

Brand Development Lab - Student Center

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Brand Development Lab Midterm Project
Student Center

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Brand Name, Logo and Background -



The name I've chosen for my brand is Student Center. The logo above is meant to represent a simplistic but high-tech tool in order to communicate to customers that the tool is up to date for today's rigorous coursework. Inspiration for this brand stems from my own struggle in my early academic career when it felt like everyone else had an upper hand when it came to learning and retaining information compared to myself. I would've greatly benefited from a tool to help me understand different learning styles, when to employ them and how to use them to retain information in a modern education system. For these reasons and more, Student Center is here to aid everyone in their endeavor to become a better student.

Unique Brand Story -

Sitting in the middle of the class, just off to the right so you can see the entire board without being blocked by anyone else, the teacher begins to lecture. You think you're understanding everything, connecting one concept to another. Then, time comes to apply what you've learned to the assignment for the week, but you're stuck. Everything you thought you understood suddenly slips away. Your notes are a jumbled mess of incomplete sentences and bullet points that contain no real information. You feel empty, behind and helpless. This is the very situation I found myself in in my earlier years of middle school, and it was a struggle trying to pull myself out of the holes that my untrained brain dug me deeper into. Over the years, I began to develop simple skills to improve my ability to retain information, and more importantly I learned how to effectively take notes. Reflecting, I'm realizing now that the skills I had to put years into figuring out, other people around me had similar skills mastered years before I did. This is when I made the commitment to creating a tool that would introduce students to all the different learning styles available to them, how to use them, when to use them and where they would be most effective. Alongside this I would provide templates for effective notetaking which I believe is at the core of every educational endeavor a person chooses to take on.

Currently, a tool that houses all these skills and resources doesn't exist. There may be a few online resources that can provide you with similar information, but they're usually out of date, tedious and end up hurting the student more than helping.

Student Center would have a national market to provide for, specifically the United States of America. This is solely because the US education system is the one that's most familiar, and therefore would be the system that the tools and templates would be the most effective for.

Products and Services –

Student Center will provide students with modules that explain the different types of learning styles; auditory, visual, kinesthetic, logical, etc. Within the modules would be an explanatory video, a transcript for the video, and a live chatbot that customers can ask questions to if they need extra information. Each module will be free, as most revenue will be received from advertisers. Outside of these modules, there will also be a separate section for the note templates which would vary depending on the subject the customer is interested in. In the future, Student Center would include an advising service where students can talk to real people about their academic struggles and how they can get help in order to succeed in the ways they strive to. This service will be the only time the customers would be charged, but the price will be kept as low as possible – anywhere from \$10-15. Through consistent aid being given to the customers and high-quality video lessons, our perceived quality would go up, in turn increasing our brand equity.

Core and Extended Identity, Brand Personality, and Brand Values –

Student Centers core identity is that it strives to better every student so that they can perform at their best in all aspects of their academics. Student Centers extended brand identity is that they want to better society and the environment by setting up students with a better education. Studies across the United States show that people who graduate from high school have better health outcomes and make more informed choices than those who do not graduate from high school. These numbers only get smaller the more education a person gets, which goes to show that if a student can perfect their craft at a young age, they are setting themselves up for success for the rest of their life.

Student Centers personality is trustworthy, reliable and ambitious. Students need to have trust in our product for it to have any effect to begin with, and this trust will be built over time as we can show students that what we have to offer can really benefit them for the future. Reliability needs to be echoed throughout the organization since if we're not reliable, the student will have just another useless resource that doesn't benefit them in any way. Reliability will be established through a high-quality secure website that will never unexpectedly go down and tutors who are invested in the student's betterment. Ambitiousness will be communicated through our never-ending goal of improving society through a better educated student body.

Our core value is that every student regardless of socioeconomic status or perceived intelligence deserves the best quality education possible. Our extended value is similar to our extended identity. We want to constantly better society by better educating students. Through the revenue we make, it is our goal and part of our values to donate to lower income communities so that they can invest in their education system, stemming from buying school supplies to improving their classroom technology.

Mission and Vision Statements –

Mission: To build the foundation on which students can stand on to reach their academic goals.

Vision: Student Centers vision is to one day create a society where every person is confident in their education, makes informed choices and gives back to their community through the knowledge they gained from higher education.

Tagline and Slogan –

Tagline: Brighter Students. Brighter Futures.

Slogan: Student Center – where potential and aspirations meet to create success.

Target Market –

Student Centers target market consists of students mainly from ages 12-16 years old since those are the ages in which solidifying your approach to education is vital to academic success. Advertising would be geographically targeted to lower income inner city and rural communities across the United States only. This is since lower income communities are usually the greatest affected when it comes to educational outcomes of the general surrounding population. Student Center would also run a search engine campaign through Google Ads that would make the landing page to website show up when students search for phrases like, “how to take notes?” or, “different types of learning styles.” Other key phrases would be ‘difficulty learning’ or ‘tutors near me’. Since the brand operates nationally, the appeals of the product and brand would be that it is specifically tuned towards to the US education system and that a portion of revenue generated by Student Center goes back to US schools in need.

Positioning –

For Student Center's brand positioning we want to focus on differentiation and segmentation. When considering differentiation, we've already established parts of what makes us different within our market. For one, we would be one of the only organizations who offer completely free resources alongside helpful written tutorials and videos. Secondly, we would also be one of the only organizations in our market who would put money back into the communities we support. Both of these characteristics would position our brand as an all-round helpful and useful tool.

