Building a Strong Career Academy Brand

BUSINESS STRATEGIC MODELS

Mission
Vision
Value

Internal Focus

BRAND PROMISE

Benefits
Mission

Customer Focused
Why is Brand Promise and the strategy behind it such a big deal?

Why do we need to know about it?
The Super Fantastic Team

Jay Steele, Assistant Superintendent of Schools
Starr Herrman, Director of Smaller Learning Communities
Marc Hill, Chief Ed Officer, NACC
Nicolle Mashburn, Communications, MNPS
Terri Patton, Parent
Jennifer Gatlin, Teacher, MNPS
Natalie Lurry, Principal, MNPS
Aimee Wyatt, Principal, MNPS
Connie Williams, Pencil
Sydney Rogers, Alignment Nashville

AND........TLG

Career Academy
Brand Promise
To Consider

- Brand Promise must reflect functional and emotional benefit
- Your promise should be aspirational
- You should reasonably be able to deliver on your promise

Career Academy Key Attributes

<table>
<thead>
<tr>
<th>Functional</th>
<th>Emotional</th>
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<tbody>
<tr>
<td>Lots of Choice</td>
<td>Home Away From Home</td>
</tr>
<tr>
<td>Learning the Why</td>
<td>Respect</td>
</tr>
<tr>
<td>Exposure to Real World</td>
<td>Safe</td>
</tr>
<tr>
<td>“In” – Synched – Networked</td>
<td>Nurturing Environment</td>
</tr>
<tr>
<td>Flexible</td>
<td>Fun &amp; Interesting</td>
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<tr>
<td>Modern</td>
<td>Exposure to Real World Experiences</td>
</tr>
<tr>
<td>Technology</td>
<td></td>
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<tr>
<td>Quality</td>
<td></td>
</tr>
<tr>
<td>College-Prep</td>
<td>Stand On My Own</td>
</tr>
<tr>
<td>Successful</td>
<td>Web of Support</td>
</tr>
<tr>
<td></td>
<td>Relationships</td>
</tr>
</tbody>
</table>
What is our Personality?

*Cool Place*
*Pride*
*Happening*
*Collegiate Base*
*High Quality*
*Dynamic*
*Communal*
*Playfulness*
*Engagement*

At my academy I choose to learn in an innovative community where I belong, I’m engaged and I am prepared for college, career and the real world.

<table>
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<th>Brand Promise Element</th>
<th>At my academy I choose to learn in an innovative community</th>
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| Career Academy Attribute | • Lots of choice  
• Flexible  
• Learning the why  
• “In”-syched-networked  
• Modern  
• Technology  
• Quality | • Home away from home  
• Respect  
• Safe  
• Nurturing environment  
• Fun & Interesting | • Real world experience  
• Stand on my own  
• Successful  
• College Prep  
• Exposure to real world experiences |
The Brand Architecture

• Purpose
  – Create architectural building blocks for the brand communications

• Process
  – Develop:
    • The Brand Name
    • Graphic Representation
    • Byline
    • Tagline
    • Brand story and messages

• Results
  – Ensures that all brand messages are consistent with “what the brand stands for” and the desired perceptions
Whirlpool®

A Job Well Done.

TAG LINE

BRAND NAME

ICON

BYLINE

GRAPHIC REPRESENTATION
Considerations for Career Academy

• Develop:
  – The Brand Name
  – Graphic Representation
  – Byline
  – Tagline

• Mandatory:
  – Include “MNPS”
  – Emphasize “Academy”
  – Name of Academy
  – School Colors
  – Sponsor Name
  – Work with MNPS marks
  – Appeal to Parents & Students
Tag Line

• The “tagline” position in brand architecture is the expressive line used to dramatize the brands emotional & functional benefits. It should convey how you will feel about the brand.
• Great tag lines are simple, elegant, clever, positive, original, and believable.
• They are also competitive, strategically focused, and benefit oriented–conveying the essence of the promise.