



We are VUB



ANN VAN DRIESSCHE

ROB VANDEREYCKEN



VUB HISTORY

Vrije Universiteit Brussel



1834

VUB that's us



VUB dat zijn wij



VUB TODAY

almost
15.000
students



127
nationalities

21% international students



29 BA –



75 MA –



22 MA-after-MA-



16 PG- programmes

of which **40** are taught
in English

VUB that's us
**we
are
vub**
VUB dat zijn wij



EMPLOYABILITY, CREATIVITY AND ENTREPRENEURSHIP



VUB TODAY

6.800

employees

232
million EUR

turnover

94
million EUR

research

18
million EUR

spin-offs

> 120

patents &
pending

VUB that's us
**we
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VUB dat zijn wij



UNICA

BRAND TODAY



COSMETIC ISSUE ?

Logo not accepted by full community

Outdated style guide & free interpretations all around

People choose their way, NOT with VUB

VUB monolithic branding strategy



BRANDING ISSUE !

Brand connection seems to be strong.

Brand promise and marcom offering is creating conflicts.

Lack of brand vision and strategy is a catalyst for constant discussion!



REINVENT THE BRAND

WHAT is VUB and HOW does it show ?

Do we need to talk more about humanism and freedom without dogmas ?

Should we prioritize our work in de-criminalizing abortion, euthanasia, or fertility studies ?

Are we all about Brussels, diversity and internationalization, or gender equality ?

We need to define relevant matters and views.

We need to involve the VUB community !



REINVENT THE BRAND

MORE IMPORTANT: Why VUB ?

VUB, for rebels with a cause

VUB Experience:

Dream, Think, Do !



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UNICA

ROADMAP 2015 – '16

We wanted to change the marketing & communications

In order to:

1. Redefine the identity
2. Develop a USP
3. Involve the VUB community
4. Create more relevant communication using authentic stories
5. Introduce a brandstrategy
6. Reshape the visual identity

= **Make the brand strong**



ROADMAP 2015 – '16

JUNE 2015

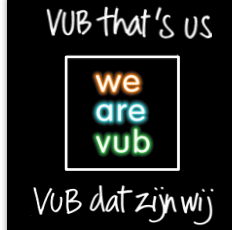
...The game changer

New marketing strategy, validated by Board.
VUB to develop “Life” “Experience” programmes
Test case: “We are Paris”, climate summit



DREAM, THINK, DO !

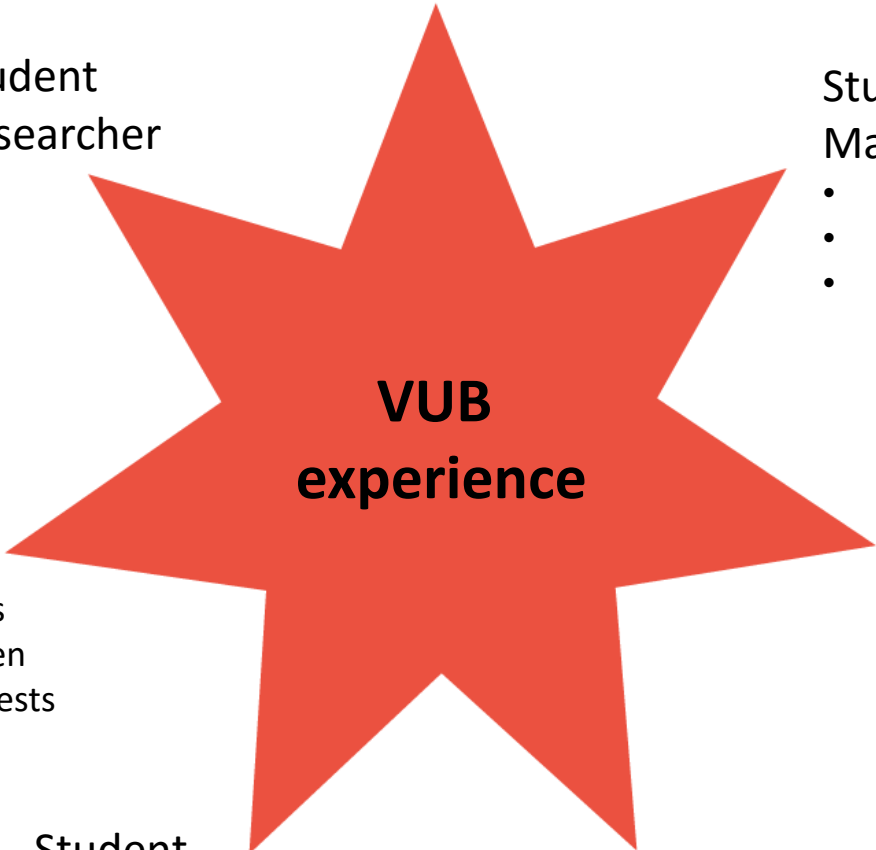
GAME CHANGER?



