

# Importance of Brand Positioning to Attract and Retain Students

Deans Academy

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# Why is it important to build a strong brand?

## Prospects

A strong brand improves consideration and intent to enroll.

## Students

It enhances loyalty, reducing churn to maximize retention and repeat purchase.

## Drives Growth

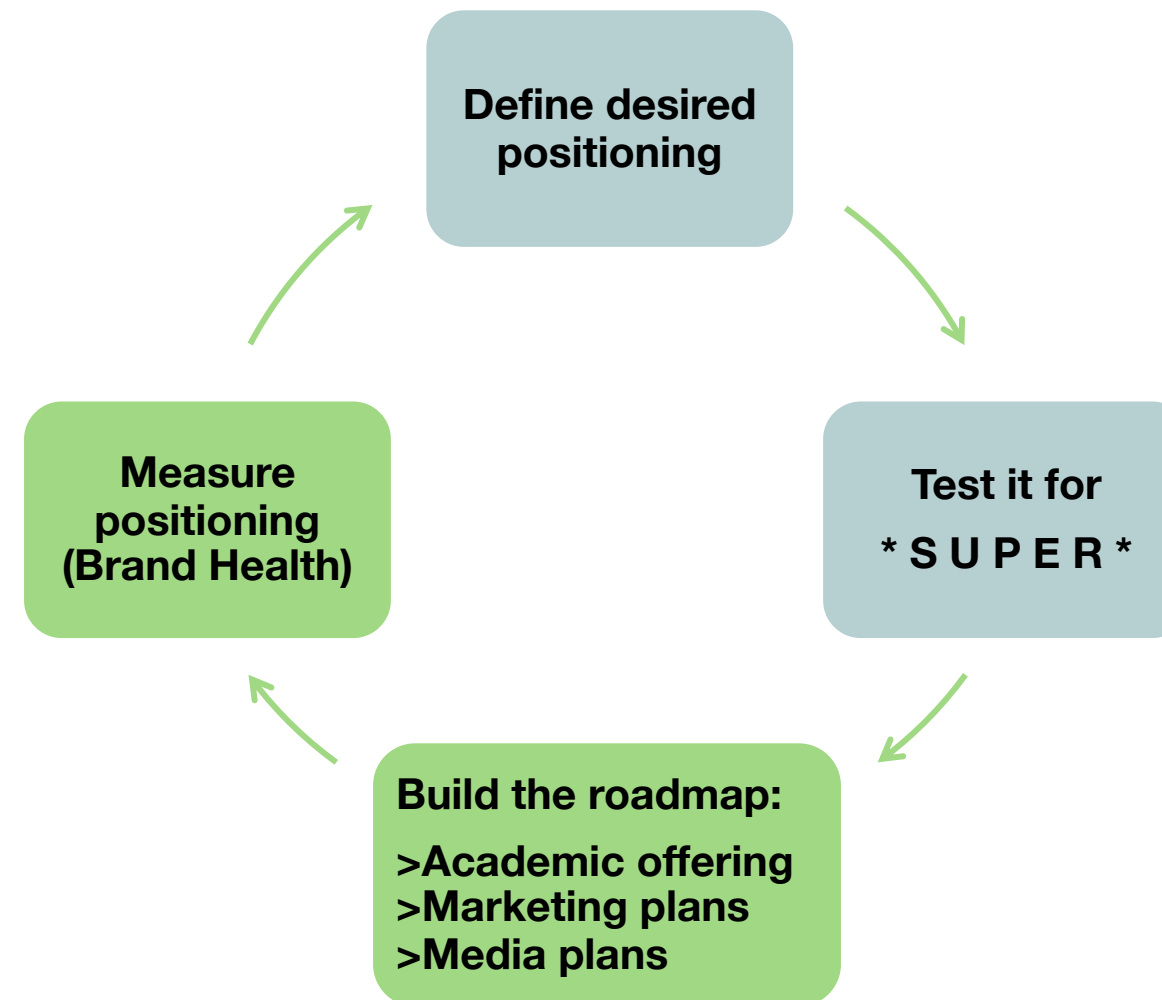
Not only will it drive Total Enrollment (TE) and New Enrollment (NE), but it can also justify price increase for revenue growth and profitability.

