



UNIVERSITIES OF WISCONSIN BRANDING UPDATE

December 5, 2024



STRATEGIC PLAN

Advance Economic Prosperity

S8: Provide support for the universities to drive enrollment to meet the needs of the state and the knowledge economy.

S8.2: Leverage the UW brand through an umbrella marketing campaign to drive enrollment



OCTOBER 10, 2023

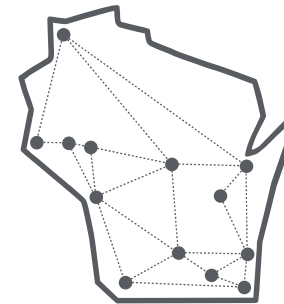
University of Wisconsin System officially rebranded as the Universities of Wisconsin

- Clarify identity: Address public confusion about who the UWs are and how they're connected
- Showcase value of all 13 UWs
- Puts focus on UW universities rather than administrative infrastructure/bureaucracy of "system"

THE UNIVERSITIES OF WISCONSIN



Logo



Constellation Map

UNIVERSITIES OF WISCONSIN

Word Mark



Mark

VISUAL CONSISTENCY



BRAND ALIGNMENT



UNIVERSITIES OF WISCONSIN



GROWING THE BUSINESS OF FOOD

Providing sophisticated financial technical assistance to food, beverage and value-added agriculture businesses.

- CLIENT CONSULTING
- CONSULTANT TRAINING
- BOOT CAMPS

FOODFINANCEINSTITUTE.ORG



PODCASTS • NEWSLETTERS
DIGITAL TRAINING • CURATED TOOLS



EDIBLE-ALPHA.ORG
Resource hub for making money in food.

Office of BUSINESS & ENTREPRENEURSHIP

Office of BUSINESS & ENTREPRENEURSHIP



ACHIEVE YOUR BUSINESS GOALS

THE WISCONSIN SBDC CAN HELP YOU:

- Explore your idea
- Start your business
- Grow your existing operation
- Get the financing you need

WISCONSINSBDC.ORG



Adm

Cost

Athle

Our statewide connection

The University of Wisconsin–Madison is part of the Universities of Wisconsin. The system comprises 13 universities around the state. The Universities of Wisconsin serve more than 162,500 students with 840-plus programs, providing unlimited opportunities to explore, learn, and thrive.

[Learn about the Universities of Wisconsin >](#)



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University of Wisconsin Board of Regents.

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CO-BRANDED WEBSITES

OF
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the University
annually with
explore, learn

Wisconsin's p
year, putting
contribute to
to live. The U

Weather



24 University of Wisconsin-Platteville and The Board of Regents



Founded in 1874, UWRF is part of the **Universities of Wisconsin**. The Universities of Wisconsin comprise 13 unique universities with a **shared mission**.

