- › Flexible delivery modes
- › A valuable education
- › Strong alumni network

### STRATEGIC DRIVERS

- › Highlight our modern approach to academics
- › Demonstrate the value of our emphasis on leadership
- › Balance the support community with accountability
- › Convert internal pride to engagement
- › Emphasize hands-on approach
- › Highlight authentic relationships between faculty and students
- › Demonstrate the outcomes of a CMU education

### REMINDERS

- › MAKE IT ALL ABOUT “YOU”
- › SAY ONE THING WELL
- › FOCUS ON DOING
- › BACK IT UP
- › BE CONFIDENT, NOT COCKY
- › HIGHLIGHT BENEFITS, NOT FEATURES
- › BE CONVERSATIONAL
- › USE ACTIVE VOICE
- › HIGHLIGHT SPECIFIC EXAMPLES
- › FOCUS ON EXPERIENCES UNIQUE TO CMU