SON/DAUGHTER OF MARSHALL RECRUITMENT CONCEPTS
CREATIVE RATIONALE

I AM A SON OF MARSHALL.
I'M READY.

I AM A DAUGHTER OF MARSHALL.
I'M INVOLVED.
“We need to send the message that exciting things are happening here.”

THE CHALLENGE
In November 2015, TWG Plus visited Marshall University for two days of in-depth discovery. We spoke with everyone from freshmen to the mayor of Huntington and heard plenty about the university's strengths, challenges and vision. Building on our on-campus research, we also conducted phone interviews with President Gilbert and Ray Witkowski of Zone 5 Marketing to broaden our perspective.

These conversations were shaped by the University's outlined goals for its new recruitment campaign:

- Clarify and articulate Marshall's institutional identity
- Establish a new institutional marketing platform that captures the energy and outlook of the university
- Build name recognition
- Give the internal community the tools to tell a cohesive story
- Position Marshall as a research institution and economic engine for the region

Our time at the university and review of existing research revealed an over-arching goal for our work and the institution as a whole: Raise Marshall's visibility and, in the process, define the brand of the university.
THE TWG PLUS APPROACH

A common misconception is that marketing messages are shaped by hot new trends and strokes of creative genius. The truth is, marketing is a far cry from the off-the-cuff inspiration seen on Mad Men.

At risk of undermining our reputation as brilliant creative minds, we admit that our best ideas usually come from our clients. Our conversations on campus yield stronger concepts and brand strategies than anything we could make up.

“Authenticity” is often used to characterize effective marketing. However, few institutions truly embrace it. Some get sidetracked by lofty aspirations. Others are paralyzed by fears that an authentic portrait won’t appeal to everyone. There are those distracted by the desire to emulate a successful competitor. And some schools are stuck in the past, paying tribute to a culture that has long evolved.

Our goal is to reflect the real Marshall – not only who you are today, but what’s possible for you and your students.
A BRANDING REFRESHER

In our experience, “branding” is one of the most misused terms in marketing. Everyone thinks they know what it means, yet everyone has a different definition. Much of that has to do with the history of branding. There was a time when a brand was simply a logo or tagline, which explains why so many people still associate brands with visual cues and catchphrases.

But branding has become something much more nuanced and emotional. Branding guru Seth Godin says the key to creating a strong brand is “keeping your promises,” which is closely in line with our own definition: your brand is your promise. It’s the promise of a certain experience, the promise of joining a certain community, and the promise that you are who you say you are.

This is why we talk so much about authenticity. To build an authentic brand, you must be able to deliver on the promises you make. By doing so, you create a community that trusts and shares your vision and that inspires a sense of belonging. In short, you generate fans – people who feel affinity for your core values and loyalty to the experience you deliver.

Our question is, “Why should prospective students want to be part of Marshall University?”
“We need a branded house, not a house of brands.”

WHAT IS THE MARSHALL BRAND?
TWG Plus was charged with developing an overall institutional identity. Given Marshall’s communications demands, the new identity needs the flexibility to drive everything from recruitment marketing to advancement. The identity will be expected to introduce audiences to Marshall, shape perceptions of the institution as a whole, and promote Marshall’s various departments and programs.

When we asked about the Marshall University brand, most respondents were unable to articulate it or they talked about the brand as a reaction to other institutions—and acknowledged that this was a persistent issue.

“There’s a place in the world for Marshall, and not second-rate WVU.”

“We have to stop perceiving ourselves as inferior.”

“Collectively, we’re not telling any story to the community at large. We just assume people know the history or there is just a level of familiarity.”

“Marshall has an inferiority complex around WVU. We haven’t crafted our own identity. Instead, we’re reactive and we’ve lost sight of being a mid-sized regional institution serving first-generation students of West Virginia.”
“There’s not a more trusted brand in this area than Marshall.”

WHAT MARSHALL DOES BEST
Despite the difficulty people had articulating the brand, the Marshall community had no trouble discussing its strengths. It clearly understands itself as an institution.

To develop a marketing concept that positions Marshall more advantageously, we asked the campus community what the University should be known for. Very quickly in our conversations, consistent themes emerged.

OPPORTUNITY
Marshall sees itself as a springboard for students to reach levels they quite possibly had never envisioned. Students told us that it was at Marshall that they discovered their true potential and that this was due almost entirely to the high level of support they received from their professors. The faculty echoed this sentiment, describing their mission as inspiring self-confidence in their students. More broadly, Marshall represents opportunity for Huntington and the region as it addresses regional needs and serves as an economic driver.

“Our students are determined to succeed. For many, this is their ticket out of or into something. There’s so much desire to take advantage of what college can get you.”