# What is a strong brand?

## Positioning

- It is the territory occupied by our brand in the minds of our target
- It is what makes it possible for our target to differentiate our brand from competition

While our Positioning is not what ***we want*** our brand to be but rather what ***it actually represents*** for the target, we should define our desired positioning and then build a roadmap to install it in our target's minds.



- **SUSTAINABLE:**  
Is it a long-term territory that will last for at least 5 years? Hopefully a lot more!
- **UNIQUE:**  
Is our territory different/superior to competition?  
Do we stand apart?
- **PERTINENT:**  
Does our target care about the territory and benefits we want our brand to stand out for? Do they rank high in the importance of attributes of the category?  
Is it relevant to the target?
- **ETHICAL:**  
Do we have the right to claim this territory? Do we have support for the benefits we offer?
- **REASONABLE:**  
Even if we have a right to claim, is our promise believable for the target? Will they find it believable and reasonable?

# Marketing Operational Model

<b>Market understanding</b> <ul style="list-style-type: none"> <li>- Enrollment trends</li> <li>- Per vertical   degree   location</li> <li>- Market share trends</li> </ul>	<b>Competitive Overview</b> <ul style="list-style-type: none"> <li>- Competitors per program</li> <li>- Competitive claims</li> <li>- Pricing strategy</li> <li>- Promotional strategy</li> </ul>	<b>Student Profile</b> <ul style="list-style-type: none"> <li>- Per delivery   campus   program</li> <li>- Socioeconomical level</li> <li>- Gender</li> <li>- Employment status</li> </ul>
<b>Brand health</b> <ul style="list-style-type: none"> <li>- TOM / Spontaneous awareness</li> <li>- Brand attributes</li> <li>- Enrollment drivers</li> <li>- Enrollment intention</li> <li>- Program differentiators</li> </ul>	<b>Post-Mortem</b> <ul style="list-style-type: none"> <li>- Leads achievement per channel, program and delivery</li> <li>- Conversion rates (productivity)</li> <li>- Converted leads profile</li> <li>- Non converted leads profile</li> <li>- Student acquisition costs</li> </ul>	<b>Planning Process</b> <ul style="list-style-type: none"> <li>- Enrollment targets 80/20 focus</li> <li>- New programs / deliveries</li> <li>- Marketing / Comm Campaign</li> <li>- Offline / Online investment</li> <li>- Leads target per program</li> <li>- Conversion rates targets</li> </ul>
<b>Digital Ecosystem</b> <ul style="list-style-type: none"> <li>- Channels and Platforms</li> <li>- Website</li> <li>- Campaigns structure   strategy</li> <li>- Campaigns performance</li> </ul>	<b>Social Media</b> <ul style="list-style-type: none"> <li>- Governance</li> <li>- Profiles</li> <li>- Content strategy</li> </ul>	<b>Team</b> <ul style="list-style-type: none"> <li>- Structure and roles</li> <li>- Work model</li> <li>- Interaction with faculty</li> <li>- Interaction with admissions</li> </ul>

# Critical Role of Faculty

## Students

Faculty can enhance the student experience and boost engagement, strongly impacting retention.

