All Together Now
Mindfully Integrating an Increasingly Disparate Brand

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Introductions

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Berklee College of Music
Mindfulness and Brand Alignment
Top-Level Brand Components

Getting into Berklee

Apply to Berklee's undergraduate, master's, and summer programs and register for courses offered by our online school.

MORE →
Top-Level Brand Components

Getting into Berklee
Apply to Berklee's undergraduate, master's, and summer programs and register for courses offered by our online school.
MORE ➔
Top-Level Brand Components

- Logo
- Fonts
- Language and Style

Getting into Berklee
Apply to Berklee's undergraduate, master's, and summer programs and register for courses offered by our online school.

MORE ➔
Top-Level Brand Components

- Logo
- Fonts
- Imagery Types
- Language and Style

Getting into Berklee
Apply to Berklee's undergraduate, master's, and summer programs and register for courses offered by our online school.

MORE ➔
# What Is the Berklee Brand?

## The Berklee Brand Architecture

### One Master Brand

**Berklee**

### Core Elements
- Boston
- Valencia
- Online
- Summer

### Sub-Brands
- Berklee Global Jazz Institute
- Berklee Interdisciplinary Arts Institute
- Berklee Mediterranean Music Institute
- Berklee Planet Microfian Institute
- Berklee Institute for Creative Entrepreneurship
- Berklee American Roots Music Program
- Berklee Press
- Berklee Presents
- Berklee Shoes
- Berklee Music Network
- Berklee Performance Center
- Berklee Today
- Berklee Books and Music
- Berklee African Studies
- Berklee Latin Music Studies
- Berklee On The Road
- Berklee City Music
- Berklee International Network
- Berklee City Music Network*

### Endorsed Brands
- The Red Room @ Cafe 939 at Berklee
- High School Jazz Festival by Berklee
- Pulse Music Method by Berklee
- Boston Jazz Festival presented by Berklee
- Stein Gitz Library at Berklee**
- Rehearsal Music at Berklee

### Community Brands
- BBCI
- Music Business Journal
- Fusion Magazine by Berklee
- The Groove
- Heavy Rotation Records
- Jazz Revelation Records
Who Owns the Brand?

THE BERKLEE BRAND ARCHITECTURE

ONE MASTER BRAND

BERKLEE

CORE ELEMENTS
- Boston
- Valencia
- Online
- Summer

SUB-BRANDS
- Berklee Global Jazz Institute
- Berklee Interdisciplinary Arts Institute
- Berklee Mediterranean Music Institute
- Berklee Planet Microvan Institute
- Berklee Institute for Creative Entrepreneurship
- Berklee American Roots Music Program
- Berklee Press
- Berklee Presents
- Berklee Shares
- Berklee Music Network
- Berklee Performance Center
- Berklee Today
- Berklee Books and Music
- Berklee African Studies
- Berklee Latin Music Studies
- Berklee On The Road
- Berklee City Music
- Berklee International Network
- Berklee City Music Network*

ENDORSED BRANDS
- The Red Room @ Cafe 939 at Berklee
- High School Jazz Festival by Berklee
- Pulse Music Method by Berklee
- Bayside Jazz Festival presented by Berklee
- Stan Getz Library at Berklee**
- Remin Music at Berklee

COMMUNITY BRANDS
- BRR
- Music Business Journal
- Fusion Magazine by Berklee
- The Grove
- Heavy Rotation Records
- Jazz Revelation Records

Tuesday, October 21, 14
Who Owns the Brand?