“As a faculty member you can make a huge difference on the lives of those kids in the middle.”

“Our students don’t believe in themselves. My job is to inspire them and make them know they can do great things.”

“The university is evolving into a regional university with regional impact.”

“We’re in a position to transform this region, to demonstrate to the rest of Appalachia how to overcome isolation and transform the regional economy.”

“I do so much that I never thought I’d be capable of”
COMMUNITY
When asked to describe Marshall, the nearly unanimous response was “family.” The strong ties people forge to the University and to each other are clear and palpable. Some respondents attributed this to the history of Marshall and the plane crash. Whatever the cause, a deep sense of unity and concern for each other characterize the campus community. People at Marshall feel valued and accepted. They feel safe. They feel they belong.

“It’s a very open and inclusive campus. Students don’t get lost as easily as they would at R1 institution.”

“You get to be part of a family—and that doesn’t stop when you graduate. Everyone bands together.”

“There’s a sense of family. It brings everyone together and makes you individually, personally feel like a part of it.”

“Regardless of where you’re from, you feel like you belong here.”

“Marshall really comes together as a family.”

“I feel valued.”

TRADITION AND HISTORY
Marshall’s sense of its own history—the tragedy of the plane crash and the resilience it evinced, the palpable sense of place in the region, and the legacy of John Marshall—is a deep-seated formative element that has shaped the University. People take pride in this history and see themselves as part of something larger.

“I don’t know of a place with stronger traditions than this one.”

“There is such a sense of pride.”

“We’re proud of what we are. We’re proud to say that.”

“I wouldn’t want to be anywhere else. I’ve fallen in love with this place. We’re declaring it. We’re connected to this place.”

“You invest in this place.”
FORWARD THINKING
With a new president, a commitment to developing innovative degree programs and relevant initiatives, campus growth, and a focus on teaching and research, Marshall reflects a spirit of innovation and vision. The fundamental and authentic elements are demonstrable; what has been lacking is the pride and willingness to take ownership of those elements.

“The opportunities for research and the facilities here are on par with larger institutions.”

“In many ways, we re-create the best practices of the best institutions out there.”

“It amazes me how much we do with what we have.”

“We want to be something that’s worth investing in.”

Over and over, we heard completely unrelated groups describing the Marshall experience in similar terms. The Marshall community already knows its strengths. Now it’s time for you to share those with the rest of the world.
A NEW ERA FOR MARSHALL

The most effective institutional marketing tells a clear compelling story that encourages further exploration. Every aspect of your marketing should inspire some connection to your constituencies.

Overwhelmingly, we heard that the Marshall story is about finding a supportive community where students have the intimate relationships that give guidance and the breadth of resources that allows them to explore. Taken together, this is the perfect environment in which to realize their potential. Coming to Marshall means joining a family; and like the best family environments, this means being pushed to go further and being accepted for who you are. Beyond giving students outstanding preparation for their chosen career, the Marshall experience gives them both confidence and momentum that is genuinely transformative.

To capture this sense of Marshall as turning point in a student’s life, as the moment when opportunities for real progress present themselves, we have built the campaign around the theme:

I’M DESCRIPTOR.
I AM A DAUGHTER OF MARSHALL.

I’M DESCRIPTOR.
I AM A SON OF MARSHALL.
POSSIBLE MARSHALL DESCRIPTORS

I’M DESCRIPTOR.
I AM A DAUGHTER OF MARSHALL.

I’M DESCRIPTOR.
I AM A SON OF MARSHALL.

inspired
innovative
enterprising
doing my part
dedicated
devoted
compassionate
driven
motivated
ambitious

single-minded
tenacious
enthusiastic
committed
grateful
in demand
forward thinking
confident
recognized
accepted

involved
connected
capable
skilled
accomplished
out in front
trailblazing
an original
tough
The theme speaks to the student experience—having the resources and opportunities to define yourself and belonging to a community that embraces you. It is simultaneously aspirational and traditional: It positions Marshall as a place to be bold, and it hearkens to the tradition and history of the university. It leverages the sense of safety and support students find at Marshall. And it fits within the established institutional messaging of “We are Marshall” but adds a new, individualized angle.

Although the campaign is an authentic reflection of Marshall’s culture, it cannot simply be imposed on the university community. It is something the Marshall family has to live. A recent *Fast Company* article noted:

> The best ideas tend to emerge by extending, deepening, rethinking, and reframing previous thoughts, suggestions, and solutions. Many ideas seem wrong or somehow off base at first, but by deepening and discussing and reframing them, they often become more coherent, interesting, and feasible.