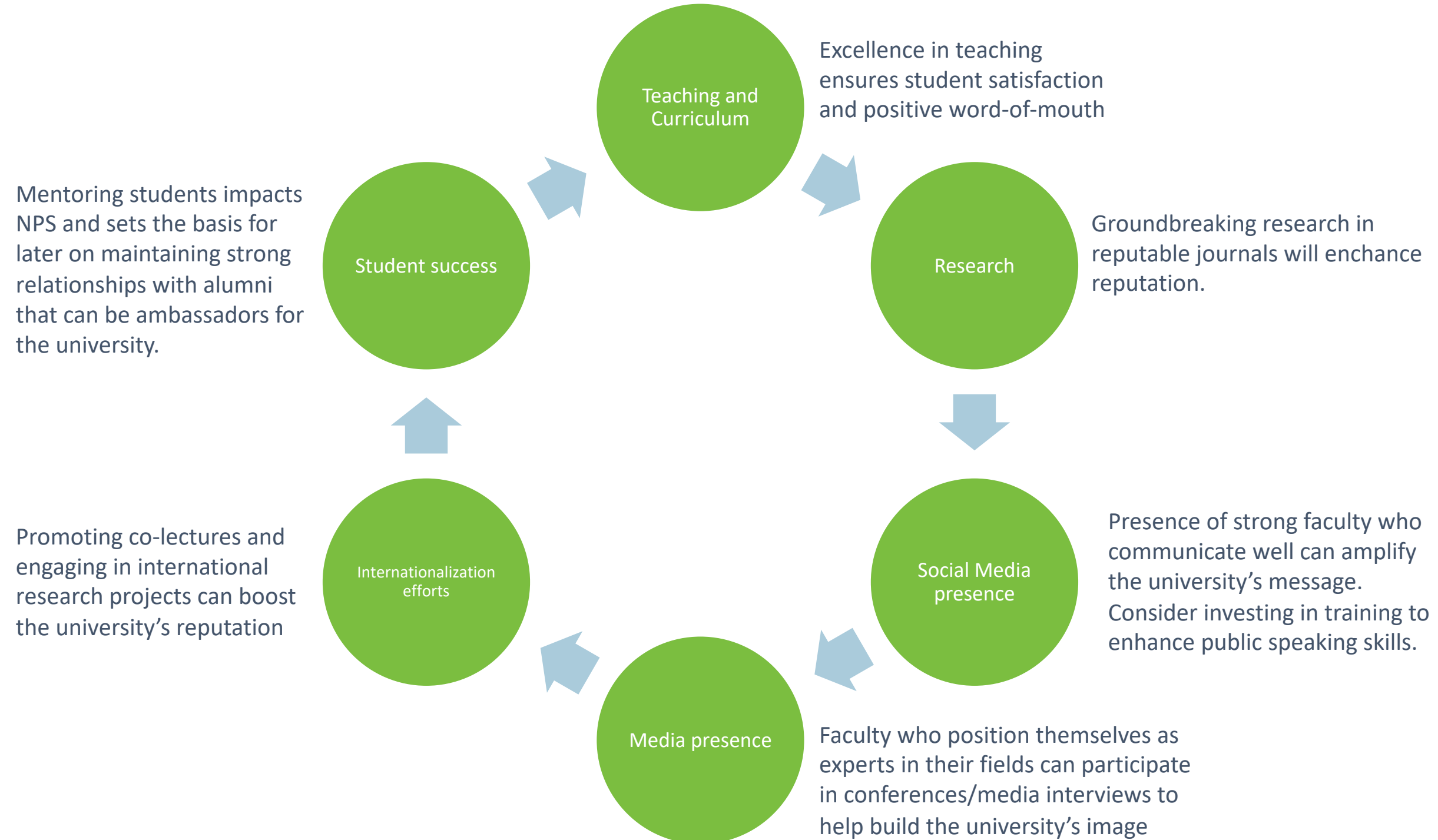
## Prospects

Word of mouth and referrals is quite relevant, so satisfied students also impact prospects consideration and decisions.