The Berklee Brand Architecture

One Master Brand

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Sub-brands
- Berklee Global Jazz Institute
- Berklee Interdisciplinary Arts Institute
- Berklee Mediterranean Music Institute
- Berklee Planet Microsonic Institute
- Berklee Institute for Creative Entrepreneurship
- Berklee American Roots Music Program
- Berklee Press
- Berklee Presents
- Berklee Studies
- Berklee Music Network
- Berklee Performance Center
- Berklee Today
- Berklee Books and Music
- Berklee African Studies
- Berklee Latin Music Studies
- Berklee On The Road
- Berklee City Music
- Berklee International Network
- Berklee City Music Network

Endorsed Brands
- The Red Room @ Cafe 939 at Berklee
- High School Jazz Festival at Berklee
- Pulse Music Method by Berklee
- Boston Jazz Festival presented by Berklee
- Stan Getz Library at Berklee
- Revive Music at Berklee

Community Brands
- BIRN
- Music Business Journal
- Fusion Magazine by Berklee
- The Groove
- Heavy Rotation Records
- Jazz Revelation Records
Who Owns the Brand?

**THE BERKLEE BRAND ARCHITECTURE**

ONE MASTER BRAND

BERKLEE

CORE ELEMENTS
- Boston
- Valencia
- Online
- Summer

SUB-BRANDS
- Berklee Global Jazz Institute
- Berklee Interdisciplinary Arts Institute
- Berklee Mediterranean Music Institute
- Berklee Planet MicroLab Institute
- Berklee Institute for Creative Entrepreneurship
- Berklee American Roots Music Program
- Berklee Press
- Berklee Presents
- Berklee Shares
- Berklee Music Network
- Berklee Performance Center
- Berklee Today
- Berklee Books and Music
- Berklee African Studies
- Berklee Latin Music Studies
- Berklee On The Road
- Berklee City Music
- Berklee International Network
- Berklee City Music Network

ENDORSED BRANDS
- The Red Room @ Cafe 939 at Berklee
- High School Jazz Festival by Berklee
- Pulse Music Method by Berklee
- Boston Jazz Festival presented by Berklee
- Stan Getz Library at Berklee
- Remin Music at Berklee

COMMUNITY BRANDS
- BIMM
- Music Business Journal
- Fusion Magazine by Berklee
- The Groove
- Heavy Rotation Records
- Jazz Revelation Records
Who Owns the Brand?

The Berklee Brand Architecture

One Master Brand

Berklee

Core Elements

- Boston
- Valencia
- Online
- Summer

Sub-Brands

- Berklee Global Jazz Institute
- Berklee Interdisciplinary Arts Institute
- Berklee Mediterranean Music Institute
- Berklee Planet Microcosm Institute
- Berklee Institute for Creative Entrepreneurship
- Berklee American Roots Music Program
- Berklee Press
- Berklee Presents
- Berklee Shindo
- Berklee Music Network
- Berklee Performance Center
- Berklee Today
- Berklee Books and Music
- Berklee Online Studies
- Berklee Music Studies Road
- Berklee T唷rcial Network
- Berklee City Music Network

Endorsed Brands

- The Red Room @ CAE 9:30 at Berklee
- High School Jazz Festival by Berklee
- Pulse Music Method by Berklee
- Downtown Jazz Festival presented by Berklee
- Stan Getz Library at Berklee
- Remake Music at Berklee

Community Brands

- BMI
- Music Business Journal
- Fusion Magazine by Berklee
- The Grove
- Heavy Rotation Records
- Jazz Revolution Records

External Affairs
Marketing
Communications
Admissions
Valencia
Summer Programs
Who Owns the Brand?

THE BERKLEE BRAND ARCHITECTURE

ONE MASTER BRAND

BERKLEE

CORE ELEMENTS
- Boston
- Valencia
- Online
- Summer

SUB-BRANDS
- Berklee Global Jazz Institute
- Berklee Interdisciplinary Arts Institute
- Berklee Mediterranean Music Institute
- Berklee Planet Microjam Institute
- Berklee Institute for Creative Entrepreneurship
- Berklee American Roots Music Program
- Berklee Press
- Berklee Presents
- Berklee Shares
- Berklee Music Network
- Berklee Performance Center
- Berklee Today
- Berklee Books and Music
- Berklee Global Jazz Institute
- Berklee Global Jazz Institute Studies
- Berklee Global Jazz Institute Road Music Network
- Berklee City Music Network

ENDORSED BRANDS
- The Red Room @ Cafe 939 at Berklee
- High School Jazz Festival by Berklee
- Pulse Music Method by Berklee
- Downtown Jazz Festival presented by Berklee
- Stan Getz Library at Berklee
- Rehearsal Music at Berklee

COMMUNITY BRANDS
- BMR
- Music Business Journal
- Fusion Magazine by Berklee
- The Grove
- Heavy Rotation Records
- Jazz Revolution Records

External Affairs
Marketing
Communications
Admissions
Valencia
Online
Summer Programs
Who Owns the Brand?

