



University of
South Australia

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Chief Marketing & Communications Officer

Marketing Fundamentals

Marketing Fundamentals: Telling the UniSA Story

Manager Essentials
July 2020



Picture: News Limited

SA News

UniSA hosts global space mission to challenge minds of all ages

Code of Practice: Marketing the University

- 1. *Communications and marketing*** refers to the range of processes that facilitates communication between the University and prospective clients, staff, customers and stakeholders. These processes support the 'telling of the UniSA story' in a way that meets strategic objectives. Communications and marketing are customer-focused and informed, and therefore are deeply integrated into University strategy and planning.
- 2. *Communications and marketing materials*** refer to advertising; public relations; publications; sponsorship; digital advertising and communications; websites; media liaison; presentation materials such as displays; events; merchandise and signage; and any other published promotional communications designed to generate interest in and engagement with the University. In this context, communications and marketing materials does not refer to ongoing and routine management and operational communications.



The 7Ps Marketing Mix

Product

Promotion

Price

Place

People

Process

Physical
evidence

UniSA's low-energy
electric car, TREV.



**Some of the
world's best ideas
come from
Mawson Lakes.**



University of
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unisa.edu.au



“ The Romans were less prolific than the Gauls, shorter than the Germans, weaker than the Spanish, not as rich or as astute as the Africans, inferior to the Greeks in technology and in reason applied to human affairs.

What they had was the ability to get organised.”

Vegetius .

The preface to the UniSA marketing plan 1997

**Getting
Organised:
*Marketing as
Engineering***

Planning framework

University Communications and Marketing Strategy (2020-25)

**CORPORATE DIRECTION
ALIGNED
TO E25**

Product Marketing Plans (2019–21)
Strategic Corporate Communications Plan (2019–21)

**STRATEGIC PRIORITIES,
TARGETS,
OBJECTIVES –
TRIENNIAL**

Annual Campaign Plan
Digital Roadmap
Domestic Student Recruitment Outreach Plan
CMK Unit Operational Plan

**OPERATIONAL
ACTIVITY
WORKPLANS –
ANNUAL**



OUR BLUEPRINT

UniSA operates in a competitive environment where reputation, name and images are highly valuable assets. Consistent and appropriate branding and communications support a strong corporate image and public recognition of the University's profile and achievements. The UniSA Blueprint provides guidance for the effective reproduction and use of the University's brand assets.



University of
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Marketing, and Communications/ Engagement Strategy 2018- 2025

Strategic Priorities



Showcase UniSA's major and strategic programs as a foundation for great careers



Build industry and business awareness of UniSA's expertise, precincts and partnership capacity



Cultivate and support our organisation's enterprising culture



Lift the association between brand UniSA and quality, relevant, research nationally and internationally