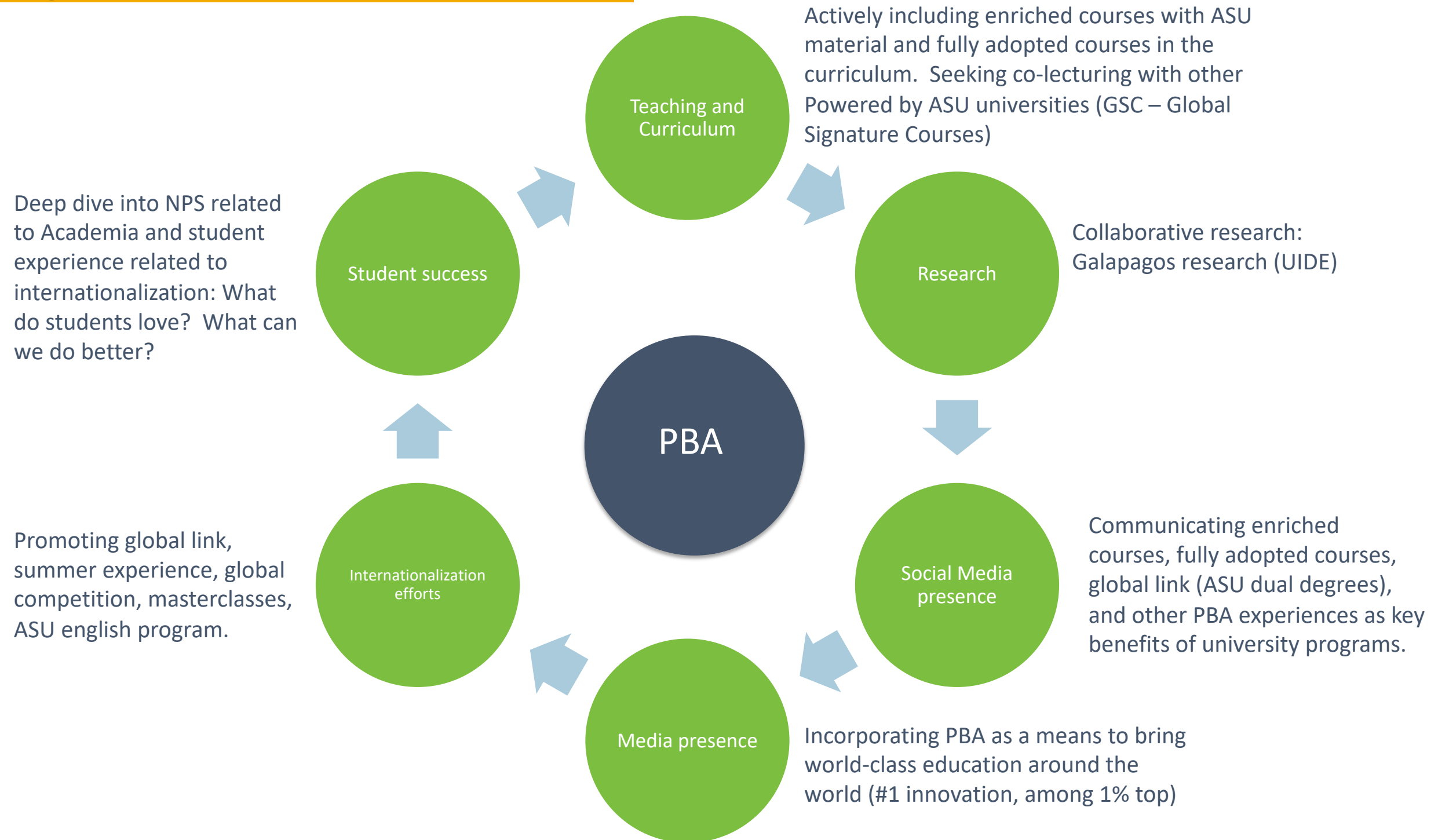
## Drives Positioning

A strong faculty will impact NPS (among students) and Brand Health (among prospects and general stakeholders).

# Faculty as Brand Ambassadors



# Faculty as Brand Ambassadors



# PBA – Test for SUPER

- **SUSTAINABLE:**

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- **UNIQUE:**

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- **ETHICAL:**

Do we have the right to claim this territory? Do we have support for the benefits we offer?

- **REASONABLE:**

Even if we have a right to claim, is our promise believable for the target? Will they find it believable and reasonable?

