

# 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.

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**Branding Director**

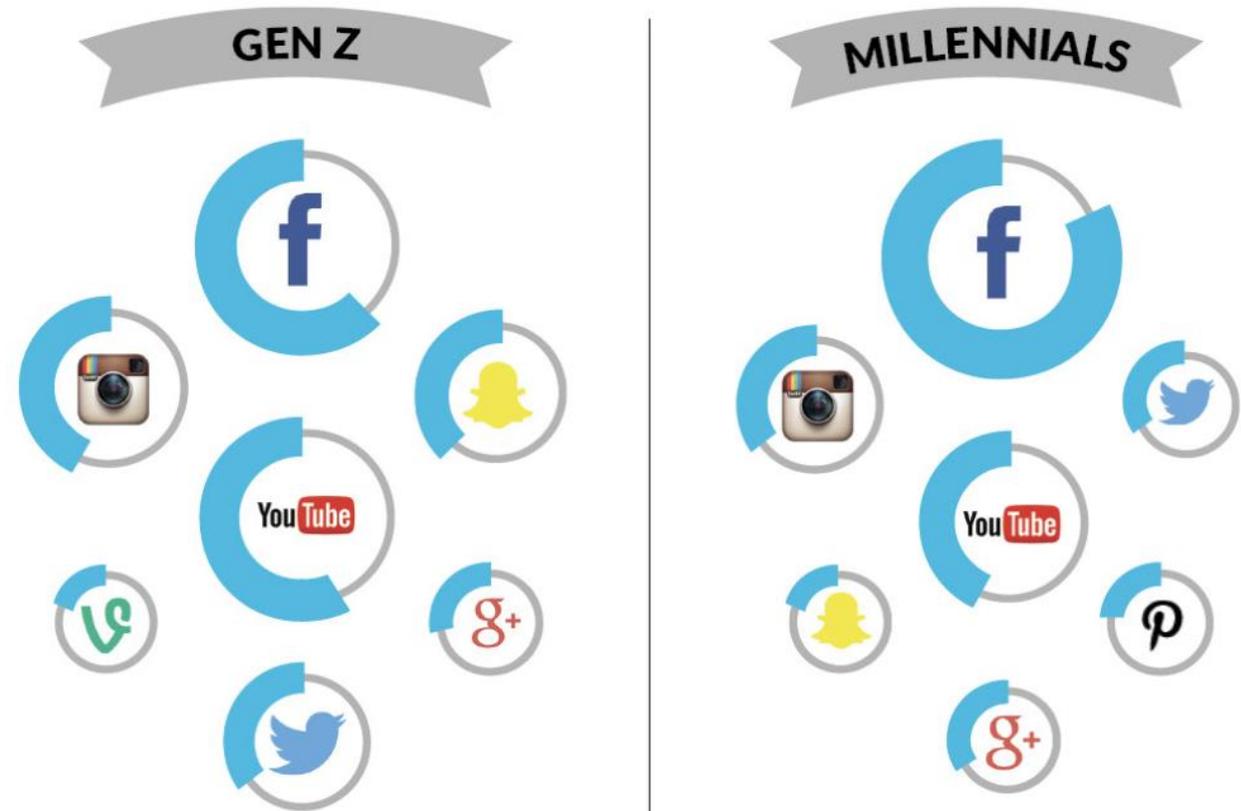


# Gen Z characteristics.

- 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.

## TOP SOCIAL MEDIA SITES USED DAILY

By At Least One-In-Five:



Source: [VisionCritical.com/generation-z-infographics](http://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.