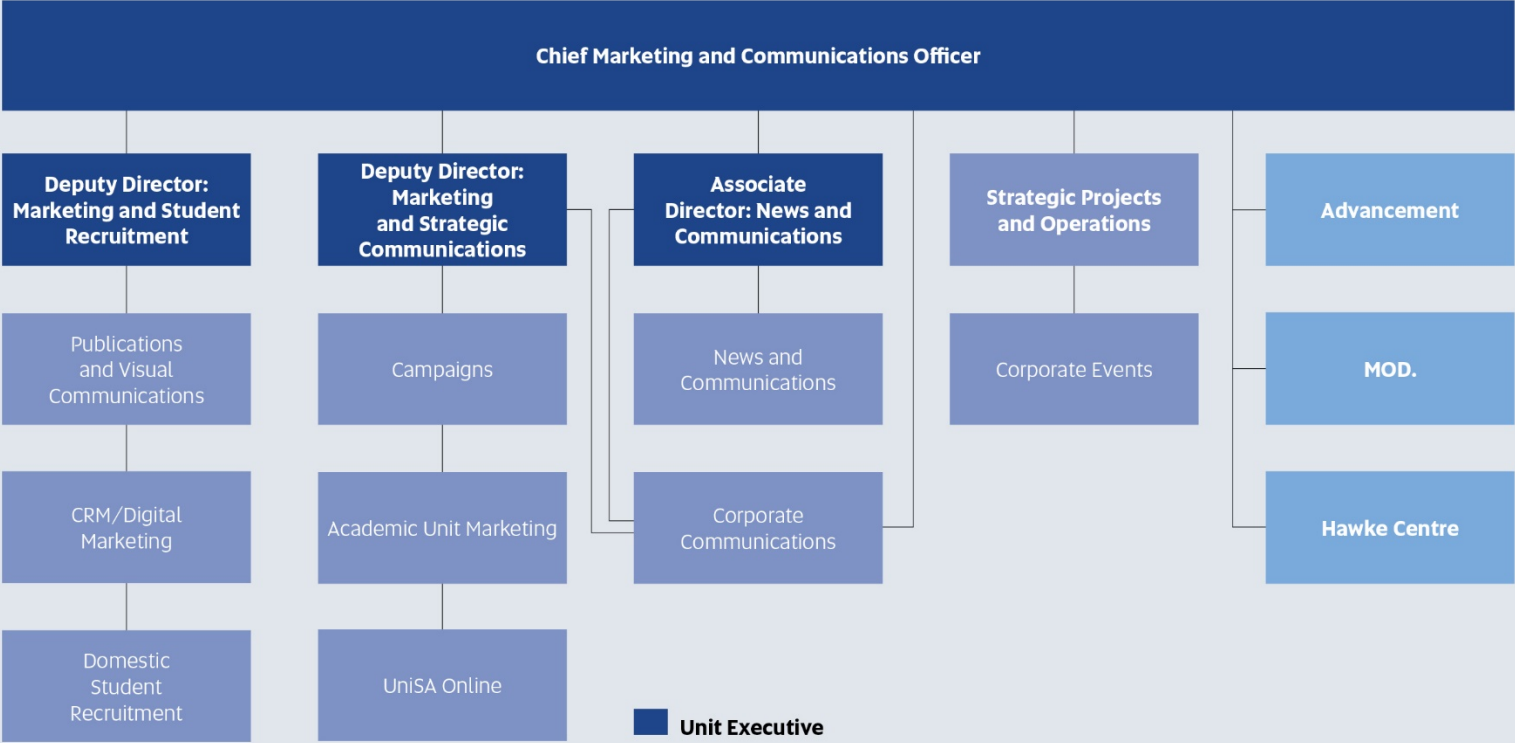


Showcase and promote UniSA's cultural contribution, thought leadership and community engagement