Student
Researcher

Student
Manager

- Student council
- association
- ...



Student
Global citizen

- Erasmus projects
- Aid street children
- UN student contests
- ...

Student
Tutor

- guide
- buddy
- Skills lab
- ...



Student
Brussels Builder

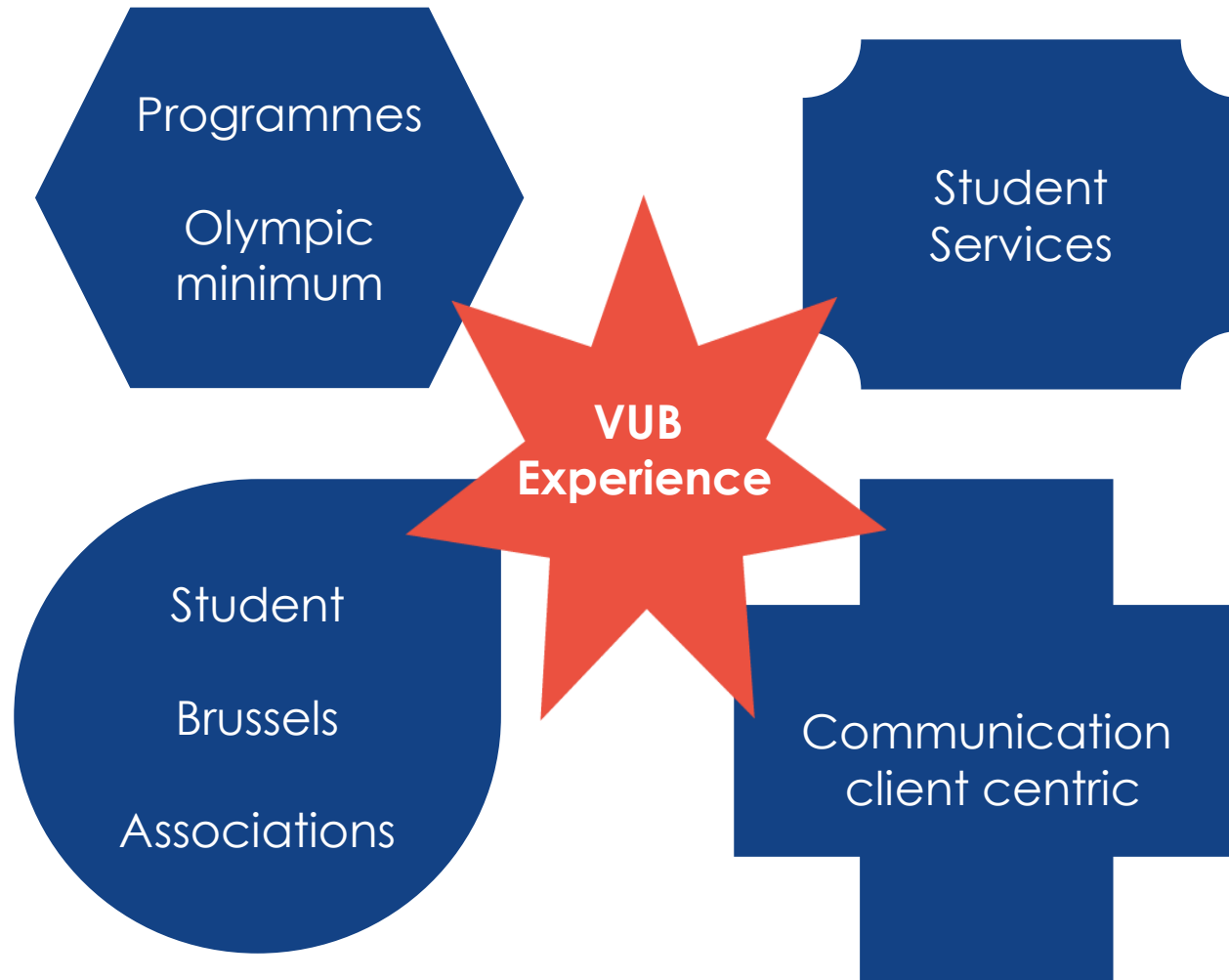
- Social projects
- Cultural projects
- ...

