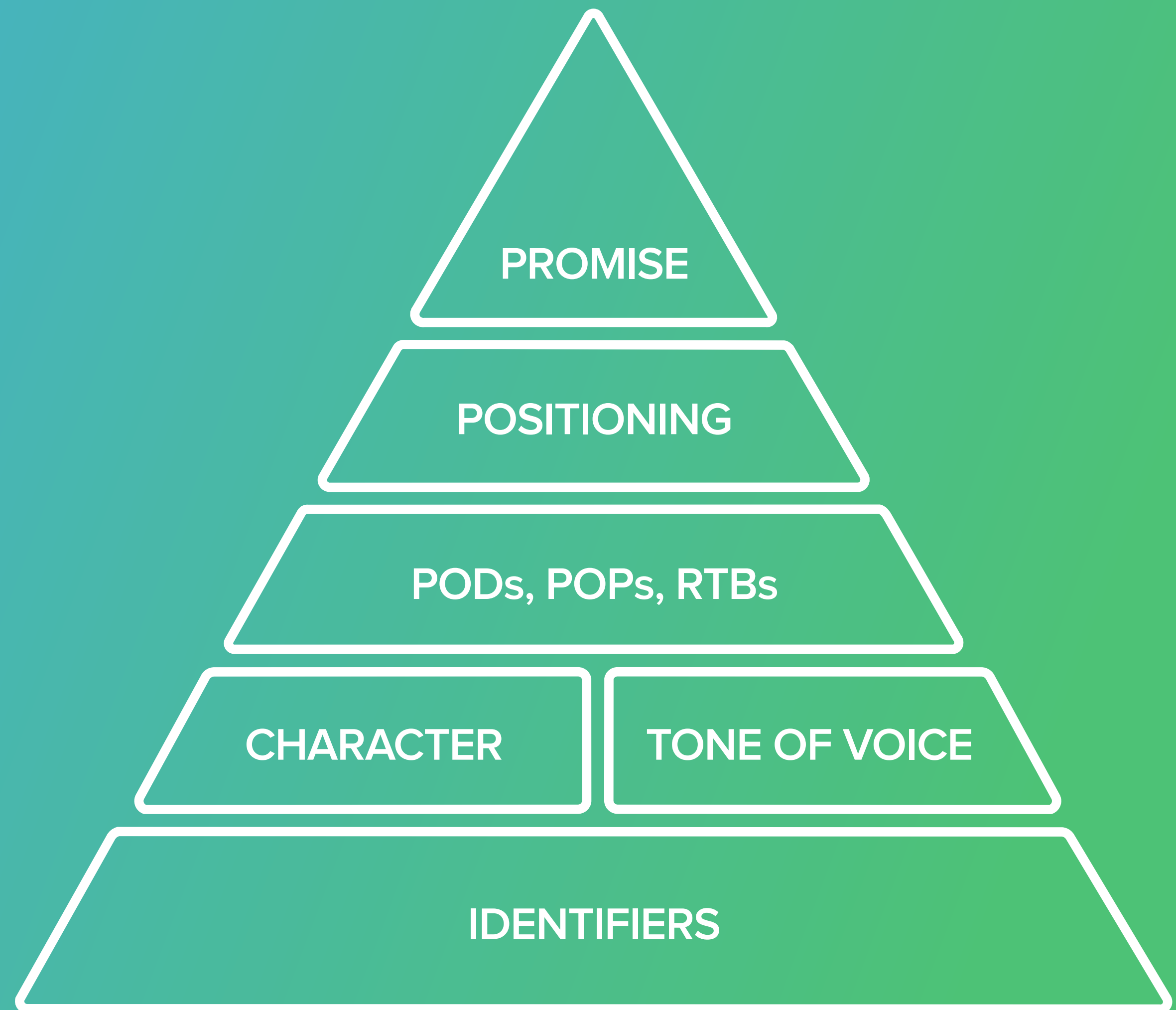


Our Methodology: *Brand Strategy*

The brand pyramid is LPK's tool for capturing the fundamentals of brand strategy in a single, simple framework. In conjunction with consumer desire and brand belief systems, it gives us the foundational components necessary to build extraordinary brand experiences.

Ultimately, a brand strategy establishes why a brand is **different and relevant**.



Mount St. Joseph University

Brand Strategy

<i>Brand Promise:</i>	Education on a mission			
<i>Brand Positioning:</i>	We are the Catholic university that gives education a greater purpose by empowering our students to become competent, compassionate, critical thinkers who make a meaningful impact on the world.			
<i>Character:</i>	The Lionhearted Mentor <i>Supportive. Strong. Purposeful.</i>		<i>Tone of Voice:</i>	Compassionate & Dedicated Empowering & Confident Inclusive & Welcoming
<i>Points of Difference:</i>	Catholic University defined by SC Values	Dedicated to Student Success and Well-Being	Career Certainty	Excellence in Serving the Common Good
<i>Reasons To Believe:</i>	Sisters of Charity TOP Program	Service Oriented Programs Scholarships	Class Size Liberal Arts	Dedicated faculty/staff Safe Environment

Brand Narrative

At Mount St. Joseph University, we're on a mission—for our students, our community and the common good. We're mentors, advocates and leaders dedicated to teaching with integrity and giving education a greater purpose. We inspire students to think beyond the classroom and redraw the bounds of what's possible for their future. We cultivate and accelerate careers. But the Mount education goes far beyond a career. We foster life-long learners who serve, care and contribute to the world beyond our front doors.

Brand Manifesto

At the Mount, we're on a mission ...

To see students shine

We're dedicated to helping students learn, thrive and grow into the people and professionals they work hard to become.