10:35 PM - 20 Apr 2016



# 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.



**AMBITION  
UNLIMITED.**



# 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'.

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

Audience Name	UID's Total	UID's Overlap
Electrical & Electronic Engineering	27886	1200
Mechanical & Aerospace Engineering	39510	1100
Accounting & Finance	28538	1100
Law	32386	1000
Other Health	28082	1000
Business & Management	52778	900
Mathematics & Statistics	106731	800
Computer Science	56714	800
Biological Sciences	137958	700
Languages, Literatures and Linguistics	121875	700
Economics & Econometrics	38303	700
Communication & Media Studies	61116	600
Geology, Environmental, Earth & Marine Sciences	54773	600
Chemical Engineering	15442	600
Politics & International Studies (incl Development Studies)	47591	500
History, Philosophy & Theology	25286	500
Medicine & Dentistry	35874	400
General Engineering	16705	400
Art, Performing Arts & Design	29839	300
Psychology	27271	300

# 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.

## Defining your purpose

**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 remarkable similar they are:**

- CUHI(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!

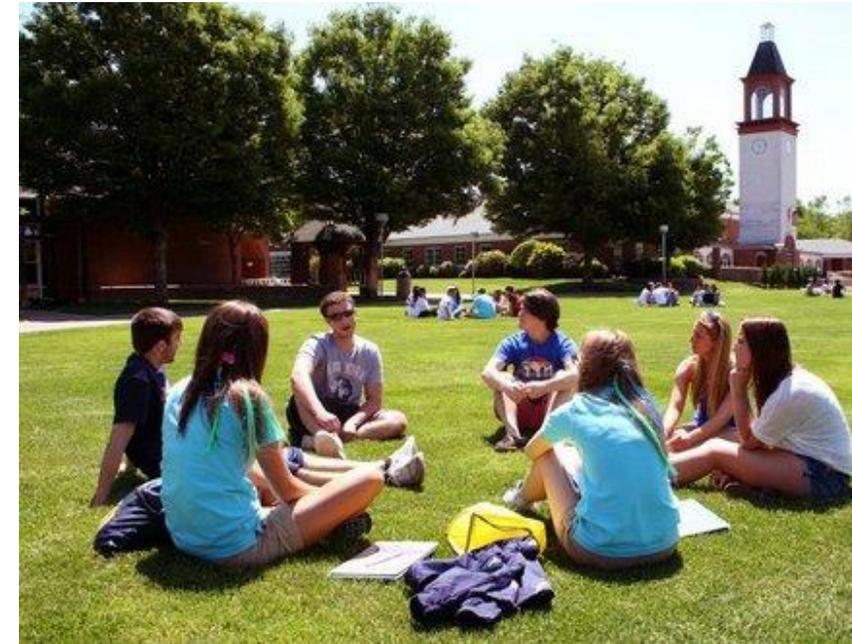


**“START HERE. GO ANYWHERE.”**

**“START HERE. GET THERE.”**

**“GOING ANYWHERE STARTS HERE!”**

**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!**



Brand distinctiveness is very difficult!



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[curtin.edu/globaluniversity](http://curtin.edu/globaluniversity)

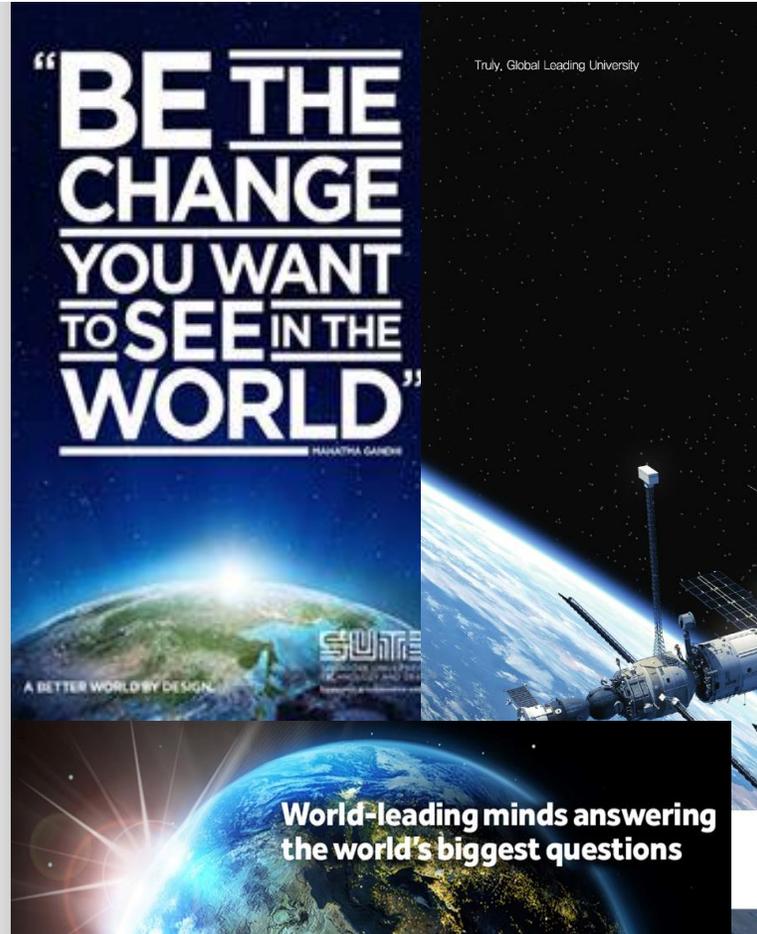
\*Academic Ranking of World Universities 2017. \*\*Excellence in Research Australia 2015.

