Presenting a United Front
Telling the Texas A&M Story

Coffee Conversation

Jason Cook, APR
Vice President for Marketing & Communications
Texas A&M University
Chief Communications Officer
The Texas A&M University System

December 9, 2011
A bit jet-lagged…

College Officials Discuss How Social Media Can Generate Revenue

Cook says goal of social media is to develop relationships with fans


Armour's college sports initiatives with Senior VP/Sports Marketing Matt Mirchin.

Yesterday afternoon's program included a breakout session titled, "Revenue Generation: Social Media," in which panelists discussed leveraging merchandise to sponsorships, donor giving and concessions. Boston College Associate AD/External Operations Jamie K. Helfand pointed out some recent examples (ahead of the others) right now. Ticket sales is immediate – you can see that response – but there’s other opportunities to engage your fans." Texas A&M VP/Marketing & Communications Jason Cook added that the main goal is to amplify your reach and visibility.

@jason_cook: Leaving NYC, dropped by Rockefeller Center on the way out.
My Twitter feed…

- @ChadEJones: leaving NYC? So who is the next coach? You can tell me. I can keep a secret.

- @AggieNationBP: Can you bring a head coach home with you, please? #AggieNationisrestless

- @AubreyBloom247: Brian Williams is taking the job? Got it.
My Twitter feed…

• @Texasbug: Coming home to make the big announcement?? ;-)

• @SportsBizMiss: I talked with @jason_cook last night about the decision to fire Sherman and what they want in next head coach…

• @92agz: did Dr. Loftin look at his FB fan page today? It is a good rep of the pulse of Aggieland…
Q: How many Facebook fan “likes” does Texas A&M University have?

A: 306,556
Q: How many Twitter followers does Texas A&M University have @TAMU?

A: 24,205
Question #3

Q: How many people subscribe to The Eagle?

A: 21,193
An amazing story…

- 50,000 students
- $680M in research
- Top 20 in “what colleges do for the country”
- No. 1 in payback ratio
- No. 2 in graduates employers want
- No. 9 best value
Most trusted “advertising”

1. Recommendations from friends
2. Other peoples’ opinions online
3. Company websites
4. Editorial content (news articles)
5. Brand sponsorships

Source: Nielsen Online Global Consumer Study, April 2009
Division Structure

MarComm

- Marketing
- Communications
- Business Development
The brand guides everything

A brand is intangible

• Who we are
• What we do
• Why it matters

A brand is a promise
Our brand promise

To develop leaders of character dedicated to serving the greater good.
Based on core values

- Aggieland
- Excellence
- Integrity
- Leadership
- Loyalty
- Service
- Respect
1. Introduce and strengthen the Texas A&M brand in targeted audiences:
   – SEC markets: Reinforce as a quality institution both academically and athletically
   – Legislators: Activate campaign for 2013 session

2. Position as Tier One:
   – Texas A&M is relevant and impactful at the local, national and global levels
Our 2011-12 Objectives

3. Advance core values:
   – Advance and strengthen the brand as academically relevant, progressive, welcoming, loyal and service-minded.

4. Deepen brand affinity:
   – Share successes and engage prospective, current and former students.
1. Introduce and strengthen the Texas A&M brand in targeted audiences
Brand Strategy

- Center around “Texas A&M”.
- “TAM” is the primary mark.
- 12th Man as a secondary athletics mark.
- Transition out “T-Star”.
Co-branding opportunity

- Co-brand Texas A&M with SEC logo.
- No reference to leaving Big 12.
- No other SEC schools.
- Hot market license thru 6/30/12.
- Apparel only thru 7/1/12.
Media Implementation

• Spot TV to capture sold-out national games on CBS and SEC Network
  – Two :15 units per game
  – Air in 17 priority markets

• National cable for ESPN and FSN games involving SEC teams
  – FSN inventory includes CSS games
  – Two :15 units for greater efficiency

• Targeted sports-oriented websites for additional reach and frequency
  – Focus on SEC content only
Video Creative :15 #1

http://www.youtube.com/watch?v=hW7nPwAs9Co
http://www.youtube.com/watch?v=KZAzYT_Vqos
1. Introduce and strengthen the Texas A&M brand in targeted audiences
It’s Time for Texas A&M

The core responsibilities of any university include education, research and preparing students for success in the world. Right now at Texas A&M we are enhancing our commitment to these elements as we grow in scope, sophistication and dedication to public service.

Our professors are devoted to pursuing critical research and discovery, of course, but they are especially dedicated to educating their students. Creating exceptional learning opportunities in classrooms, laboratories and the field, our faculty takes pride in offering a degree of personal attention not often found in higher education.

As a top 20 national research university, Texas A&M constantly produces findings that improve lives and advance knowledge. Also, graduate and even undergraduate students gain hands-on research experience to amplify their education as they explore, discover and innovate, all under the tutelage of senior faculty.

