

Building strong brands: the case of Ibmecc São Paulo

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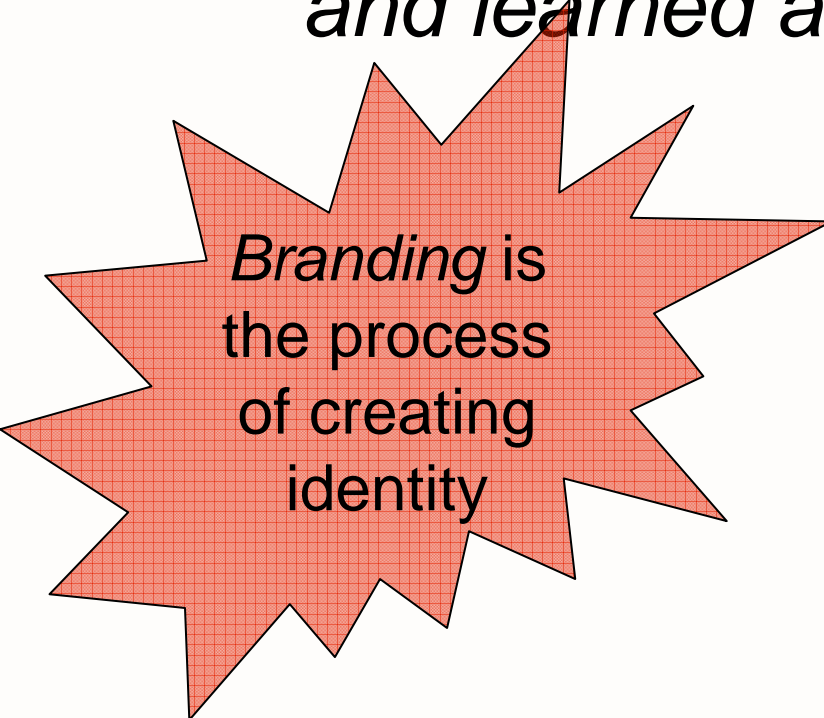
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Agenda

- Building a brand
 - History
 - Identity
- Issues on Marketing
- Monitoring the brand
- Challenges

Brands

... the power of a brand lies in the minds of consumers and what they have experienced and learned about it over time.

A red, multi-pointed starburst graphic with a black outline and a fine grid pattern, containing text.

*Branding is
the process
of creating
identity*

Keller, 1998

Creating a new name and mark

- **Brand name:**
 - part of a brand consisting of words or letters that form a name that identifies and distinguishes a firm's offering from those of its competitors


- **Brand mark:**
 - symbol or pictorial design that identifies a product

How could that be?

History

- 70's
 - Brazilian Institute for Capital Market in Rio de Janeiro
 - Research Center
 - MBA
- 1999
 - Ibmecc Educational
 - Undergraduation, CBA and Executive Education
 - Rio de Janeiro, São Paulo e Belo Horizonte

History

- 2004
 - Ibmecc São Paulo becomes an Institute (non-profit organization): Instituto Veris
- 
- The logo for Ibmecc São Paulo, featuring a stylized lowercase 'i' in a gold square, followed by the text "Ibmecc" in a blue serif font and "São Paulo" in a blue italicized serif font below it.
- Ibmecc in Rio and Belo Horizonte: Veris Educacional (for profit organization)
-
- 2005
 - Committee to develop Strategic Plan and rethink about the brand Ibmecc São Paulo
 - The construction of new facilities

Mission Statement

"To be a center of excellence in business and economics, combining academic rigor with a pragmatic market approach, training motivated people to become successful leaders and working professionals, with solid ethical principles."

- Commitment to meeting goals set.
- Mutual Trust, predicated on honesty and integrity in relationships.
- Responsibility, towards preserving the institution's human, material and cultural capital.
- Enhancement of Diversity, through the strengthening of respect for and the acceptance of differences.

