Collaborative Branding: 
A Regional Approach to Education Marketing
Value of Collaboration

- Global Marketplace
- Shared Interests
- Community Impact
- Raising Awareness
- Dispelling Myths
- Power in Numbers
- Financial
Destination Marketing

• Collaborative versus destination marketing
• Collaborate, don’t compete on destination marketing
• Whether you have collaborative partners or not, all institutions should be undertaking a destination approach to marketing
• Students and parents can be risk adverse, institutions must sell the merits of their communities
• While quality and outcomes remain important drivers, student’s today are also shopping their destination and campus culture
What brings you together, sets you apart

Today’s learners are shopping for a fulsome student experience. What makes your community an attractive education destination?
External Stakeholders and Partners

- Leverage the voice of your community
  - Municipalities
  - Community Leaders
  - Economic Development Organizations
  - Tourism Bureaus
  - Ambassadors
Methodology – Phase 1
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
Methodology – Phase 2

- Key Market Segments
- Focus Groups
- Brand Positioning
- SWOT Report
- Preliminary Brand Concepts
- Advisory Group Consultation
- Proposed Brand Concept
- Brand Strategy
Case Study: Northern BC Marketing Initiative
Key Findings: Unique Advantages

- Hands-on Learning
- Strength in Canadian Brand
- High Quality
- Job Opportunities
- Small Class Sizes
Key Findings: Challenges

- Accessibility
- Climate
- Awareness
- Misconceptions
- Programming
LOVE CANADA?

Magnificent geography is in every direction. The great outdoors is only a few minutes’ drive from the college or university of your choice.
About Northern BC: Opportunity

- Over 90% of Northern BC students are satisfied with their education.
- 85%-90% of recent Northern BC graduates believe the topics they studied are relevant to their careers.
- Northern BC boasts the highest full-time employment rates in the province.
- The Northern BC region has shown a projected 55,000 new jobs and new job openings between 2015 & 2025.
STUDENT LIFE
About Northern BC: Lifestyle

- 8 international & regional airports with regular service to Vancouver and other major destinations.
- A younger demographic, with 60% aged 44 years or younger, compared to the provincial average of 54%.
- 4 seasons with 2000 hours of sunshine a year.
About Northern BC: Adventure

Enjoy more than 60 provincial, national and marine parks, and wildlife refuges.

7 ski resorts and areas with more than 100 runs and an average annual snowfall of up-to 40 feet.

Northern BC boasts a diverse population that is home to more than 50 First Nations.

Experience sports and entertainment ranging from major junior ice hockey to state-of-the-art multi-events centres which host international artists and entertainers.

Take in vibrant cultural events put on by local dance companies, theatres, & museums.
HANDS-ON LEARNING

PLANNING YOUR FUTURE
Find Your Program

What would you like to study?
BIG CLASSROOMS

SMALL CLASS SIZES

PLANNING YOUR FUTURE
Find Your Program

What would you like to study?
Planning Your Future
Find Your Program

What would you like to study?
Thank You!

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