The result is success for Texas A&M graduates as they enter the working world. Ranked at the top of the list of preferred schools by corporate recruiters, Texas A&M is noted for producing the most qualified, “ready-to-work” graduates. And the success these graduates gain in their lives results returns support to help Texas A&M continue to prosper in the future.
It’s Time to Rewrite Murphy’s Law.

For Dr. Robin Murphy, anything that can go wrong can be made right. It’s that can-do attitude and spirit that earned her the International Rescue Systems Institute Monshiro Kikai Award—a first outside Japan—for establishing the field of rescue engineering. It’s also why she’s been named one of Fast Company’s 2011 Most Influential Women in Technology.

Research that improves, or in Dr. Murphy’s case, potentially saves lives, is a hallmark of Texas A&M. As a land-, space- and sea-grant university, Texas A&M offers faculty and students infinite opportunities to rewrite Murphy’s Law for themselves. That’s what sets us apart, and that’s why it’s time for Texas A&M.

tamu.edu
Q: What was our biggest non-sports newsmaker of the year?

A: First Americans were Texans
B: State Climatologist/Drought
C: Andy Card
Prof Says Ocean Organisms May Hold Climate Change Clues

Tiny ocean organisms could provide huge insight into Earth’s past and future climate changes, says Texas A&M oceanography professor Matthew Schmidt. (more...)

ABOUT TAMUtimes
TAMUtimes is an electronic newsletter published every Tuesday and Friday that keeps you up to date with all that’s happening at, around and by Texas A&M University.

• Read More Online
• Faculty/Staff News

Ready for Finals?

A&M NEWSWIRE

• Statement From President Loftin On The Dismissal Of Coach Sherman
• Off-Campus Suspect Arrested In Campus Bomb Threat Hoax
• A&M Accepts Bid To Hostkies Car Care Bowl Of Texas

A&M IN THE NEWS
Prof Says Ocean Organisms May Hold Climate Change Clues

Tiny ocean organisms could provide huge insight into Earth’s past and future climate changes, says Texas A&M oceanography professor Matthew Schmidt. (more...)

TRENDING topics

- Latest On Texas A&M’s Move To SEC
- Texas Continues To Suffer From Drought

A&M in the news

- Is Your Confined Space Rescue Team Ready?
- Texas: Wide-open Spaces, Interesting Places
- Aggies George Mitchell, Terry Engelder Hailed For Fracking Contributions

A&M newswire

- Black Signs Professional Volleyball Contract
- Four Aggies Named All-Central Region
- Gift From Parsons ’85 Creates A Gateway To Global Travel
- Hesby Atrium Dedicated At Texas A&M's KAO A A Hagey 32
Texas A&M Visit Helps Middle Schoolers Act Locally and Think Globally

The excitement and energy were palpable when 66 middle school students from central and southeast Texas came to Texas A&M University Wednesday (Dec. 7) to discuss how their local actions contribute to global sustainability. The students — sixth, seventh and eighth graders from five schools — participated in the “Local Action; Global Impact Conference” hosted by the Office of the Provost and Executive Vice President for Academic Affairs.

Texas A&M Former Student Selected As Finalist For Marshall, Rhodes Scholarships

Bianca Manago, a Texas A&M University former student, was selected as an alternate for the Marshall Scholarship and a finalist for the Rhodes Scholarship, two of the most prestigious and highly coveted academic awards.

AROUND campus

- Evans Library Renovation Wins ASID Texas Gulf Coast Chapter Award
- Campus Services Impacted By Damaged Network Fiber
- Late Night Beverages, Study Pets And More During Finals At The Libraries
- Qualtrics Survey Application Available To Campus Users
- Combined November/December Code Maroon Drill Planned For Friday

FROM THE president

- Campus News And Updates – December 7
- Statement From President Loftin On The Dismissal Of Coach Sherman

FACULTY focus

- Texas A&M Design Class Runs On Creativity

AWARDS and recognitions

- Newsom Elected ACCED-I Regional Director
- Professor Lawrence Rauchwerger Named IEEE Fellow
- Williams Receives Denton Award

More...
3. Advance core values
Objective:

To increase future student applications through exposure to current and former students.

Strategy:

To provide a non-authoritative “community of spirit” that spreads Aggie values in a forum that rallies around an exchange of Aggie Spirit.
4. Deepen brand affinity

It’s Time to Take Your Aggie Spirit on the Road.

It’s fast and easy to order one of three official Texas A&M Collegiate License Plates online. Your ride will look great and proceeds help fund scholarships for many deserving Aggies.

Go to aggieplates.tamu.edu and pick your plate today.
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Always the perfect size!
“Your brand is what people say about you when you’re not in the room.”

Jeff Bezos

Founder of Amazon.com
We can influence our brand by shaping the experience.
Who are the University Brand Managers?

EVERYONE
Q: In the history of Texas A&M, how many head football coaches have we had?

A: 27