



Sweet Briar College

This is FIERCE.

## BRAND RESEARCH

### 2011-2015 Perception Research Revealed:

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- For inquirers and admitted students (both enrolling and non-enrolling), the most common attributes associated with Sweet Briar were “academically strong” and “community.”
- Admitted students (both enrolling and non-enrolling) also associated Sweet Briar with “fun,” “friendly,” and “accepting,” while inquirers did not.
- Inquirers and non-enrolling students associated Sweet Briar with “girly,” “feminine,” “preppy,” “traditional,” and “conservative.”

## BRAND RESEARCH

### New Lipman Hearne research revealed:

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- At Sweet Briar, students learn to take the lead in their own lives and discover the enduring rewards of being a member of a loyal, unwaveringly supportive sisterhood.
- Sweet Briar is proud of its tight-knit community and the education its students receive.
- The Sweet Briar campus is intentionally designed to foster exceptional personal attention, deep, meaningful connections, and lifelong friendships.
- Sweet Briar's alumnae are extraordinary sources of inspiration and living proof of the value of the education they received there.
- Some constituents are concerned that Sweet Briar has a "country club" perception problem.

This is  
**FIERCE.**

October 2017

SWEET  
BRIAR  
COLLEGE

Brand  
**POSITIONING**

In a world where the beaten path is too often the chosen one, Sweet Briar College is where women are encouraged to fearlessly forge their own. We challenge and support our students to become fulfilled women of consequence — self-directed and independent, they are strong leaders for their communities and world.

October 2017



This is

**DETERMINED.**



Brand pledge and  
**PROMISE**

We're fiercely committed to your individual growth — as a woman, as an intellectual and as a leader — and we'll give you the space and sisterhood you need to thrive.

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**SWEET  
BRIAR  
COLLEGE**

This is  
**PASSION.**





Brand  
**PERSONALITY**

The visionary coach with big expectations for her team, partnering with players to build the framework and confidence they need to set — and achieve — ambitious goals.

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**SWEET  
BRIAR**  
COLLEGE

This is  
**SMART.**



## Take charge

**We know who we are — and we're proud of where we're going.**

Sweet Briar's is a story of tradition, momentum and determination. No other institution can claim what we have, so let's own it. Our students and alumnae are brave, bold and self-assured too, and many of them chalk it up to their time spent here.

## Intelligent

**Sweet Briar women are smart.** They're witty, curious and driven. Our professors understand that no two students are alike. They help create customized learning options to maximize each woman's experience at Sweet Briar.

## Inviting

**For many, Sweet Briar becomes home.** It's not just our beautiful 3,250-acre campus; it's the people. We all know one another, professors have students over for dinner and alumnae are quick to offer mentorship. That sense of familiarity and warmth should extend throughout our communications.

# Brand MESSAGING

October 2017

SWEET  
BRIAR  
COLLEGE

This is  
**FIERCE.**



Core  
MESSAGE

Confidence, courage and grit. Women of consequence.

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Independent-minded, fiercely determined to see your dreams through: deep down, you know that's who you've always been. At Sweet Briar College, we're here to reveal and amplify everything that makes you amazing, and help you own it in ways you never thought possible. You'll be surrounded by a family of faculty, coaches and friends who will push you, excite you and energize you — to take what you learn into the world and take the lead. Our students have a favorite rallying cry, "There's nothing that you cannot do." You'll discover that, here, it rings true every day.



This is  
**COURAGE.**

Supporting  
**MESSAGES**

**A powerful environment you'll always call home.**

.....

Sweet Briar is a beautiful place — but that beauty is not just skin-deep. Our campus, listed by the National Register of Historic Places and located in the foothills of the Blue Ridge Mountains, is intentionally intimate. It's buzzing with ideas and designed to build a sense of community, to be a place where everyone counts. Good times, positivity and meaningful connections are always close by, and people genuinely look out for one another. All kinds of possibilities will unfold for you here, because our campus will give you the space you need to explore, research and achieve.





This is  
**BRAVE.**

Supporting  
**MESSAGES**

Behind every Sweet Briar Woman is a team who believes in her.

