Measuring the impact …

…. of withdrawing from ‘marketing’ and moving to a corporate **brand**

Cath Orange

Pro-Vice-Chancellor

leeds metropolitan university

Building the brand

- Interpreting the vision
- Differentiation
- From the top
- Mission driven
- £2000 fee
- Revitalising the Carnegie Brand
- Working the mystery …*when Leeds Met* …
- Partnership working

Setting the vision

‘.. to be a ‘***world-class regional university’*** putting the students at the centre

- widening participation agenda
- green agenda
- moral and ethical stance
- to be differentiated through partnerships and association with ‘champions’

Developing the brand

- cessation of all ‘marketing’ of courses
  except the detailed course entries for clearing ..
- establishment of a corporate communications team
- robust management of the brand
- focus on images not words

Establishing the brand

- developing images to represent the brand - the rose

leeds metropolitan university

- using the Leeds Met and Carnegie brands in partnerships and sponsorship

- relentlessly using imagery from these partnerships

Promoting the brand

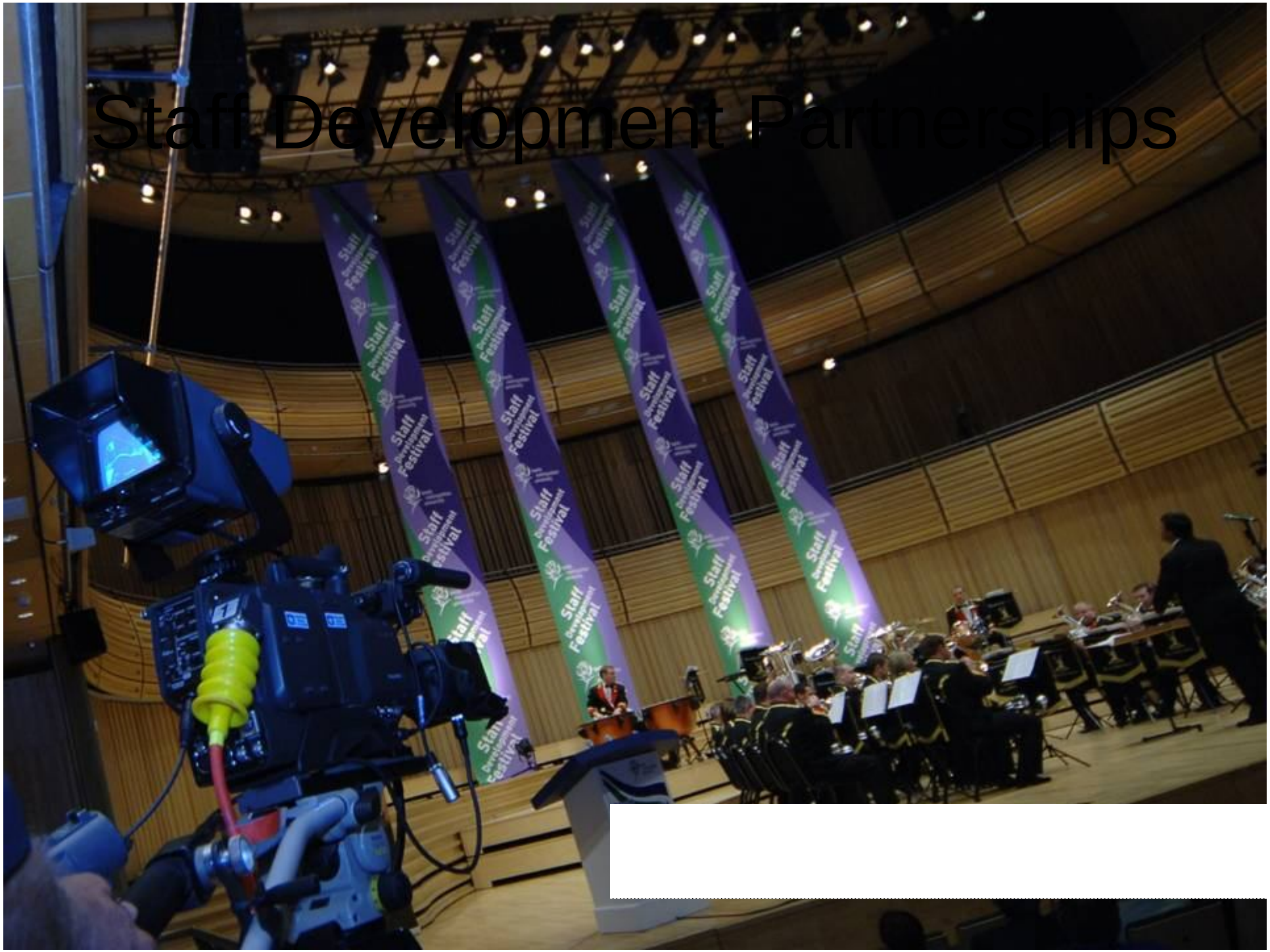
sponsorship deals

- Northern Ireland Premier Football League
- Leeds Rhinos
- Leeds Tykes, now Leeds Carnegie
- Yorkshire County Cricket Club
- Headingley Carnegie Stadium
- Rugby Football League Cup
- Northern Ballet Theatre
- Black Dyke Band

… *and other associations*

- the Indian International Film Academy (IIFA)
- Yorkshire Television
- Bradford City Football Club

Staff Development Partnerships



Cultural Partnerships

Leeds Met Partnerships

Community Partnerships

negie

Carnegie Challenge Cup