Segmentation is another way we can position our brand. By segmenting our target audience into different groups based on demographics and psychographics, we can more precisely aim our advertising at the individuals who would resonate with our message more than others. This would allow us to efficiently communicate our goals to the audiences we want to bring in. Although this form of positioning doesn't contain a real focus, it can be defined to fit whatever we need it to in the future. For example, if we want to come off as more future focused and innovative in our teaching styles, we could segment teachers who are looking for new ways to structure their lessons and help their children succeed in their studies.

Competitors and Differentiation Tools –

Our main competitors would be the online education giants that exist today such as Khan Academy and IXL. These brands have both taken a significant chunk of the market and have already built their brand image and identity expertly. The main way we would differentiate ourselves from them would be through constantly advertising our personal tutoring service. Both of these brands we would be competing with currently have no way to deliver such a personalized approach because of how large they've gotten. Some may see their grand scale market as an advantage, but this is the very reason that we would have an upper hand – we can easily offer our customers something that these two giants could never manage. So, through constantly advertising our personal tools and services, we can differentiate ourselves from our competition and fight for our spot in the market.

SWOT Analysis –

Strengths – Internally, our strengths consist of a clear mission and purpose, a small workforce, and extensive knowledge of the industry we're entering.

Weaknesses – Internally, our weaknesses consist of having to start from scratch, meaning that all the paperwork that needs to be done, word of mouth advertising and the general internal structure that needs to be established is missing.

Opportunities – Externally, our opportunities consist of more teachers willing to change their teaching style to better match the future, more students realizing they need help in their academic endeavors earlier on and businesses willing to work with us in order to achieve the common goal of bettering societies across the United States.

Threats – Externally, our greatest threats consist of education giants already established in our market, any governmental roadblocks that may be in the way of us being established as a proper business and other smaller education tools picking up our ideas and capitalizing off of them since they already have their internal structure established.

Experiential Marketing –

One way we can market to our target audience is to bring our tools physically to events and conferences where educators congregate and have them use them in real time in order to see their effectiveness. We could set up a small booth or presentation at a conference and teach a mini lesson to educators where we require them to take notes. Once they've used the tools we provide, we could quiz them and show them how the effective notetaking tools can help retain information. I think that if this were to be successful, then it would be an extremely memorable thing for educators to bring back to their classrooms and use for their own students, thus spreading our brand awareness.

Ethics and Sustainability –

Ethically, we have one main guideline to make sure is always being enforced. We would need to make the safety of a student's data and information our top priority. Not only does this protect their privacy, but we could be in trouble with certain FERPA guidelines if we don't protect a student's information.

On the side of sustainability, we as an organization wouldn't produce anything tangible on our end. Everything we supply can be done electronically, and therefore we could invest a part of the money going towards developing struggling education systems to also developing more sustainable forms of energy like windmills. Otherwise, we don't have many sustainability issues to worry about.

Co-Branding/Collaboration –

One brand I would love to collaborate with would be Canvas or the developer of Canvas, Instructure, inc. It would be the perfect cross since Canvas provides the home for all of a teacher's modules and lessons, we can implement a button that takes you straight to an interactive note page that is provided by our company. Beyond this, since such a large student body uses Canvas and other Instructure products, our brand awareness would spread by a huge degree. Furthermore, since Canvas is already seen as a reputable and trustworthy source, by teaming up with them our brand image would be positively increased as well.

Direct and Indirect Marketing –

Direct marketing would come in the form of running Google ads and advertisements throughout the Meta suite. These would be small paid advertisements that include links to our main pages and information on who we are as a brand.

Indirectly, we could have spokespeople for our brand write blog posts and submit articles to smaller journalistic organizations who focus on education and the development communities across the United States. In this way, we're not directly telling consumers to utilize our services, but we are getting our mission out to the masses and putting our brand on their mind for the future when they might need to use our services.

Tool Integration –

Google ads allows us to house all of our advertising goals within the dashboard they provide. We would update our target demographics, psychographics, segments, key word optimizations, bid strategies and even creative elements within each campaign we run on Google ads. Also, within this service, we would set up an advertising schedule. This could be in the form of weekly to monthly schedules, and we could even plan different campaigns to begin advertising at different times throughout the year. This way we can ensure constant and reliable brand promotion year-round.

The Campaign –

Ideally, we would work on quarterly campaigns that target a different segment of our target audience year-round. Each quarter would follow a similar structure.

- 1) SEO – SEO or Search Engine Optimization would be the very first thing that would need to be either put in place or edited for each campaign. We would target keywords and phrases such as, “how to take notes?” or, “different types of learning styles.”
- 2) Creative – Each campaign would contain 12 Instagram posts and an n number of story posts in order to keep our online presence up to date. These posts would need to be engaging and always contain links to the resources we want users to be most aware of for that quarter.
- 3) Experiential Advertising – Like previously laid out, we would want to have at least one experiential event per quarter. This would depend on the number of conferences year-round though, so this isn’t something that might find its way into *every* campaign.
- 4) Blog Posts and Feature Stories – In a public relations approach, a few times during each campaign we would want to publish stories and other posts on other organizations’ media pages in order to get our brand values out into the world.