The campaign we’ve created does just that – by building on Marshall’s existing unique qualities and programs and providing a framework for making its messages heard.
WHAT RESONATES WITH STUDENTS

In our research with colleges and universities nationwide, one of the common complaints we hear from students is that marketing messages and materials don’t feel like the institutions they represent.

As we mentioned earlier, authenticity should be at the core of any recruitment campaign. When you send an email, a viewbook, or even a postcard, it should directly reflect the Marshall experience.
**A QUICK DISCLAIMER**

The creative concepts on the following pages are still in development. Photography choices are not finalized. There may be typos. On occasion, we may have taken creative liberties.

Know that the final versions of this work will have been thoroughly proofed, scoured, vetted, edited, and raked-over-the-coals by both TWG Plus and the Marshall team during multiple rounds of revision and collaboration. (Whew!)

While today is about the big picture, the end result will be letter perfect.
I'M PROUD.
I AM A SON OF MARSHALL.

I'M INSPIRED.
I AM A DAUGHTER OF MARSHALL.

I'M IN DEMAND.
I AM A SON OF MARSHALL.
I'M ACCEPTED.
I AM A DAUGHTER OF MARSHALL.

I'M CURIOUS.
I AM A SON OF MARSHALL.
A proud family and a distinctive university. As one of West Virginia's oldest public universities, our roots here run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world. Here, you'll discover a commitment to teaching, high-level research, and professional training that prepare you to thrive in the world. You'll join a community where you're part of something larger than your own ambitions. You'll find a sense of belonging and nurturance that will help you achieve your full potential. You'll discover what it means to be one of the Sons and Daughters of Marshall.
A proud family and a distinctive university. As one of West Virginia’s oldest public universities, our roots here run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world.

Here, you’ll discover a commitment to teaching, high-level research, and professional training that prepare you to thrive in the world. You’ll join a community where you’re part of something larger than your own ambitions. You’ll find a sense of belonging and nurturance that will help you achieve your full potential. You’ll discover what it means to be one of the Sons and Daughters of Marshall.

WE ARE... MARSHALL
A proud family and a distinctive university. As one of West Virginia’s oldest public universities, our roots here run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world.

Here, you’ll discover a commitment to teaching, high-level research, and professional training that prepare you to thrive in the world. You’ll join a community where you’re part of something larger than your own ambitions. You’ll find a sense of belonging and nurturance that will help you achieve your full potential. You’ll discover what it means to be one of the Sons and Daughters of Marshall.
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I’M CREATIVE.
I AM A DAUGHTER OF MARSHALL.

BRIT ABBOT '18
San Diego, California
Athletic Training

“I don’t know of a school with stronger traditions than this one. There is such a sense of pride. I wouldn’t want to be anywhere else.”
I’M ________.   | VIEWBOOK SAMPLE SPREAD

A proud family and a distinctive university. As one of West Virginia’s oldest public universities, our roots here run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world. Here, you’ll discover a commitment to teaching, high-level research, and professional training that prepare you to thrive in the world. You’ll join a community where you’re part of something larger than your own ambitions. You’ll find a sense of belonging and nurturance that will help you achieve your full potential. You’ll discover what it means to be one of the Sons and Daughters of Marshall.

John Marshall

I’M CURIOUS.
I AM A SON OF MARSHALL.

STEVE THOMAS

SOUTH BEND, INDIANA
BIOLOGY

“Imod nost factuid idestemei sa nonsi tesiem ip lainq uitistem duc forte stelut us hum te es con deatquon ta, qui ig menatil.”
A proud family and a distinctive university. As one of West Virginia's oldest public universities, our roots here run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world. Here, you'll discover a commitment to teaching, high-level research, and professional training that prepare you to thrive in the world. You'll join a community where you're part of something larger than your own ambitions. You'll find a sense of belonging and nurturance that will help you achieve your full potential. You'll discover what it means to be one of the Sons and Daughters of Marshall.

I'M ACCEPTED.
I AM A DAUGHTER OF MARSHALL.

VIVIAN CLARK
'17
Huntington, West Virginia
Early Childhood Education

"I've fallen in love with Marshall. We're connected to this place. There's a sense of family that brings everyone together. You feel like a part of it."

Marshall University
One John Marshall Drive
Huntington, WV 25755
877-GOHERD
marshall.edu
A proud family and a distinctive university. As one of West Virginia's oldest public universities, our roots here run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the country and around the world. Here, you'll discover a commitment to teaching, high-level research, and professional training that prepare you to thrive in the world. You'll join a community where you're part of something larger than your own ambitions. You'll find a sense of belonging and nurturance that will help you achieve your full potential. You'll discover what it means to be one of the Sons and Daughters of Marshall.
ALL YOU CAN ASK FOR
With more than 100 degree programs, over 150 student clubs, and a campus that feels like home—Marshall gives you all the options you could want. But programs and majors are just the beginning. Whatever your major, you’ll find a sense of belonging and nurturance that will help you achieve your full potential.