UNIVERSITY CO-BRANDING



University of Wisconsin
Whitewater

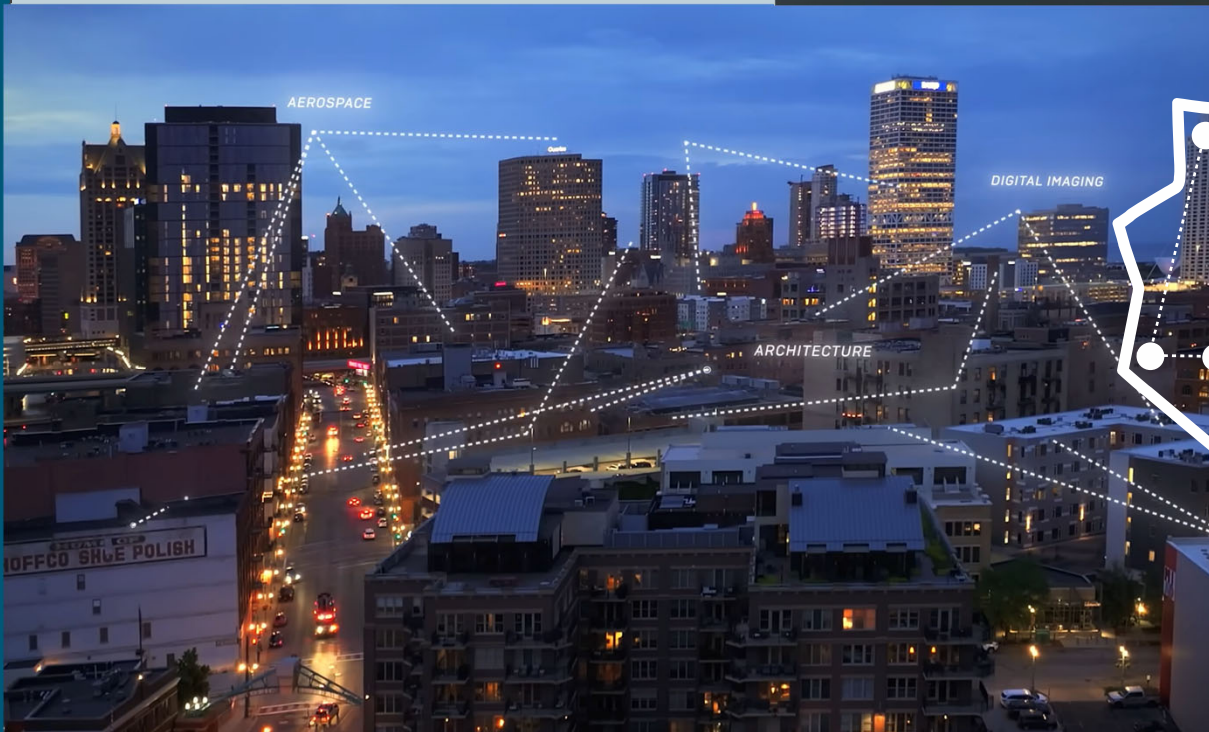
Dream big

Learn more at uww.edu



UNIVERSITIES OF
WISCONSIN

FLY FISHING, BARREL RACING, & DRONE VIDEOS





DIGITAL BANNERS



UPDATED WEBSITE

Our Impact About Us Faculty & Staff News

UW UNIVERSITIES OF WISCONSIN

I AM A ACADEMICS PAY FOR COLLEGE STUDENT RESOURCES DIRECT ADMIT WI **APPLY NOW**

13 UNIVERSITIES UNLIMITED OPPORTUNITY

START HERE

APPLY NOW
Get started on your UW journey.

RE-ENROLL
We want you back! Learn how to restart your UW degree.

EXPLORE PROGRAMS
Explore the unlimited opportunities offered by thousands of academic programs.

FIND YOUR UW
Everyone has a place at a UW. It's time to find your UW.

WHAT IS THE UW SYSTEM ALL IN WISCONSIN CAMPUSES INFORMATION FOR NEWS

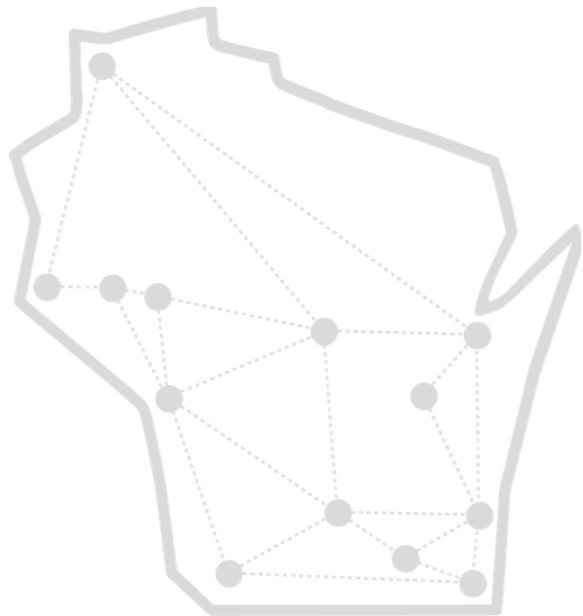
UW UNIVERSITY OF WISCONSIN SYSTEM

The University of Wisconsin System is home to world-class education, research, and outreach, with 13 public universities across 26 campuses and a statewide extension.

FAFSA Will Show You The Money! >
Find resources & information to help you fill out the Free Application for Federal Student Aid (FAFSA).

UW System Rolls Out New Strategic Plan >
UW System's 2023-2028 Strategic Plan is purpose-driven, people-focused, and committed to stewardship.

CAMPAIGN TO DATE



Increase in Ad Recall & Brand Understanding

- 64% of the targeted audience recalled seeing the campaign
- Brand awareness / understanding up by 50% from pre-campaign survey
- 12% shift in consideration of parents toward the Universities of Wisconsin

Strong Website Engagement

- 88 million impressions
- 336K clicks
- 416K total trackable website visits

High Click-Through Rates (CTR)

- Digital displays achieved a CTR of 0.65%, 5x the industry average



NEXT STEPS 2025

Awareness – Continued emphasis on brand recognition

Advocacy – What the Universities of Wisconsin mean to the state

Enrollment – Amplifying the efforts of all 13 UW universities