Reputation Data and Generation Z:

How universities use reputation data to effectively shape communications strategies and how the rise of Gen Z has altered the landscape.

Michael Lubaczk
Branding Director
Gen Z characteristics.

• Born between 1995 and 2015(ish)
• Reliant on digital and mobile.
• Multiple screens.
• Require extra creative effort.
• Use social media, but differently to Millennials.
• Relatability and authenticity is key.

Source: VisionCritical.com/generation-z-infographics
Gen Z characteristics.

- They want personalised content.
  - they know brands have data on them.

- They quickly find information on their own.
  - How visible is your content in search engine results?

- They give feedback.
  - Social listening strategies are important.

- They’re more guarded on social media.
  - Private and direct channels of messaging are popular.

Source: Google "GenZ_Insights_All_teens"
Gen Z: how to engage?

- Content & experience over traditional advertising.
- Engaging and emotive music, video, imagery.
- Emphasis on social justice & impact.
- Establish trust and authenticity.
- Use objective and subjective data to help inform your strategy.
Data - academic.

We’re living in a data-orientated world.

• Benchmarking.
• Highlights institutional strengths.
• Is your brand perception aligned domestically vs. internationally?
Data - student.

- Who is interested in your brand and offering? Where do they come from? What do they want? How do they find you?

- Data is integral to the personalisation process.

- A tailored approach is more viable than trying to be ‘everything to everyone’.

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### Students interested in Studying in Australia are interesting in studying...

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Branding.

It’s what you stand for.

- It should differentiate you.
- It should be authentic.
- If you don’t do it, it will be done for you.

Standing out is tough. Fundamentally, universities make the same promises to students, staff and partners.

A review of the mission statement, values and visions of the following universities has shown how remarkably similar they are:

- CUHK(SZ)
- NYU Shanghai
- SUSTech
- Fudan University
- Shanghai Jiao Tong
- Newcastle University in Singapore
- University of Nottingham China
- Xi’an Jiaotong-Liverpool University

4/7 World-class
2/7 Modern and contemporary
3/7 Preserving Chinese heritage/education
5/7 Global focus
4/7 Creative approaches
3/7 Academic excellence
3/7 Recruiting high-end talent
6/7 Delivering knowledge to the world
3/7 Practical and vocational
Brand distinctiveness is very difficult!

“START HERE. GO ANYWHERE.”
“START HERE. GET THERE.”
“GOING ANYWHERE STARTS HERE!”

THE World University Rankings
Brand distinctiveness is very difficult!
The University of Wyoming: Case Study

- Great brands attract and repel.
- If you try to appeal to everyone, you appeal to no one.
- Wyoming have carefully researched and communicated their **authentic differentiators** to create a strong identity.
- This campaign redefines what it means to be a Cowboy in this day and age, without using stereotypes of a ‘cowboy’. “Restless curiosity,” “doesn’t follow predetermined paths” and “explores off the beaten trail.”
- The campaign leverages the **unique location** and history of the institution.
Shared purpose:

Which of the six fundamental human motivations do you think this campaign aligns with?:

**Security** (eg. care, trust, closeness, security, warmth)

**Enjoyment** (eg. relaxation, fun, openness, pleasure)

**Excitement** (eg. vitality, fun, curiosity, creativity, change)

**Adventure** (eg. freedom, courage, rebellion, discovery, risk)

**Autonomy** (eg. pride, success, power, superiority, recognition)

**Discipline** (eg. precision, order, logic, reason)
Brand distinctiveness is very difficult!
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Brand distinctiveness is very difficult!
Few institutions are truly unique.

It’s your job to find out *what makes you the most different*, then find a unique way to tell that story.
Story-telling.

- Leverage your strengths.
- Show your impact (Gen Z students put more emphasis on social justice and impact).
- Differentiate yourself.
- Stand-out with arresting visuals, video and content.
- Sell your destination.
The rise of fake news and ‘click-bait’ content have made consumers more sceptical.

People are more likely to engage with content that comes from a trusted source.

Use student brand ambassadors to create user-generated content.

Harness alumni stories to naturally build authenticity for your university brand.
Leadership for good starts here.

The University of Sydney: Case Study

- Well-known graduates of The University of Sydney who have pursued noble causes.
- Real-world success stories.
- Helps establish trust and authenticity.
Western Sydney University: Case Study

- Emphasis on social justice and impact.

- High-quality video production and superb story-telling.

- Over **3 million** views on YouTube.

- Great content to promote cross-platform (Twitter, THE, Facebook etc.).

- Engaging and emotive.
WESTERN SYDNEY UNIVERSITY

proudly presents
THANK YOU.

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