

**ID-E Berlin – April 30 2009**  
**Australian workshop summary for website**

The ID-E Berlin Australian workshop participants discovered the development and maintenance of a brand and profile in a world rife with fragmented marketing channels and messages is highly challenging and requires broad and deep capabilities in strategy, creativity and execution as well as collaboration around the globe. In the University of Queensland's experience, mastering difficult environments is crucial to creating a powerful brand – and to generating enrolments.

UQ's branding efforts were a reaction to the fact that the marketplace is increasingly global, presenting domestic and international students with a myriad of options requiring institutions to: really understand their target audiences to identify their competitive differences; to clearly define their brand; effectively communicate it; and, importantly: to deliver on the promise. The new world for UQ's brand involves: more segments, more locations and more noise.

There were difficulties faced during the branding process. UQ noted marketing to attract students from all audiences and to service all markets as the most considerable challenge. Maintaining internal communications throughout a complex and expansive infrastructure and 'delivering on the promise' were others. Overall, securing a holistic approach to branding and profile building at UQ was a highly challenging task.

After considerable evaluation, UQ discovered that a brand's strategic communication disciplines must be internally integrated and it must have a clear and consistent message that is more efficient and effective than competing messages. Effectiveness, efficiency and long-term competitive sustainability in securing enrolments are the likely benefits of well developed brand positioning and the rewards can be much more than just that. Research shows the increasing role that a brand plays in a student's choice of institution and also shows; its ability to attract, recruit and retain quality staff both academic & professional; its ability to raise research and philanthropic funds as well as its overall ranking and its relationship with its local community.