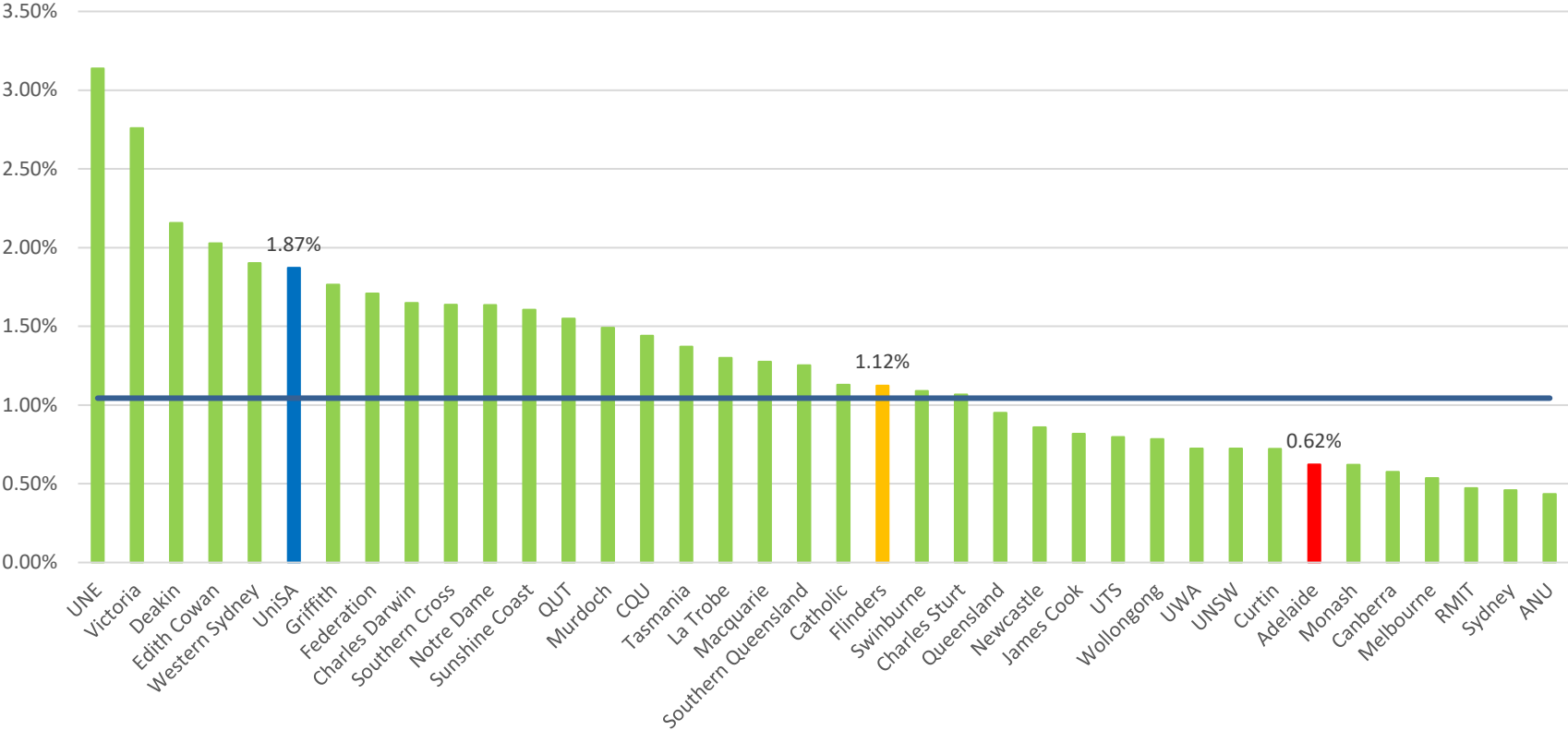


Continue to develop a professional and capable communications and marketing community.

