Title:
Building Strong, Intentional Partnerships Between Units to Enhance Branding and Visibility

Abstract:
Over the past four years, the McCormick School of Engineering has partnered with Global Marketing and Communications (GMC) to transform its brand to better align with Northwestern while carving out a distinctive voice appropriate for its peer group. GMC and McCormick have worked together to operationalize a consistent, quality presence for engineering, and have collaborated to ensure that resources are used efficiently to meet the priorities of both units.

In this presentation, we will revisit the genesis and development of Northwestern Engineering’s brand positioning and rollout, share ongoing projects to build brand equity, and share tips for setting up partnerships that get results.

Learning Outcomes:

1. Understand the importance of a proactive brand and marketing strategy.
2. Learn lessons for adopting Northwestern’s brand strategy while meeting school and unit priorities.
3. Learn tips for building successful partnerships between schools and central offices.