To teach beyond

We believe in immersive experiences and education that challenges the mind, inspires the soul and puts passion into action.

To cultivate fulfilling careers

We prepare students for what's ahead, what's important and what it takes to succeed in their careers and life.

To make campus matter

We create a safe, inclusive campus that's alive with experiences and opportunities, and accessible to the larger community.

To build better community

We're committed to enhancing and enriching our community, investing time and talent wholeheartedly.

To serve the common good

We believe in going beyond borders and boundaries, and in doing our part for the common good in any way we can.

Brand Strategy Components

Points of Difference

Attributes that our audience strongly associates with the Mount and believe they could not find to the same extent elsewhere.

CATHOLIC UNIVERSITY DEFINED BY SISTERS OF CHARITY VALUES

At the Mount being Catholic means serving those in need, acting with courage, learning and teaching with integrity

DEDICATED TO STUDENT SUCCESS AND WELL-BEING

Individualized educational experience, safe and secure campus environment, and all-in commitment helps students reach their highest potential

CAREER CERTAINTY

Culture of commitment to the careers and long-term success of each graduate made certain by a comprehensive career readiness learning environment and programs enabling success.

EXCELLENCE IN SERVING THE COMMON GOOD

Distinctive mindset in teaching, experiential learning opportunities, and life-long learning

Points of Parity | **Safe/Secure, High Quality Academics, Campus Size—Networked Location, Experiential Education**

Points of Difference & Reasons to Believe

Attributes that our audience strongly associates with the Mount and believe they could not find to the same extent elsewhere and tangible support (proof points) for claimed points of difference.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">POD</p>	<p>CATHOLIC UNIVERSITY DEFINED BY SISTERS OF CHARITY VALUES</p> <p>At the Mount being Catholic means serving those in need, acting with courage, learning and teaching with integrity</p>	<p>DEDICATED TO STUDENT SUCCESS AND WELL-BEING</p> <p>Individualized educational experience, safe and secure campus environment, and all-in commitment helps students reach their highest potential</p>	<p>CAREER CERTAINTY</p> <p>Culture of commitment to the careers and long-term success of each graduate is supported by a comprehensive career readiness learning environment and programs enabling success.</p>	<p>EXCELLENCE IN SERVING THE COMMON GOOD</p> <p>Distinctive mindset in teaching, experiential learning opportunities, and life-long learning</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">RTB</p>	<ul style="list-style-type: none"> • Sisters of Charity’s values of serving those in need, acting with courage, and living with integrity. • Mission trips and service learning incorporated into curriculum. 	<ul style="list-style-type: none"> • Faculty and staff show dedication to student success by going above and beyond to create relationships with their students, provide specialized learning opportunities, and ensure no student falls through the cracks. • Class sizes with an average of 11:1 student-faculty ratio creates intimate learning experiences with educators and mentors. • Scholarship opportunity is offered for every enrolled undergraduate student • Safe environment that is physically void of crime and in a secure location while being in close proximity to a thriving downtown, as well as provides students an environment in which they feel cared for and safe to be themselves. 	<ul style="list-style-type: none"> • Talent Opportunity Program guarantees students who achieve GOLD level placement, a job related to their degree within six months of graduation or the Mount will provide and pay \$2500 for a professional career coach and services for the graduate. Currently there is a 100% post-graduate success rate. • 95.1% career outcomes rate for bachelor’s degree graduates • 98.1% career outcomes rate for graduate degree graduates • Experiential education is required for every college —including service learning and mission trips for academic credit, cultural immersion experiences, co-op and internships. 	<ul style="list-style-type: none"> • Opportunity for service oriented experiences including service learning and mission trips for academic credit, cultural immersion experiences, co-op and internship compensation for non-profit organizations. • Liberal Arts based education provides the breadth of knowledge needed for adaptation to life changes and depth of knowledge for career expertise.

Promise

Brand Promise: A short, succinct promise of the Mount brand experience.

Education on a Mission

On a mission to provide our students a superior educational experience

On a mission to develop adaptable, career-ready global citizens

On a mission to serve the world beyond our front doors



Positioning

Positioning: Establishes what the brand stands for and how it will compete.

We are the Catholic university that gives education a greater purpose by empowering our students to become competent, compassionate, critical thinkers who make a meaningful impact on the world.

Positioning

Positioning: Establishes what the brand stands for and how it will compete.





Character

The Mount's distinctive personality—creating a context for you on how to behave and speak as a reflection of your brand's inner self.

Our Character

Is compassionate and smart

Is courageous and impactful

Empowers and advises—but does not dictate

Is part of the whole—not exclusionary

Character

The Mount's distinctive personality—creating a context for you on how to behave and speak as a reflection of your brand's inner self.

The Lionhearted Mentor

Supportive. Strong. Purposeful.

Why it works | **Balance of courage and compassion • Brave and Authentic • Knows own worth • Supportive not prescriptive**

lionhearted

Constantly challenging **one** self. Taking every **single** opportunity without regrets. Learning, developing and seeing **beauty** in all kinds of moments in life no matter how **big**/small they may be. Knowing what you're worth, treating yourself like you deserve to be treated. Simply, just being you and being brave. Like a lion you know, fight for what you stand for. A Lionheart would never give up on its dreams.

Tone of Voice

The verbal dimension of the Mount's character—the voice of a very personal brand who is inclusive, a great listener and compelling motivator.

Compassionate & Dedicated—We speak with empathy and understanding, conviction and passion.

Empowering & Confident—We give courage to stand up, do right, make an impact and go beyond.

Inclusive & Welcoming—We invite all in with warmth, encouragement and optimism.