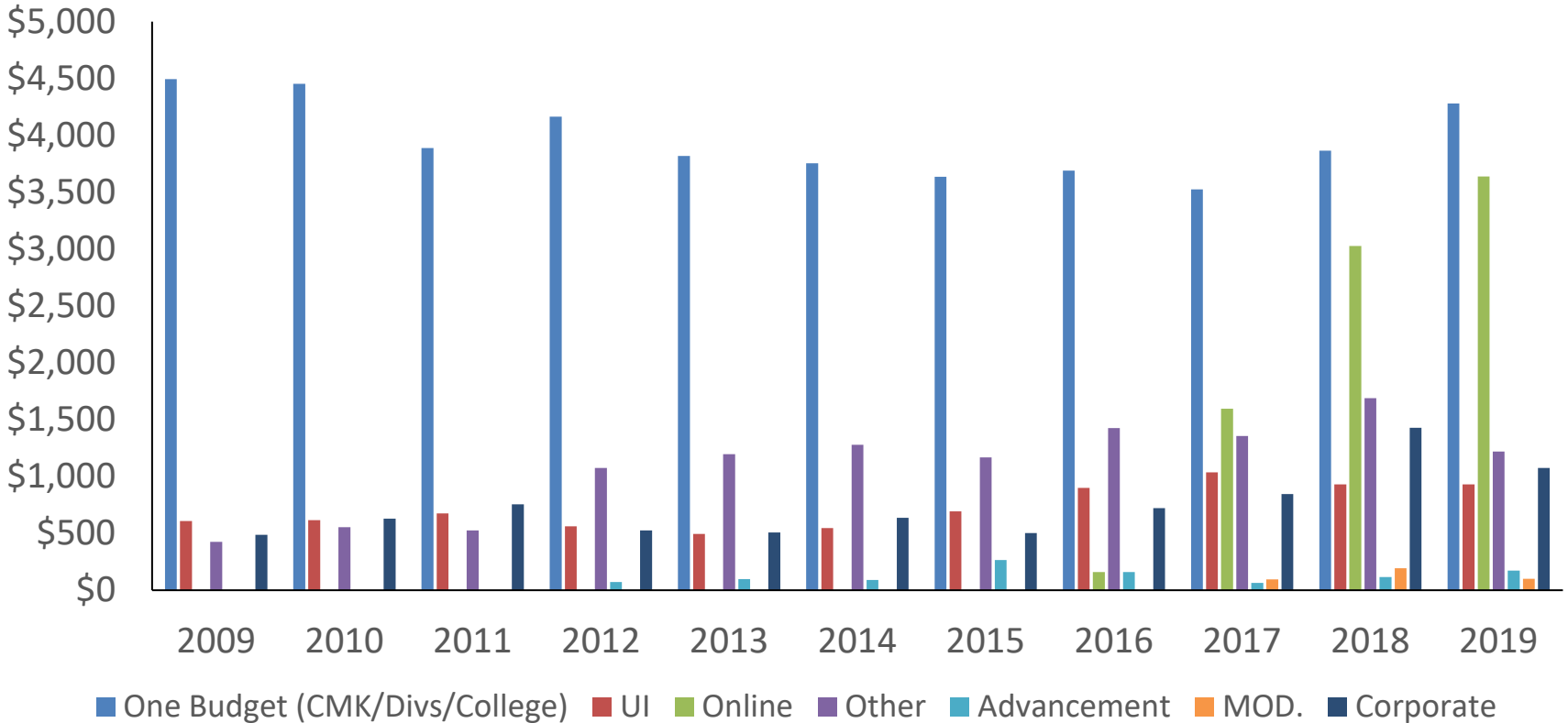
Operational support



Marketing as % total expenditure 2018



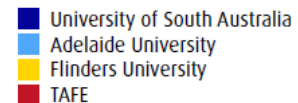
One Budget v Other Areas 2016-2019 (\$'000)



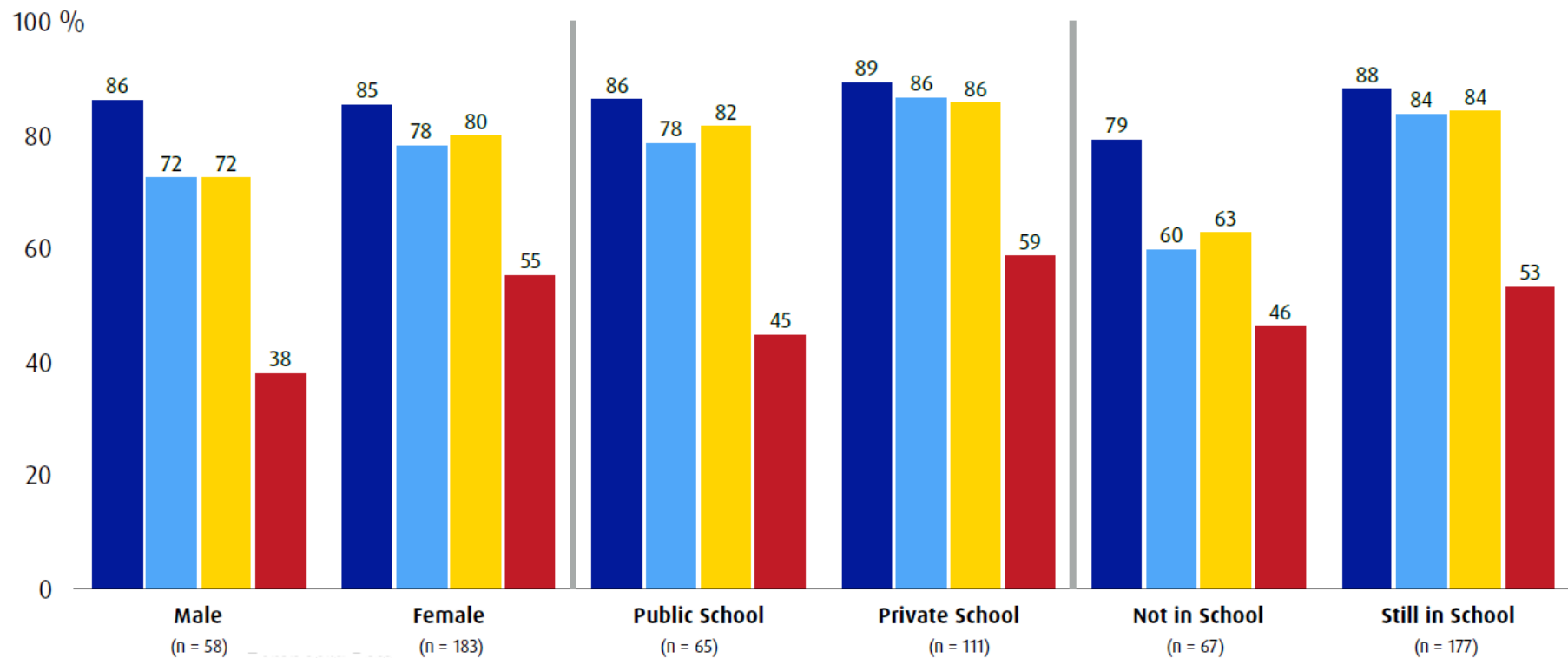
**Getting
Organised: *The
message is the
medium***

Unprompted Brand Awareness Overall

Male vs Female, Public vs Private School, and SL vs NSL



UniSA has the highest unprompted awareness among all groups



Perceptual map

Excluding TAFE

- A convenient campus location

While each university is closer to some attributes than others, all universities are close to the centre and are generally seen as similar by the general public.