The Berklee Brand Architecture

-One Master Brand-

Berklee

-Core Brands-

Enrollment

Summer Programs

Community Brands

-One Endorsed Brand-

Boston

Valencia

Online

-Berklee Interdisciplinary Arts Institute
-Berklee Mediterranean Music Institute
-Berklee Planet Microcosm Institute
-Berklee Institute for Creative Entrepreneurship
-Berklee American Roots Music Program
-Berklee Press
-Berklee Presents
-Berklee Shares
-Berklee Music Network
-Berklee Performance Center
-Berklee Today
-Berklee Books and Music
-Berklee Global
-Berklee Music Studies
-Berklee Personalized Learning Network
-Berklee City Music Network

-One Endorsed Brand-

-The Red Room at Cafe 939 at Berklee
-High School Jazz Festival by Berklee
-Pulse Music Method by Berklee
-Ballroom Jazz Festival presented by Berklee
-Stan Getz Library at Berklee
-Reimagine Music at Berklee

-One Community Brand-

-BRAM
-Music Business Journal
-Fusion Magazine by Berklee
-The Groove
-History Rotation Records
-Jazz Revelation Records

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Who Owns the Brand?

THE BERKLEE BRAND ARCHITECTURE

ONE MASTER BRAND

BERKLEE

CORE BRANDS

Enrollment

Graduate Studies

Summer Programs

ENDORSED BRANDS

- The Red Room @ Cafe 939 at Berklee
- High School Jazz Festival by Berklee
- Pulse Music Method by Berklee
- Downtown Jazz Festival presented by Berklee
- Stan Getz Library at Berklee
- Rethink Music at Berklee

COMMUNITY BRANDS

- BBN
- Music Business Journal
- Fusion Magazine by Berklee
- The Grove
- Heavy Rotation Records
- Jazz Revelation Records

OTHER BRANDS

- Berklee Interdisciplinary Arts Institute
- Berklee Mediterranean Music Institute
- Berklee Palestine Microfilm Institute
- Berklee Global Entrepreneurship Music Program

- Berklee Music Network
- Berklee Performance Center
- Berklee Today
- Berklee Books and Music
- Berklee Institute Studies
- Berklee Institutional Studies
- Berklee City Music Network
- Berklee City Music Network**

- Valencia
- Online
- Communications
- Admissions
- Marketing
- External Affairs
A Case for Unification

The Audience

- Strongest case for brand unification is audience accessibility
- Audiences can be broad and varied (internal, external, students, alumni, donors, staff, faculty)
- Strong brands are easy to find, easy to understand, easy to engage with
- A unified brand is more recognizable, more lucrative, less expensive, and overall more successful than a discordant one
Steps for Unification

- Identify Brand Organizers
- Unify Social Media
- Unify Web Presence
- Unify Spending

Unify Brand
Identify Brand Organizers
Identify Brand Organizers

- Leaders with direct responsibility for specific sub-brands
- Strategic thinkers with the authority to execute plans
- Team players with the ability to advocate for their area’s priorities, while maintaining an eye on the big picture
Identify Brand Organizers

Assemble Your Team
- Align roles and priorities
- Build agreement on overarching goals
- Use data to support policies
- Energize your team by recognizing their agency
Unify Social
Unify Social: Where To Start

- Lesser known to (and lower priority for) top management
- Baseline employees are granted agency to develop and act
- It’s free! Anyone can start an InstaTwitterBook account!
- Me, too! Everyone needs an InstaTwitterBook account!
Unify Social: Why Does it Matter?

