



**WashU**

# **Updating the WashU Brand**

Julie Hail Flory

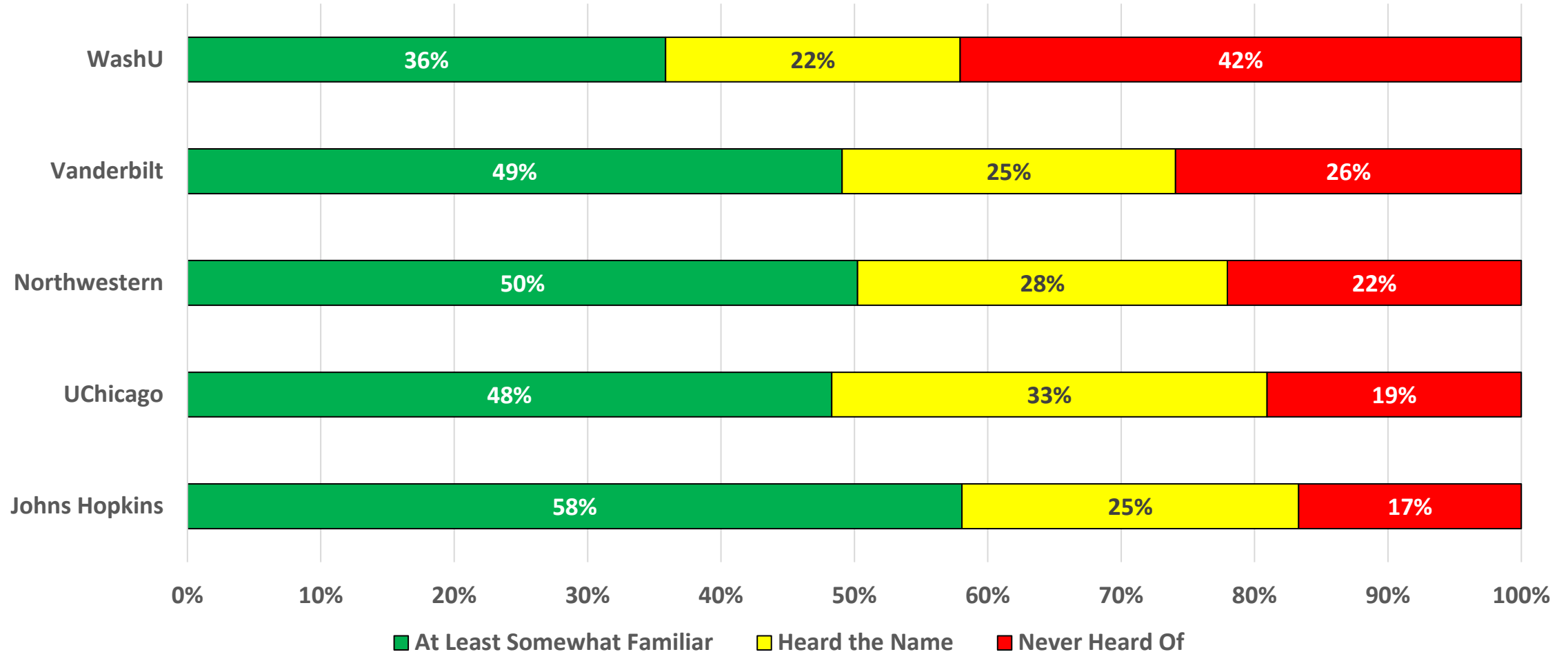
Vice Chancellor for Marketing & Communications