UniSA is not connected to relevant research or having high fees, which is also shown in brand image analysis.



University of South Australia

- Provides online education
- Industry connected
- Flexible study options
- Produces work ready graduates
- Offers workplace experience
- Is innovative, enterprising
- Range/variety of courses

- Provides executive education



- Having high fees

Good employment after graduation

Good quality teachers and lecturers

Good campus culture

Good facilities

Good student support and service



Flinders UNIVERSITY

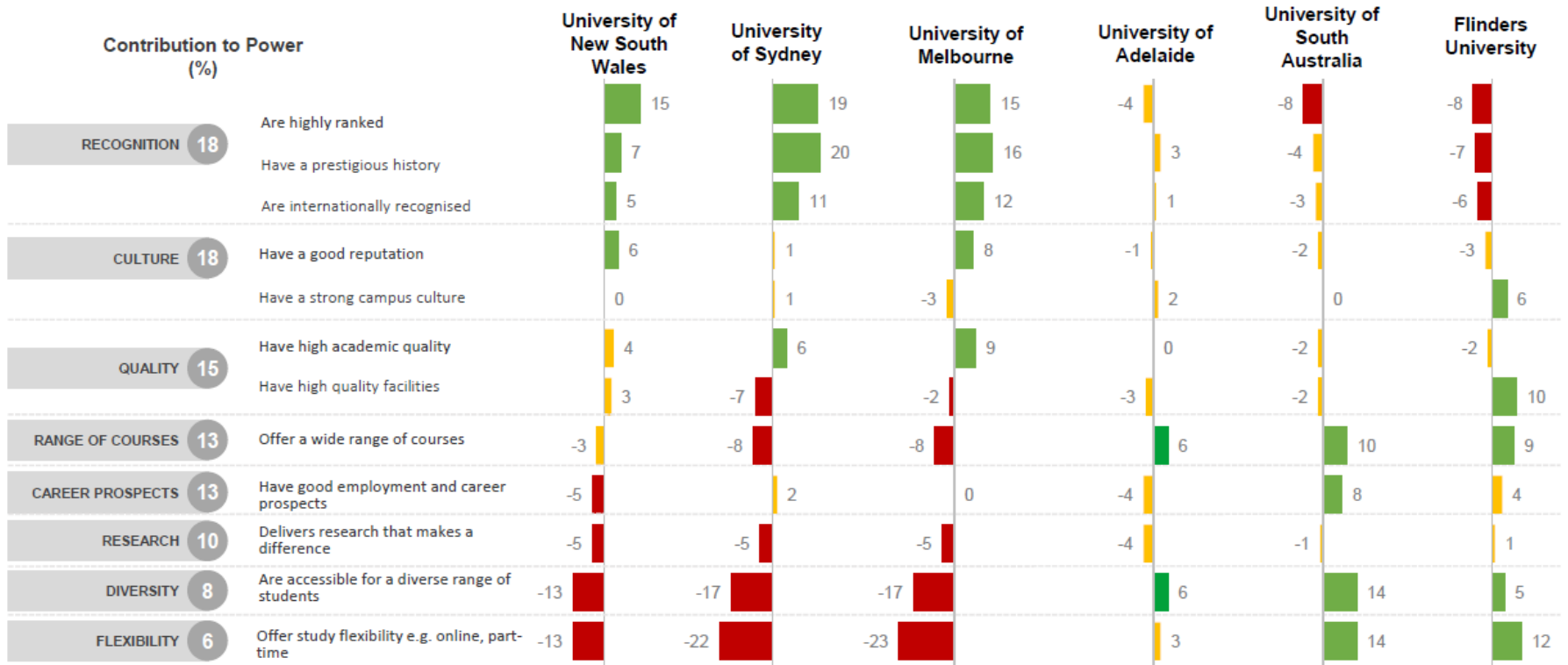
- Conducts relevant research

Flinders is not viewed as having 'a convenient campus location'

Amongst this set of Universities, the strengths of UofA and UniSA relate to the range of courses and being accessible to a range of students. UniSA alone - for its size - also is felt to offer good employment prospects and flexible study options.