.....

Our faculty and student support staff are united in a common cause: to be the mentors you've always wanted, and to empower you to grow as a bold, independent thinker. And because no two Sweet Briar women are alike, they'll work with you to plan a customized learning experience — one that reflects who you're becoming and focuses your personal goals. Your advisors' doors— and their professional contacts — will always be open to you. It's the combination of challenge and guidance you'll need to pursue that research project, tackle that complex material, go for that leadership position and take that life-changing internship.

This is  
**CONFIDENCE.**



Supporting  
**MESSAGES**

**Amazing things will be expected of you.  
And you'll deliver.**

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You'll graduate from Sweet Briar career-ready and life-ready: you'll know who you are and what you do best. In the professional world, that means you'll always be in demand. Sweet Briar graduates fearlessly take initiative, solve problems collaboratively, achieve big goals and speak up for what's right. You'll also be in good company, joining the strong network of Sweet Briar alumnae — savvy leaders in their communities and in every sector. It's a powerful, close-knit sisterhood, united by unwavering pride in their alma mater — and in their ability to get things done.



This is  
**BOLD.**

Supporting  
**MESSAGES**

**Our roots are strong and run deep.**

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Generations of amazing women have saved a special place in their hearts for Sweet Briar. Their steadfast love for their alma mater inspires us, holds us accountable, and keeps us strong. It's why we take such pride and care in keeping our campus beautiful; why we are careful stewards of every resource; why the faculty come here and stay here. When you join the Sweet Briar family, you entrust us with helping you write the most important chapter of your life so far, and we are committed to seeing that chapter through, from start to finish.

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This is  
**STRONG.**



# Content Strategy: Storytelling Approach

CONFIDENCE	COURAGE	CONSEQUENCE	GRIT
<p>Sweet Briar students are independent-minded.</p> <p>Sweet Briar is a place where everyone counts.</p> <p>Sense of community, meaningful connections, we look out for one another</p> <p>When you graduate from Sweet Briar, you'll know who you are and what you do best.</p>	<p>Sweet Briar students take what they learn into the world and take the lead.</p> <p>Behind every Sweet Briar woman is a team who believes in her. You will build even more courage because Sweet Briar is a place where you can thrive both academically and socially.</p> <p>Mentors empower you to grow as a bold, independent thinker.</p> <p>Sweet Briar women are innovators, reformers, and explorers.</p>	<p>Sweet Briar is a place where students have the space they need to explore, research and achieve.</p> <p>Layered advising to support flexible and customized learning experiences that will help you focus on your personal goals</p> <p>Power of the Sweet Briar alumnae network – savvy leaders in their communities and in every sector of the professional world.</p> <p>Amazing things will be expected of you. And you'll deliver.</p> <p>You'll graduate from Sweet Briar career-ready and life-ready.</p>	<p>Sweet Briar students are fiercely determined to see their dreams through.</p> <p>Sweet Briar graduates fearlessly take initiative, solve problems collaboratively, achieve big goals and speak up for what's right.</p> <p>Sweet Briar alumnae have an incredible ability to get things done.</p>



Expressing  
**THE BRAND**

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BRIAR  
COLLEGE

# Brand COLORS

## Primary



**SWEET BRIAR PINK**  
PMS 213  
R-238 G-43 B-116  
C-0 M-95 Y-27 K-0  
#ED2B74



**SWEET BRIAR BLACK**  
\*Pantone® Black 6  
R-16 G-24 B-32  
C-100 M-79 Y-44 K-93  
#101820



**SWEET BRIAR WHITE**  
R-255 G-255 B-255  
C-0 M-0 Y-0 K-0  
#FFFFFF



**SWEET BRIAR GRADIENT  
TEXTURE**  
A gradient using Sweet Briar  
Black and Sweet Briar Midnight  
Blue with noise added.

