Building strong brands: the case of Ibmecc São Paulo

Danny Pimentel Claro  danny@isp.edu.br
Luca Borroni  lucab@isp.edu.br
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.

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
  – Ibmec Educational
    • Undergraduation, CBA and Executive Education
    • Rio de Janeiro, São Paulo e Belo Horizonte
History

- 2004
  - Ibmec São Paulo becomes an Institute (non-profit organization): Instituto Veris
  - Ibmec in Rio and Belo Horizonte: Veris Educacional (for profit organization)

- 2005
  - Committee to develop Strategic Plan and rethink about the brand Ibmec 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.
Degrees

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

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

Ibmec Law
- LLM – Master of Laws
## Community

<table>
<thead>
<tr>
<th>Personnel</th>
<th>dez-05</th>
<th>mai-06</th>
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<tr>
<td>Management</td>
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<td>156</td>
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<tr>
<td>Faculty</td>
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<tr>
<td>Part Time</td>
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<td>Full time</td>
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<td>19</td>
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<tr>
<td>Executive Programs</td>
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<td>183</td>
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<tr>
<td>Teaching assistant</td>
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<tr>
<td><strong>TOTAL GERAL</strong></td>
<td>384</td>
<td>456</td>
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Faculty

- 39% MSc
- 59% PhD
- 2% specialization

MEC requirement:
Minimum of 33% of MSc or PhD

Academic Research – CAPES Points/Researcher

- 2002: 15
- 2003: 15
- 2004: 20
- 2005: 25

Academic Production – CAPES Points

- 2002: 200
- 2003: 200
- 2004: 400
- 2005: 600
## Community

<table>
<thead>
<tr>
<th>Courses \ Students</th>
<th>2005</th>
<th>mai/06</th>
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<tbody>
<tr>
<td>Undergrads Business</td>
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<tr>
<td>MBA Health</td>
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<td>43</td>
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<tr>
<td>MBA Law</td>
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<td>249</td>
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<tr>
<td>CBA</td>
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<td>757</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>2384</td>
<td>2900</td>
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</table>
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
Creating a new name and mark

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How could that be?

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)
“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 Ibmec 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
• The market knows little about Ibmec São Paulo. However, there was a very positive evaluation of those who know the school:
  – teaching style (participant centered learning)
  – faculty members

• Although Ibmec 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