Undergraduate

Bachelor in Business
Administration

Bachelor in Economics

Graduate (*Stricto Sensu*)

Masters

Masters in Finance
and Applied Macroeconomics

Graduate (*Lato Sensu*)

MBAs

Executive MBA

Executive MBA in Finance

Executive MBA in
Health Management

Certificates

CBA – Certificate in Business
Administration

CFM – Certificate in Financial
Management

CMM – Certificate in Marketing
Management

Ibmec Law

LLM – Master of Laws

Executive Education

Medium-term and
Short-term Programs

Corporate Programs

Customized Programs
for Business Organizations

Distance Learning

Customized Courses
for Business Organizations
and Institutions

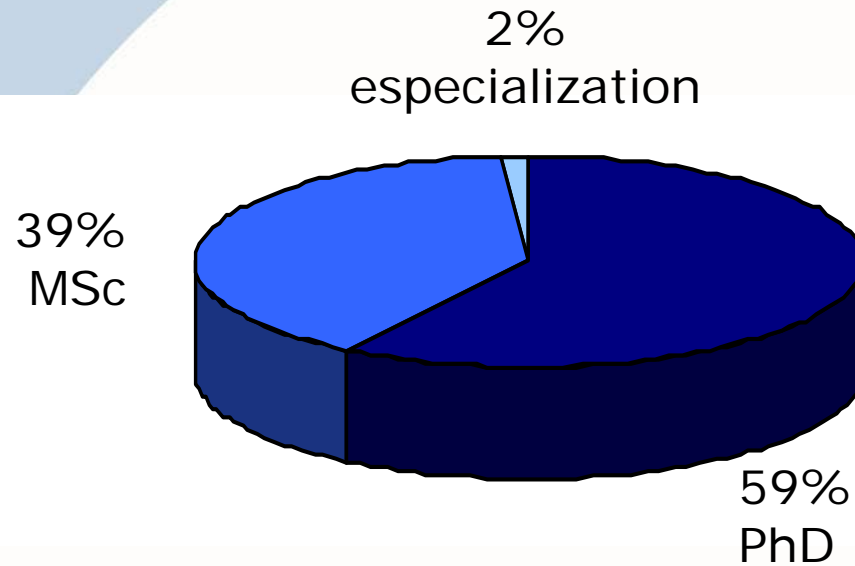
Courses Available for Immediate
Presentation

Degrees

Community

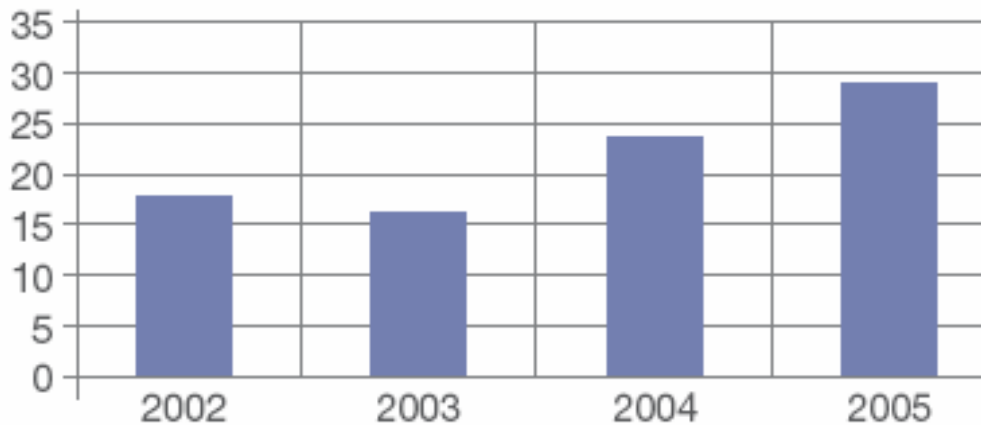
| Personnel | dez-05 | mai-06 |
|--------------------|------------|------------|
| Management | 149 | 156 |
| Faculty | 185 | 248 |
| Part Time | 47 | 46 |
| Full time | 15 | 19 |
| Executive Programs | 123 | 183 |
| Teaching assistant | 50 | 52 |
| TOTAL GERAL | 384 | 456 |