You'll join a community where you're part of something larger than your own ambitions. You'll find a sense of belonging and nurturance that will help you achieve your full potential. You'll find a sense of something larger than your own ambitions. You'll find a sense of

■ professional training that prepare you to teaching, high-level research, and
■ opportunities for students from across the country and around the world.

Put yourself out there. Put yourself out there and explore. Put yourself out there and influence the world. Put yourself out there and challenge the status quo. Put yourself out there and make a difference.

A proud family and a distinctive heritage run deep. Yet our vision is focused on providing world-class learning opportunities for students from across the world. While we have a strong commitment to public education, our roots are in the highest traditions of private higher education. Our faculty are internationally recognized experts with experience teaching in a variety of settings, from traditional classroom environments to cutting-edge research facilities. Our commitment to excellence is evident in every aspect of our academic programs.

FACULTY WHO PUT YOU FIRST
Your faculty help you to excel, and they’re highly respected leaders in their fields. They develop courses, conduct research, and mentor you, to the time to know you, to help you pursue your personal, professional, and academic goals.

That means they take the time to know you, to help you pursue your personal, professional, and academic goals. They help you explore new ideas, connect with others, and apply your knowledge to real-world problems. They are your mentors, your guides, and your partners in your educational journey.

FREE PEER TUTORING
More than 100 degree programs,

89 TO 90 PERCENT STUDY ABROAD
19:1 STUDENT FACULTY RATIO
100 MORE THAN

Our Honors College is your opportunity to learn with only high-achieving students through innovative teaching, an engaging learning environment, and a challenging curriculum. Our faculty are dedicated to your success, and our programs are designed to help you reach your full potential.

ALL THE PERKS
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I'M ________. | VIEWBOOK SAMPLE SPREAD
I AM A SON OF MARSHALL.

FELIX MARTINEZ ‘20
Major: Business Administration, Finance

"Are you Ready? Are you a son or daughter of Marshall?"

I AM A DAUGHTER OF MARSHALL.

MELODY SLOANE ‘17
Major: Business Administration

"Are you Ready? Are you a son or daughter of Marshall?"

I’M READY.

CUS ET MOLORES

I’M INSPIRED.

CUS ET MOLORES
I'M CURIOUS.
I AM A SON OF MARSHALL.

APPLY TODAY

“I'M ________.   | BANNER ADS
I'M READY.
I AM A SON OF MARSHALL.

marshall.edu
I'M PROUD.
I AM A DAUGHTER OF MARSHALL.

marshall.edu
I AM A SON OF MARSHALL.
I'M READY.

I AM A DAUGHTER OF MARSHALL.
I'M PROUD.
EDITORIAL APPROACH
The tone of the copy is confident but friendly, direct but reassuring. Language should reflect the sense of belonging and family, such as “join,” “find your spot,” and “welcoming.” It should balance this affirmative thread with action-oriented language, especially when describing academic programs.

DESIGN APPROACH
Large student (hero images) play a key role in the overall design. Large energetic student images should be used to drive home the Son/Daughter of Marshall messages.

As the concept is rolled out in other collateral pieces, the student images will be supported with campus, classroom, student life and other Marshall images that support the copy/content of the piece. Info graphics, numeric facts should be large/pops of color for more impact and a fast read when scanning the page.
MARSHALL RECRUITMENT CAMPAIGN CREATIVE ELEMENTS

TYPEFACE

HEADLINES
Sentinel Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TEXT
Myriad Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADS
Myriad Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

The official Marshall primary green and black are used throughout the campaign materials to reinforce Marshall's brand identity.

PANTONE®
354
PANTONE®
Process BLACK

CMYK
81 3 96 0
CMYK
70 68 64 74
PHOTOGRAPHY
Photography should be selected with audience in mind – showing students, activities, locations that will resonate with each specific audience. Photography should appear authentic and candid, as opposed to staged and formal.

Possible Target Audiences:
Prospect students
Current students
International students
LGBTQ
Alumni
Donors
Parents
Faculty
MARSHALL RECRUITMENT CAMPAIGN CREATIVE ELEMENTS

STATISTICS
The distinctive look of Setinel and oversized numbers are used to draw attention to facts and figures that underscore the strengths of Marshall. Stats can be used in vertical and horizontal formats.

MORE THAN

19:1
STUDENT FACULTY RATIO

100
DEGREE PROGRAMS