Brand Image Profiles – Prospective Undergraduates



Message Strategy



Our brand

OUR BRAND POSITIONING

UniSA is Australia's University of Enterprise and is a challenger brand that represents "new quality".

UniSA was established to take higher education to the new professions of its time; providing students and industry with greater access to knowledge and applying this knowledge to the problems of today in ways traditional universities had not. The University's first stated mission was to 'educate professionals, create and apply knowledge and serve its community.'

This character comes from the origins of the University. Its antecedents were new institutions of higher education, created to bring new knowledge to emerging professions of the day.

As Australia's University of Enterprise, we're connected, innovative and we get stuff done.





“Those of you who witnessed our first attempt at riding a 42-metre bike during the Tour Down Under – and saw the subsequent spill into the roadway – will have recognised that event for the metaphor that it was. We tried something new, it didn’t work, so we tried again. Our persistence paid off. With our second effort we not only made it into the Guinness World Records but we posted a lesson for incoming students: don’t fear failure. Keep moving forward.”



University of
South Australia

Unstoppable

/ʌn'stɒpəb(ə)l/

Born to run and fall, and get back up again. We'll never stop or rest on our laurels, until we find the answer. In the literal running race, there are other factors. Fatigue, weight, conditioning, body mass, nutrition. As with a university, there are academia, courses, precincts and teaching styles. But despite it all, what makes us unstoppable is not only the quality of our product and place; it's the quality of our character. Our determination to a fault.



University of
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Our communications framework

UNIVERSITY OF SOUTH AUSTRALIA STRATEGIC DIRECTION 2018-25

Australia's University of Enterprise

BRAND POSITION

Challenger, rebel = "new quality"

BRAND ESSENCE AND CREATIVE PROPOSITION

Be unstoppable with the University of South Australia

UNDERGRADUATE

Your career starts when you start studying – it's your opportunity to be unstoppable.

INTERNATIONAL

Exceed in a global university and further your career.

POSTGRADUATE

Take your unstoppable career further, with the flexibility to make it work on your terms.

RESEARCH

Be unstoppable in pursuit of ideas and solutions that make a real impact.

INDUSTRY PARTNERS

Create unstoppable partnerships with our people to find real solutions.

PEOPLE

Unstoppable people go further in an enterprising organisation where your job title will not limit your contribution or career path.

UNSTOPPABLE ENERGY

Be fuelled by failure. Don't give up. Let your actions speak. Be clear in your purpose. Bend, don't break. Own your actions. Together, we find a way. Ask questions – and listen to the responses. Take another look. Do what you say you will.



University of
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Outdoor

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Start your unstoppable career

Graduate career ready with Australia's University of Enterprise.



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Care for your future

Start your unstoppable career in **Nursing**.



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Australia's University of Enterprise

**Getting
Organised:
*Integrated
marketing
communications***

FUTURE STUDENT

Matt Hopper
Future student



Story
Matt is a student at Brighton High School. He is interested in studying something in the Health sciences field.

Matt's activity

	FUTURE STUDENT							
	Contemplate	Explore	Evaluate	Evaluate	Evaluate	Apply	Offer/ Accept	
	Year 10 High school visit by student liaison officer. Fills in a data card or a MyCareer Match assessment	Sees a UniSA Ad on a gaming website, he also 'Likes' UniSA's Facebook page and	Visits the UniSA Study Pillar and Health science discipline page. Is also served a retargeted ad on Social Media	Revisits the website, information is personalised based on previous browsing experience. Matt creates a personalised brochure comparing degrees. Matt's served details on scholarships that may suit his study interests.	Sees a retargeted ad reminding him to Apply Now. Does a Google Search for Study Health Sciences and receives organic and paid results	Visits the UniSA website to understand the application process. Calls the Future Student Enquiry team to ask further questions	Applies through the SATEC website. Many of the fields are pre-populated from his interactions with UniSA.	Receives a personalised offer letter with information on how to accept the offer and New Student information.

**It may be glamorous,
well-paid and exciting
in marketing.**

**But somebody's
got to do it.**



School of
Marketing

www.unisa.edu.au

Experience. The Difference.

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