- **SUSTAINABLE:**

Yes! PBA is sustainable and will grow overtime: increasing % of ASU content, more global link programs.

- **UNIQUE:**

PBA is unique and no other competitor has a similar agreement – however, we need to drive this uniqueness better as the overall understanding of the scope is still low and many don't yet grasp the difference between our PBA and other “double-degree programs”

- **PERTINENT:**

Yes! Among those who are aware of PBA, it is a strong driver to enrollment.

- **ETHICAL:**

We definitely do. It is in fact a distinctive, ownable territory and we have the support for all the claims behind PBA.

- **REASONABLE:**

We need to improve clarity in terms of “what's in it for me?” so that the specific benefits growingly impact our students, for their own benefit, to drive credibility and to generate a believable word-of-mouth.

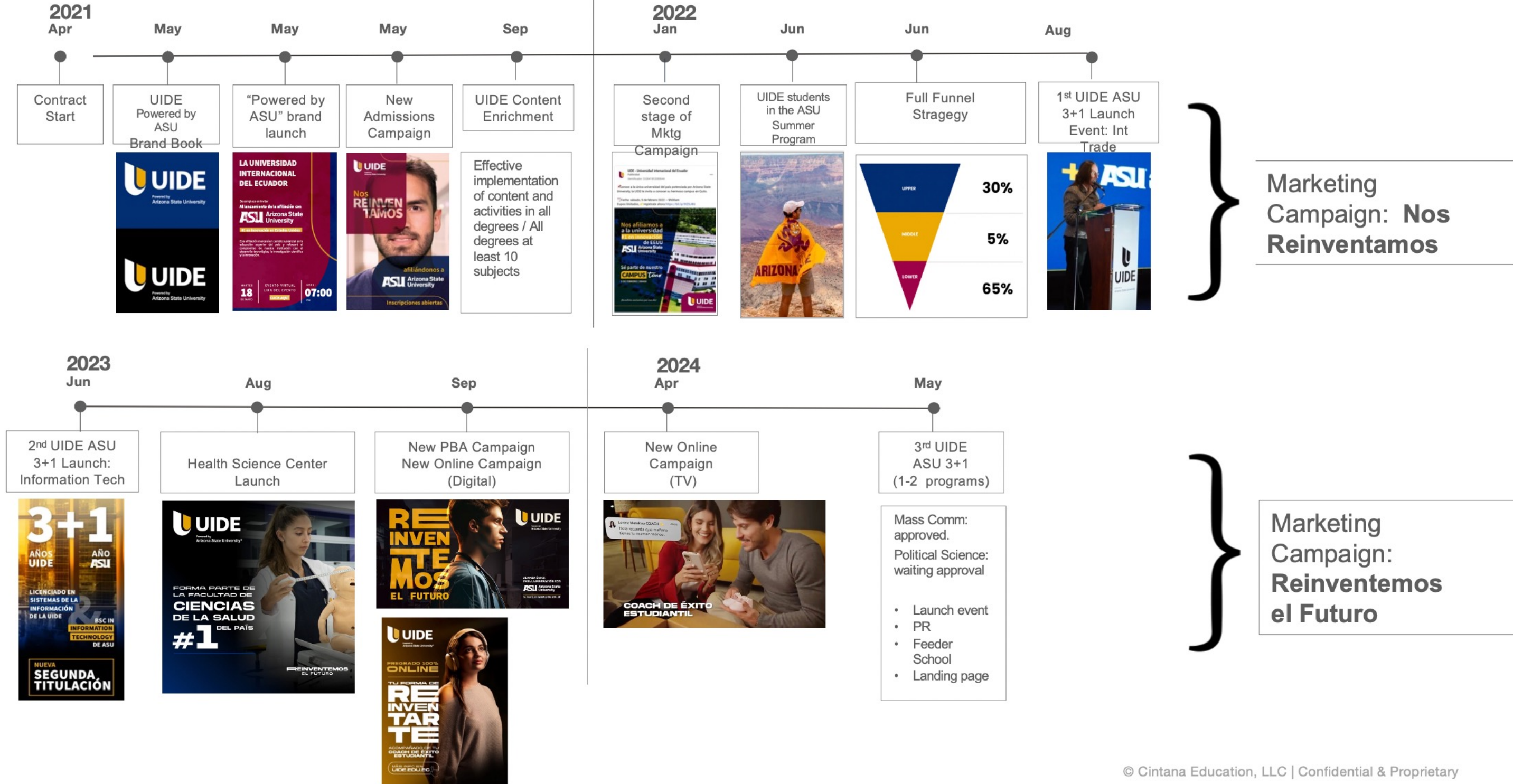


# PBA – What do we measure?

	Brand Health: among target, not students	NPS: among students
What do we track?	<ul style="list-style-type: none"><li>Brand Awareness: TOM, Spotantenous/Total Recall.</li><li>Importance of attributes → key drivers in the HE market.</li><li>Importance of internationalization as enrollment driver.