Student
entrepreneur

- Trade missions
- Create musical
- Booth camps
- ...



THE VUB EXPERIENCE



VUB that's us



VUB dat zijn wij



ROADMAP 2015 – '16

SEPTEMBER 2015 ...No guts, No story

Content marketing is introduced, using 'We are Paris'
New ways in communicating 'stories' instead of news
New visual style in VUBToday site & VUB2020 campaign
VUB 500 test panel, start involving the community

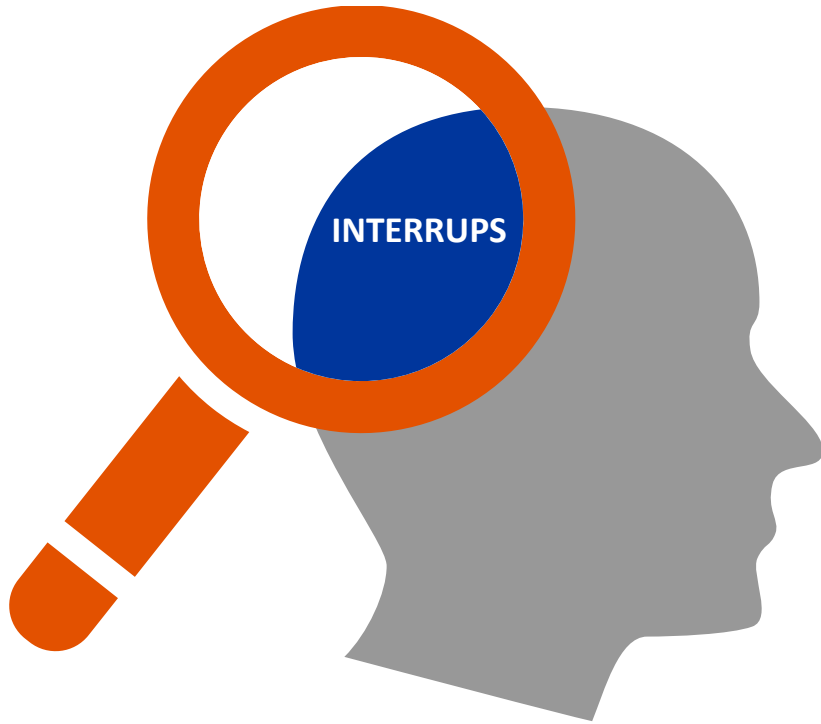






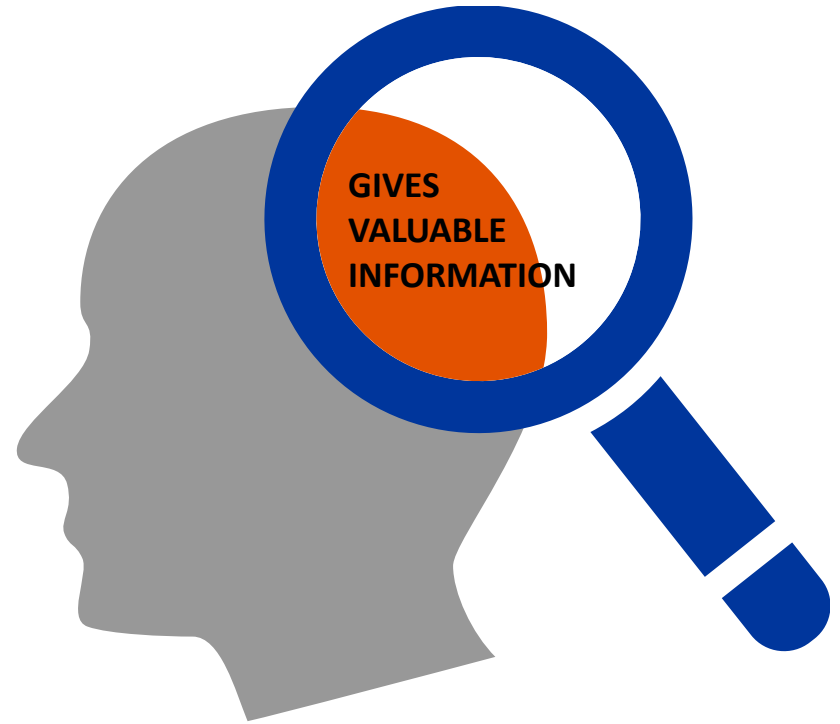
ALL YOU NEED IS LOVE

TRADITIONAL PUBLICITY



3 FATAL FLAWS

CONTENT MARKETING



ADVANTAGES

A Venn diagram consisting of two overlapping circles. The left circle is blue and contains the text 'YOUR CUSTOMERS INTERESTS, PASSIONS, WANTS, NEEDS & CONCERNS'. The right circle is red and contains the text 