## Accent



**SWEET BRIAR GREEN**  
PMS 368  
R-119 G-188 B-31  
C-58 M-2 Y-100 K-0  
#77BC1F



**SWEET BRIAR LIGHT GRAY**  
PMS Cool Gray 3  
R-202 G-200 B-200  
C-20 M-17 Y-17 K-0  
#C9C8C7



**SWEET BRIAR SLATE**  
PMS 432  
R-51 G-62 B-72  
C-78 M-64 Y-83 K-44  
#333D47



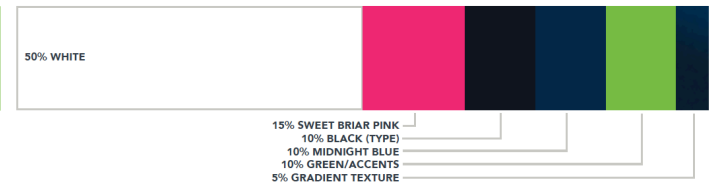
**SWEET BRIAR MIDNIGHT BLUE**  
PMS 7463  
R-0 G-43 B-73  
C-100 M-80 Y-43 K-45  
#002A4B

\*Pantone Bridge color

## Print



## Web



## Sweet Briar Stacked Logo

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The stacked version is the preferred logo in all communications.

## Sweet Briar Wordmark

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SWEET BRIAR COLLEGE

The wordmark should be used sparingly, only when the page size and orientation do not allow room for the stacked logo.

Website  
**REFRESH**

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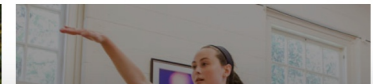
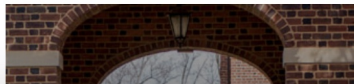
NEWS EVENTS A-Z INDEX DIRECTORY ABOUT

ADMISSIONS ACADEMICS STUDENT LIFE ATHLETICS RIDING ALUMNAE GIVE ONLINE



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life at **SWEET BRIAR.**





This is  
**CONSEQUENCE.**

Academic and Tuition  
**RESET**

## SWEET BRIAR COLLEGE

**EXCELLENT. RELEVANT. AFFORDABLE.**



**AFFORDABLE TUITION. TRANSPARENT PRICING.**

# \$34,000

*2018-2019 academic year\**

**\$21,000**

*tuition & fees*

**+**

**\$7,000**

*room*

**+**

**\$6,000**

*board*

*\* Summer courses require separate tuition.*

## RESET RESPONSE: 48 HOURS

- Covered by more than 100 media outlets
- The Associated Press (wire service) picked up the story published by Lynchburg News & Advance and Richmond Times Dispatch, influencing coverage in 20 states.
- Print, digital, and broadcast radio and television
- Estimated news reach of more than 1.5 million
- Estimated social reach of more than 27,000
- More than 6,000 visitors and more than 1,750 unique page views with time on page of more than 2 minutes



THE CHRONICLE OF HIGHER EDUCATION

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BRIAR  
COLLEGE

Strategic  
**RECRUITMENT**

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## STRATEGIC COMMUNICATIONS AND RECRUITMENT GOALS

- Use best practices for recruitment communications and modern marketing tactics, with a heavy focus on digital, to recruit Gen Z students
- Generate content and create marketing campaigns to support increasing inquiries, prospects, and applications
- Generate content and create marketing campaigns to improve engagement with prospects and applicants in order to improve yield
- Adopt a storytelling approach for content strategy, embracing integrated marketing communications across multiple platforms and developing compelling and branded messages and visuals
- Position President Meredith Woo as a global thought leader and role model for leadership
- Proactively pitch faculty excellence and student achievement
- Connect association of Sweet Briar with innovative and entrepreneurial women leaders and brands
- Establish benchmarks for communications analytics and making data-driven decisions about content strategy
- Develop comprehensive advertising campaign across all platforms – digital, print, radio and environmental

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## CONTINUING CHALLENGES

- "I thought Sweet Briar closed?"
- Switching the thinking that women's colleges are "old fashioned." The rest of the world views them as modern.
- Rankings
- Making Sweet Briar a first-choice school for more students
- Reaching highly segmented markets
- Lack of resources for blitz marketing
- Window to change the narrative