

# The HECG Brand House

BUILD POSITION  
AND REPUTATION

## THIRD PARTY VALIDATION = PAINT ON THE HOUSE

- Can wear off
- Go out of fashion/value
- Includes Rankings

## 1-3 OUTSTANDING PROGRAMS

- Leading
- Memorable
- Brand Consistent

## WILL BECOME THE FOUNDATION

- Without success gains can no longer be sustained
- Social media will drive



"Yes I know the University of Australia - they are famous for X and Y and Z."

★ **WORLD FAMOUS FOR SOMETHING**

"They deliver great education - they delivered <Outcome Y>"

★ **STRENGTHENING PROOF POINTS - BACK IT UP**

Not so many you can't remember

★ **FOCUS FOR IMPACT AND BRAND MESSAGE**

**HISTORY - what you build on.**  
Very important but not as visible as it was