</li><li>Image Attributes/Positioning</li></ul>	<ul style="list-style-type: none"><li>Promoters (9-10 score) and what do they love?</li><li>Detractors (1-6 score) and how can we do better?</li><li>Passives (7-8 score) –satisfied, but not enough to promote</li><li>NPS = Promoters – Detractors</li></ul>
	PBA Recall and PBA Consideration	

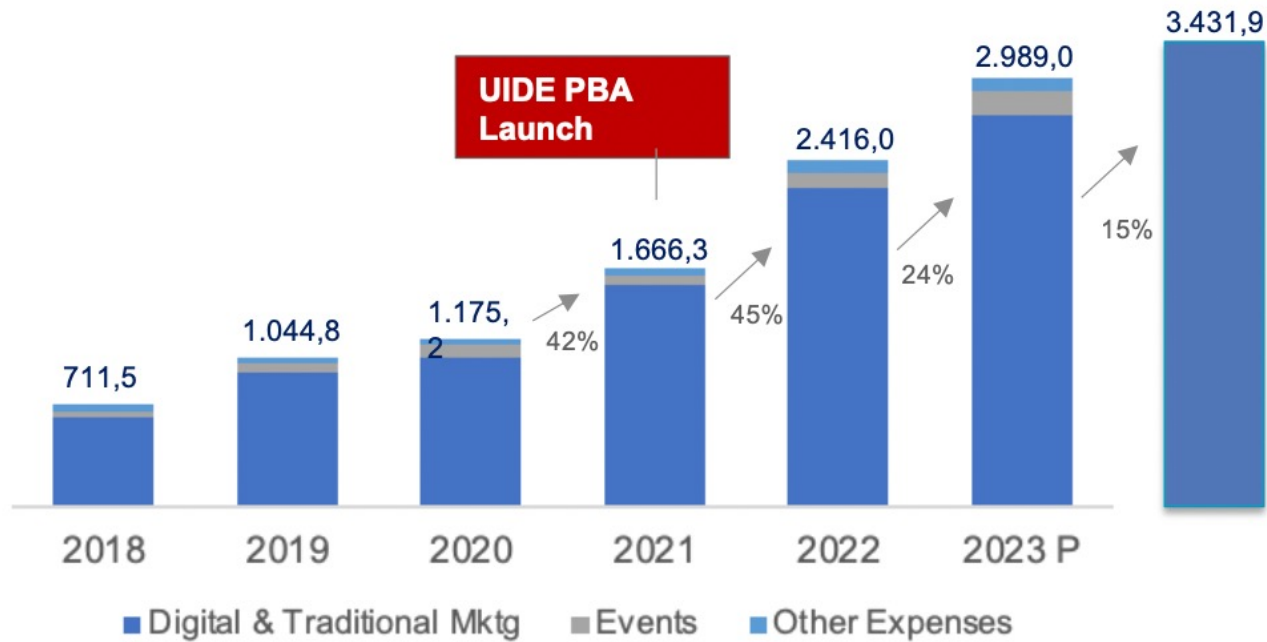
	Recall	Consideration
Standard Questions	Do you know about the Alliance between [ACI] and Arizona State University (ASU)?	[Only those who answered (A) or (B) to the Recall question]. Did the alliance with ASU play ( <i>would play</i> ) an important role in your decision to enroll in [ACI]?
Standard Multiple-Choice Answers	<ul style="list-style-type: none"><li>A. Yes, I know about it.</li><li>B. I’ve heard of it but don’t know much about it.</li><li>C. No, I didn’t know about it.</li></ul>	<ul style="list-style-type: none"><li>A. Yes, definitely</li><li>B. It was not (<i>would not be</i>) the main reason but it influenced (<i>would influence</i>) my decision.</li><li>C. No, but it was (<i>is</i>) nice to know my (<i>the</i>) university has this alliance</li><li>D. No, I knew about the alliance but it did not (<i>would not</i>) influence my decision.</li></ul>