'YOUR BRAND'S PROMISE, OFFERING, PRODUCT, SERVICE, AND MESSAGING'. The overlapping area in the center is a darker shade of red and contains the text 'THE SWEET SPOT'.

YOUR
CUSTOMERS
INTERESTS,
PASSIONS,
WANTS, NEEDS &
CONCERNS

**THE
SWEET
SPOT**

YOUR BRAND'S
PROMISE,
OFFERING,
PRODUCT,
SERVICE, AND
MESSAGING

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WE ARE PARIS

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WE ARE PARIS
powered by Vrije Universiteit Brussel

JOIN US **WE ARE PARIS** ABOUT US SCHOOLS EVENTS PARTNERS CONTACT  



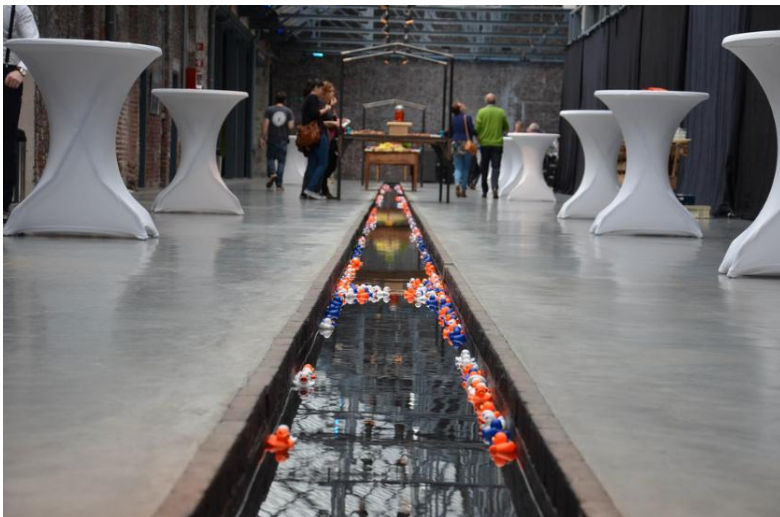
ROADMAP 2015 – '16

FEBRUARY 2016 ...Community Marketing Participation

New style (Online & Offline) is pitched with community.
Survey and focus groups on branding/identity

MAY-JUNE 2016 ...We are VUB!