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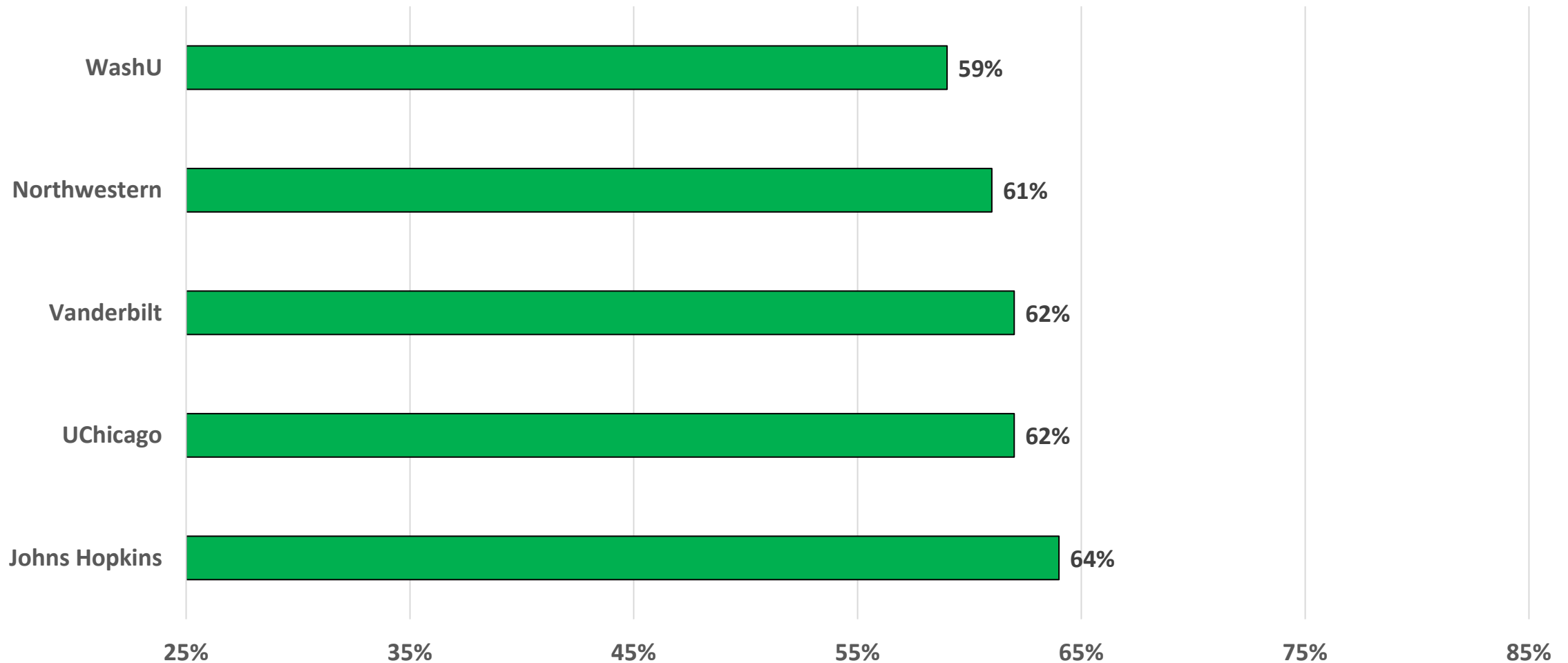
# Headlines

- The WashU brand has an awareness challenge, not a favorability challenge
- Building the WashU brand is a university-wide effort
  - Board of Trustees
  - Chancellor
  - Provost / Deans / Schools
  - Athletics
  - Business & Administrative Units
- Change is a long-term proposition
- WashU and Washington University in St. Louis

