



UNIVERSITY OF DALLAS

University of Dallas (2007)

Background

In 2007, the University of Dallas hired a new vice president of advancement to lead its efforts in developing an integrated approach to marketing communications. Located in Irving, Texas, UD is a private institution positioned in the competitive Dallas Metroplex.

Enter BrandED Consultants Group

One of the new vice president's first steps was to commission BrandED for a brand audit. BrandED sought to assess audience opinions about the image and reputation of the institution, as well as seek recommendations for improvements to UD's marketing communications efforts.

Upon completion of the research, BrandED conducted a touch-point analysis to evaluate the effectiveness of UD communication efforts, especially in regards to mission, vision, values and goals. BrandED examined these efforts across all points of contact with target audiences. This was essential for determining how best to re-position the institution.

The research findings and communications review led to recommendations related to improving marketing communications. BrandED was also able to provide direction for the next steps in the planning process and suggestions on a brand platform for UD.

Results

BrandED's recommendations were implemented and the next year the University of Dallas completed its first comprehensive integrated marketing communications.