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- Our 5G Innovation Centre is the largest UK academic research centre dedicated to developing wireless communications fit for the future.
- We are pioneering new approaches to the removal of space debris at Surrey Space Centre.
- Our Centre for Vision Speech and Signal Processing (CVSSP) has been pioneering artificial intelligence research for over 30 years. Focusing on AI for Machine Perception, CVSSP is delivering cutting edge research in robotics, autonomous vehicles, biometrics and the creative industries.
- We are taking a leading role in the emerging area of Blockchain research through over £3m of UKRI investment drawing together expertise from our GCHQ accredited Centre for Cyber Security, the Centre for the Digital Economy (CoDE) within Surrey Business School, and technical expertise from both CVSSP and 5G Innovation Centre.

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Brand distinctiveness is very difficult!

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建立自我，追求无我 Building up oneself for pursuit of selflessness

——李燕斌 Li Ka-shing

# 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.



# Authenticity.

- 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.



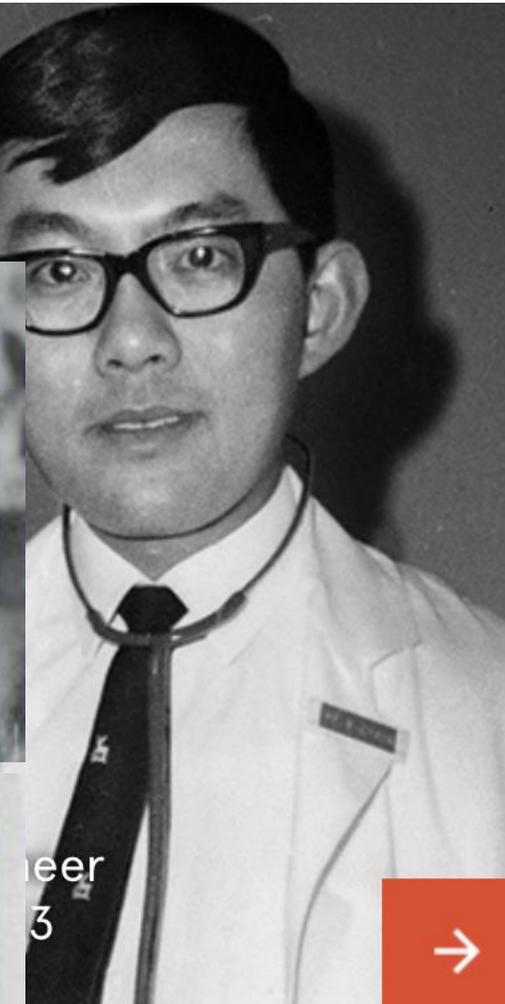
Leadership for good starts here.



I will give people a

## 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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