

AGENCY OVERVIEW

WE'RE OLOGIE

ABOUT OLOGIE

WHAT
DOES
OLOGIE
DO?

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WHAT
DOES
OLOGIE
DO?

We're a branding
and digital agency.

We are researchers, strategists,
designers, storytellers, and
problem solvers.

ABOUT OLOGIE

EDUCATION

BRAND POSITIONING

Defining the story and identity for the institution as a whole, as part of a brand platform that creates internal alignment and builds reputation.

STUDENT RECRUITMENT

Creating a strategic approach and graphic language that attract best-fit undergraduate and graduate students.

ALUMNI & DONOR ENGAGEMENT

Crafting a compelling campaign that encourages participation and articulates a strong case for giving.

SELECTED HIGHER ED CLIENTS





ABOUT OLOGIE

Founded in 1987.



25,000 square feet of open, interactive studio space in downtown Columbus, Ohio.



More than 85 full-time professionals.



Private and independent.



WORKING TOGETHER

Ologie Team

ACCOUNT SERVICE

account manager
project manager
resourcing

STRATEGY

researchers
analysts
planners

CREATIVE

designers
writers
editors
photographers
videographers
digital developers

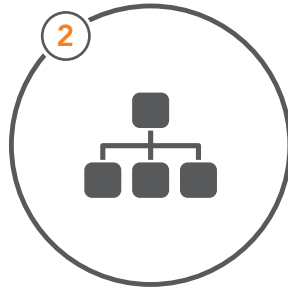
OUR PROCESS

Discover



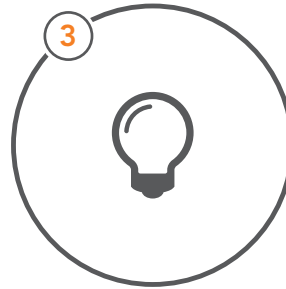
- Qualitative
- Quantitative

Define



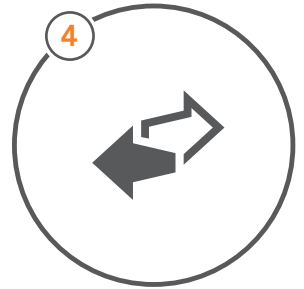
- Strategy defines what the brand stands for, what it says, and how it says it.

Create



- Creative concepts explore how the strategy could come to life as part of a "big idea."
- Creative direction evolves the chosen concept into a compass for how we develop the visual and verbal language.
- Guidelines document the strategy and the visual and verbal language, acting as a toolkit to guide the brand's execution.

Extend



TIMELINE



DISCOVERY PLANNING: REVIEWS AND AUDITS

- Background materials review
- Communications audit
- Competitor and peer review

DISCOVERY PLANNING: QUALITATIVE RESEARCH

- Discovery visit
 - In-person interviews
 - Discussion groups
 - Campus tour

DISCOVERY PLANNING: COMMUNICATIONS AUDIT

Communications Audit Checklist

General

- president's communications: strategic plan, key speeches, cabinet presentations, etc.
- general publications about USA, including history, news, etc.
- promotional and PR efforts: current materials, videos, commercials, etc.
- institutional documents: mission, vision, values
- recent research
- college logo, athletics logo, and other marks

Admissions

- current marketing and communications plans
- postcards and direct mail
- viewbook
- acceptance package
- orientation information
- communications to students
- web and mobile applications
- videos
- parent or guidance counselor outreach

Academics

- college, institute, program, and department communications
- alumni and faculty communications
- peer institution communications

Student Life

- school publications (such as magazines and newspapers)
- student organization materials
- event announcements, promotions and invitations
- athletics and recreational materials

Advancement and Development

- strategic planning documents
- fundraising campaign materials
- alumni communications
- solicitations, such as for an annual fund
- thank-you and stewardship pieces
- event materials
- videos
- web applications

Other

- list of peer and competitor institutions

DISCOVERY PLANNING: INTERVIEWS

We hope to learn about:

- The university's current positioning
- USA's reputation
- General awareness of the school's key offers
- Perceptions (and misperceptions) of the university
- Characteristics of the best-fit students
- The culture and community of the university
- Vision for the future

 ologie®