# PBA – Consistency in Message: UIDE building PBA since 2021



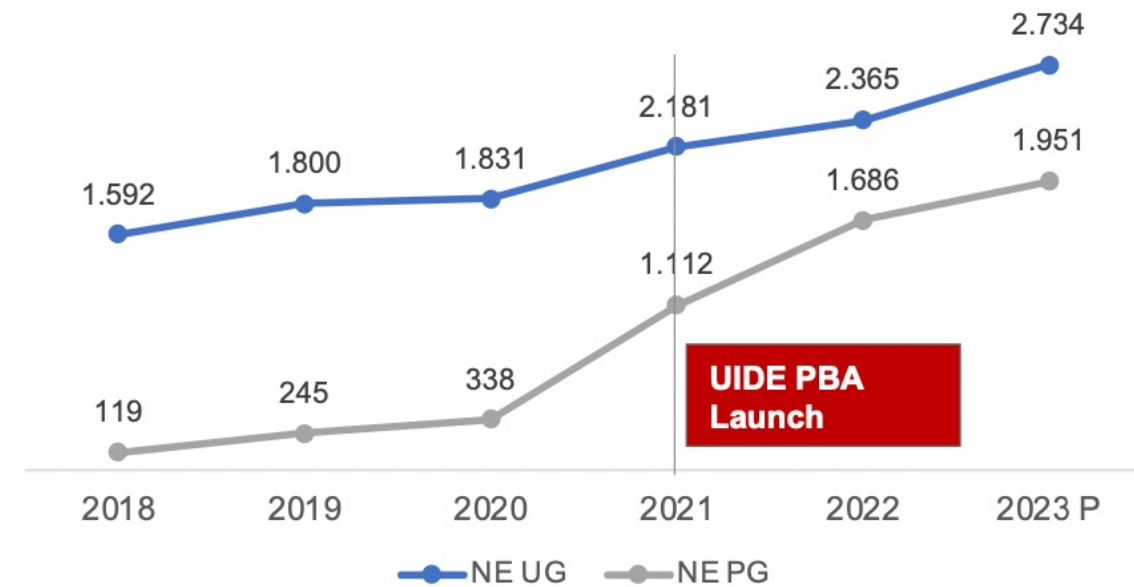
# PBA – Consistency in Investment: UIDE building PBA since 2021

UIDE Marketing Investments (000's USD)



- UIDE “powered by ASU” brand investment has almost tripled compared to pre-Affiliation 2020 spending.
- The average annual growth of investment in digital and traditional media, during the period 2021-2023 compared to 2020 has been 34%
- The digital channel has been consolidated as the most privileged by the target market
- This growth in investment has also been driven by the new programs launched in the period.

New Enrollment Evolution



- The combined effect of the "Powered by ASU" brand, the investment made and the product mix, has generated growth in the enrollment of new students
- The growth in Quito campus is one of the largest, considering that these programs have the highest average tuition of the University: 5.1 KUSD per year average, above the other campuses in EC





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EDUCATION

**THANK YOU**