

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