VUB wide conference on Dies Natalis on conclusions
Sign off on new style & logo exercise by the Board



... We are VUB !

Inspire. Create community involvement!

- Belgian Press story on 'VUB identity search'
- Online survey with 3032 participants
- Interviews with approx. 200 participants
- Pitch the branding exercise on all VUB levels
- Interactive **VUB congress** on Dies Natalis!

VUB Congress: invites ?

- On campus: pop-up photo booth, flyering, e-screens, bannering, Rector (elect)helps.
- Web & Social media (Twitter, FB, Youtube)
- DM campaigns (online/offline) to students, staff, alumni, business and political contacts



... We are VUB !

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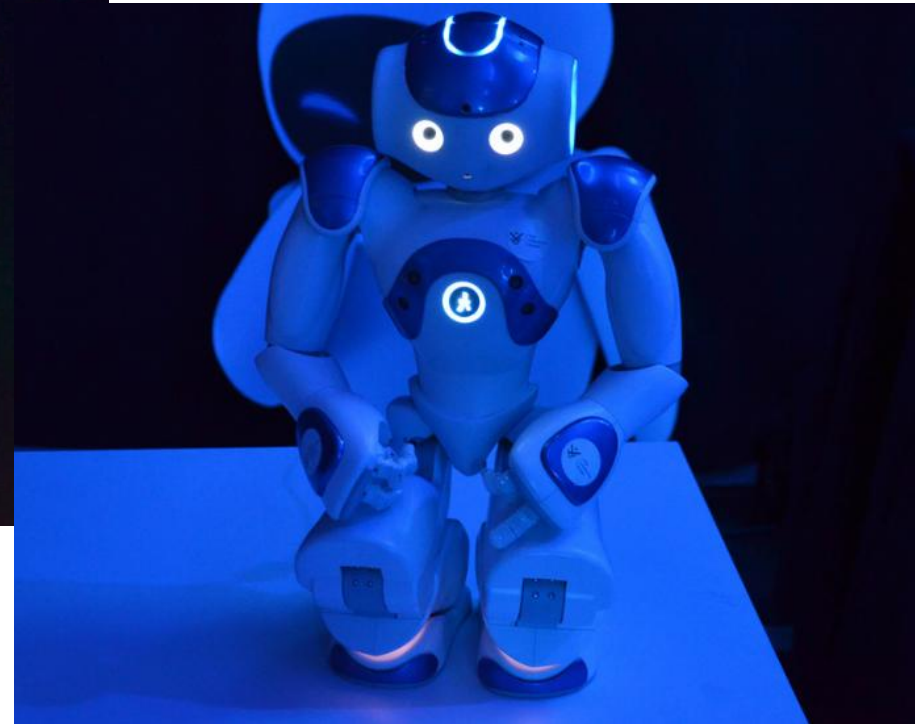


10x10 = 100% VUB

VUB that's us



VUB dat zijn wij



758 participants!

10 inspiring cases on VUB identity, passion and particles.

Complementary food, drinks and VUB fun.

NEXT: 30 june: board decides on restyling & logo



ROADMAP 2015 – '16

SEPTEMBER 2016 ...Co-create at VUB

Launch central institution and programmes in new Style Workshops “in-depth” implementation on all levels



SNEAK PREVIEW 2016

The logo for ULB (Université libre de Bruxelles) consists of a solid blue square. Inside the square, the letters 'ULB' are written in a bold, white, sans-serif font. The 'L' has a small grey triangle at its base, and the 'B' has a small grey triangle at its base.

ULB

The logo for VUB (Vrije Universiteit Brussel) consists of a solid blue square. Inside the square, the letters 'VUB' are written in a bold, white, sans-serif font. The 'V' has a small orange triangle at its top left corner.

VUB

UNIVERSITIES OF BRUSSELS