Faculty

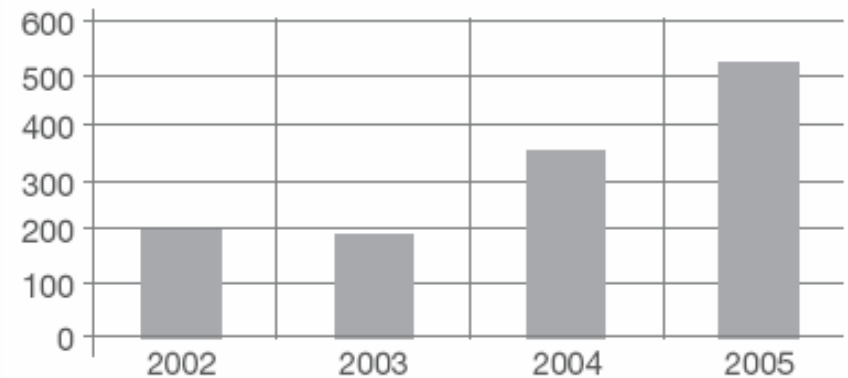


MEC requirement:
Minimum of 33%
of MSc or PhD

Academic Research – CAPES Points/Researcher



Academic Production – CAPES Points



Community

| Courses \ Students | 2005 | mai/06 |
|----------------------|-------------|-------------|
| Undergrads Business | 462 | 517 |
| Undergrads Economics | 334 | 327 |
| MSc Finance | 63 | 102 |
| MBA Finance | 314 | 414 |
| MBA | 422 | 491 |
| MBA Health | 87 | 43 |
| MBA Law | 110 | 249 |
| CBA | 592 | 757 |
| TOTAL | 2384 | 2900 |

Teaching framework

**Principles of
participant
centered
learning**

**Emphasis on
quantitative
Courses**

**Qualified
faculty
members –
Academic and
professional**

**Exploring
competencies and
international
orientation**

Awards

- Excellence in teaching and research
 - Best faculty
 - Policy to foster Research
- IT resources
 - The most “connected” school
- EAD – Teaching from a distance
 - National reference by academic criterion

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Color and mark

Selecting the Blue Logo



“The blue is up minded, remind me success and the challenge of leading people to the top...”

(faculty - Related to our mission statement: leadership, serious, sober, pragmatic, ethic)

“...the logo of school A is shiny red. School B is black, is ugly... there another one that is yellow, horrible! In this comparison, I ‘d rather pick the blue that is strong, causes impact and it is not shiny.”

(student - Compared to other schools: the color is alive and strong, brings power to the logo and relates to business)

“Blue is a vivid color at the same time that it is sober and respectful”

(faculty - Personal preference: affiliated to the blue, more vibrant and happy, has a history of soberness, credibility and seriousness)

The Logo



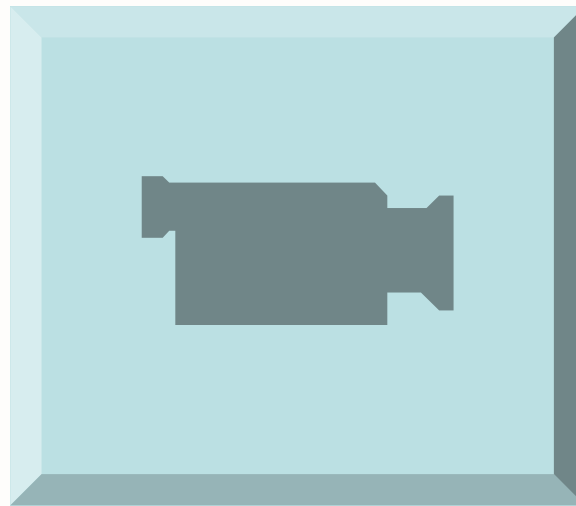
“I think this logo is pretty different. The others have a kind of drawing that reminds me education. Our is modern and unique. It doesn’t remind me any other school” (student)

“It is sober and elegant that gives me the perception of quality” (staff)

“The color is not the highlight. To me the dynamic is hot. This logo is hot: it reminds me a lightening storm that cuts and goes far.” (Staff)

“I like the mark. It reminds me a graph pointing up that buster the carrier of our students; like a trampoline. The circle brings the future vision.” (faculty)

Developing a new brand



A New Era



- The Friends of Ibmecc São Paulo
- Classroom names
- Library
- Scholarships
- Visiting committee
- AACSB + AMBA Accreditations / ANAMBA