# Brand *familiarity* by prospective audiences



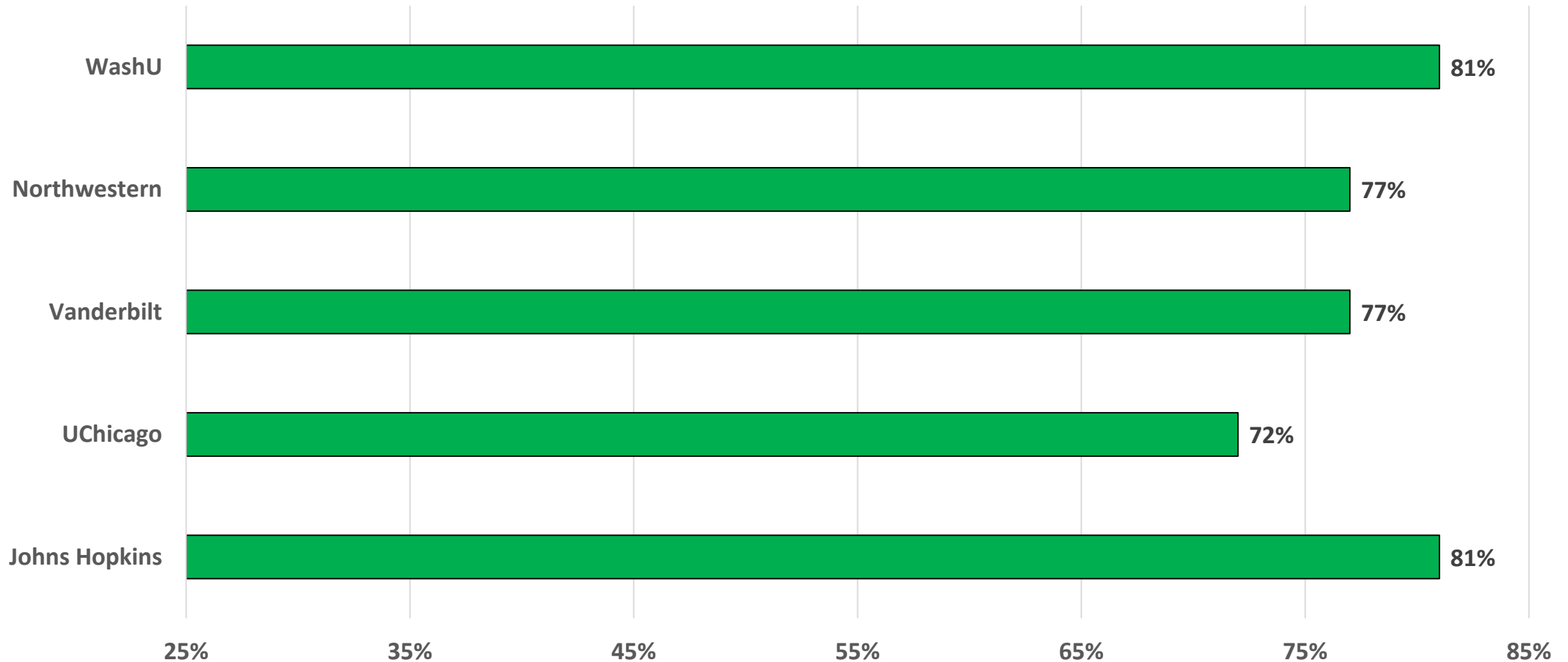
# Brand *favorability* by prospective audiences



Rebased to prospective audiences *at least somewhat familiar* with each school.



# Brand *favorability* by prospective audiences



Rebased to prospective audiences who *know a lot* about each school.



**University Logo**





Washington University in St. Louis



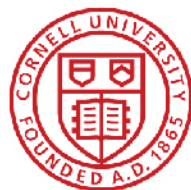
**WashU**



**WashU**



Duke



Northwestern



 **WashU** Arts & Sciences

 **WashU** Sam Fox School

 **WashU** Brown School

 **WashU** McKelvey Engineering

 **WashU** Olin Business

 **WashU** Medicine

 **WashU** Law

 **WashU** Continuing & Professional Studies

# Initial Response



# Feedback Themes

## PRO (~75%)

- Logical
- Modern
- Confident
- Improvement over “WUSTL”
- New merch?

## CON (~25%)

- Not as elegant or prestigious
- Taboo
- Absence of “St. Louis”

# University Narrative



# Storytelling Framework

**Mission**  
(what we do)

Mobilize research, education,  
and patient care.

**Authentic**

**Impact**  
(why we do it)

To establish WashU as a global  
hub for solutions to the deepest  
societal challenges.

**Relevant**

**Community**  
(how we do it)

With a powerful culture of  
intellectual curiosity,  
uncommon collaboration,  
and genuine belonging.

**Distinct**