Issues on marketing: committee for the brand



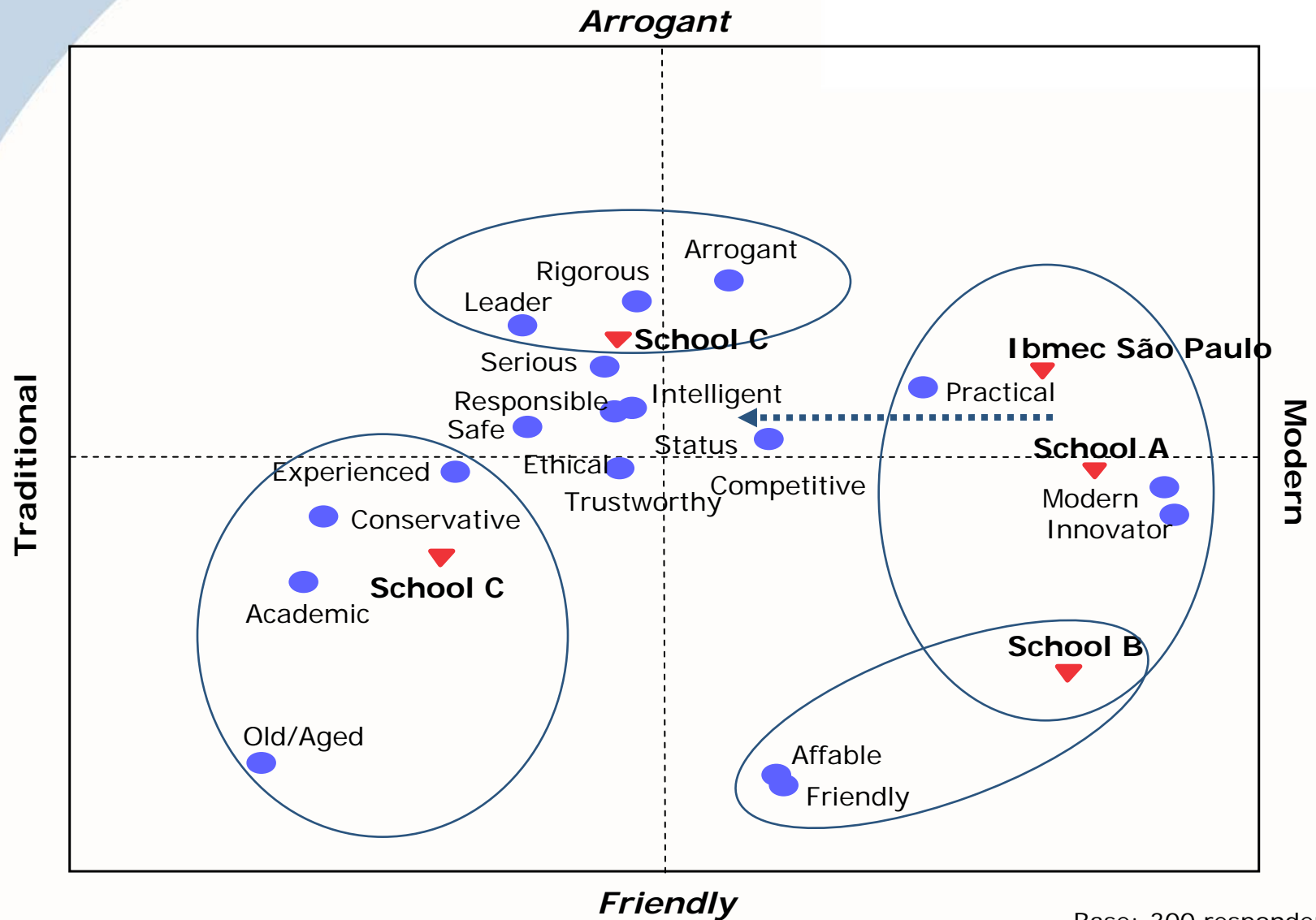
- Positioning
 - Points of difference and parity
- Brand awareness
- Brand image

Marketing Research Image - Nov/2005



- The market knows little about Ibmecc São Paulo. However, there was a very positive evaluation of those who know the school:
 - teaching style (participant centered learning)
 - faculty members
- Although Ibmecc São Paulo is considered a first class school, it lacks tradition and experience.
- In the market for education, school A was appointed as a national benchmark for undergraduate and graduate programs in business administration. The study called attention on:
 - strong image (job market professional and placement)
 - quality of faculty (academic qualification and practical experience)

Mapping the personality



Base: 300 respondents
Nov/2005

Communication Strategy



To Maintain:

- Known as a first class school (Excellence)
- Well- known in the financial market
- Business School

To Develop:

- Non-profit organization (investments in faculty, research, and facilities)
- Scholarship program
- Scope: From undergrad to graduate programs and executive education
- Academic rigor and pragmatic vision (knowledge application)
- Placement and job market
- World class infrastructure

Target

- Board, Professors and Staff
- Students (undergrad and executive)
- Alumni
- Parents
- Partners (Suppliers, clients, service providers)
- Elementary Schools and “cursinhos”
- Endowers
- Press

Monitoring the Brand

- Orkut
- Google trends
- MBA profile
- Marketing research: Image
- Marketing research: Placement
- Statements of Companies' HR professionals

Challenges

- The Brand
- Expansion
- Teaching method
- Excellence in teaching and research
- Market
- Corporate governance