Heres Some of amazing faculty we have at Berklees American Roots Weekend: Paul Rishell & Annie Raines!
bit.ly/Ty8IfC #berkleesummer

• Very public and searchable
• First point of brand engagement
• Where many go to get the “real story”
• Exponential exposure
Unify Social: Steps for Unification

1. Identify Brand Organizers
2. Guide new users, bring them into the fold
3. Establish authority
Unify Social: Identify Brand Organizers

- Audit existing accounts and reach out to current account managers
- Identify additional departments and potential account managers
- Convince departments to carve out time for social media management
- Meet regularly
Unify Social: Timeline

Social media account audit
Set regular meetings account mangers

2009
2010
2011
2012
2013
2014

Identify brand organizers
Guide new users, and bring them into the fold
Establish authority

Tuesday, October 21, 14
Unify Social: Timeline

Social Media Guidelines and Best Practices published
Social media account audit
Set regular meetings
Identify brand organizers
Guide new users, and bring them into the fold
Establish authority

2009 2010 2011 2012 2013 2014
Unify Social: Timeline

- **2009**: Social media account audit
  - Set regular meetings account managers
- **2010**: Social Media Guidelines and Best Practices published
- **2011**: Held staff training sessions in social media for Berklee
- **2012**: Identify brand organizers
- **2013**: Guide new users, and bring them into the fold
- **2014**: Establish authority
Unify Social: Timeline

2009
- Social media account audit
- Set regular meetings account managers

2010
- Social Media Guidelines and Best Practices published

2011
- Held staff training sessions in social media for Berklee
- Identify brand organizers

2012
- Berklee Social Media Network established (Fall 2012)
- Guide new users, and bring them into the fold

2013
- Establish authority

2014
Unify Social: Timeline

- Social Media Guidelines and Best Practices published (2009)
- Berklee Social Media Network established (Fall 2012)
- Social media account audit; Set regular meetings account managers (2009)
- Held staff training sessions in social media for Berklee (2011)
- Developed Berklee Social Media Strategic Plan (2012)
- Identify brand organizers (2009)
- Guide new users, and bring them into the fold (2011)
- Establish authority (2013)
Unify Social: Timeline

2009
- Social media account audit
- Set regular meetings account managers

2010
- Social Media Guidelines and Best Practices published
- Held staff training sessions in social media for Berklee

2011
- Berklee Social Media Network established (Fall 2012)
- Guide new users, and bring them into the fold

2012
- Developed Berklee Social Media Strategic Plan
- Identify brand organizers

2013
- Created role for Associate Director of Social Media
- Establish authority

2014

Tuesday, October 21, 14
Unify Social: Timeline

- 2009
  - Social media account audit
  - Set regular meetings account managers
- 2010
  - Social Media Guidelines and Best Practices published
  - Held staff training sessions in social media for Berklee
- 2011
  - Berklee Social Media Network established (Fall 2012)
  - Guide new users, and bring them into the fold
- 2012
  - Developed Berklee Social Media Strategic Plan
  - Identify brand organizers
- 2013
  - Created role for Associate Director of Social Media
  - Establish authority
- 2014
  - BSMN awarded Team Collaboration award (May 2014)
Unify Social: Where Are We Now?

- Berklee Social Media Network with monthly meetings (25+ members)
- Berklee Social Media Mission Statement, Style Guide, Best Practices, and Strategic Plan
- Work flow for integrating new account managers
- Website integration for social media network properties
- Established authority in marketing, in collaboration with BSMN
Unify Web Presence: Why?

What do prospective students find online?
Unify Web Presence: Challenges

- Well-known to top management
- Requires time and financial investment from college
- Need a team to build the right tools
- Need ongoing resources for maintaining the content and the site
Unify Web Presence: Brand Organizers

• Every department is an expert
• Audit existing websites
• Reach out to all departments
• Identify individuals in those departments to manage their content
• 300+ content managers: staff, faculty, students
Unify Web Presence: Accessible Tools

- Integrate all sites into one website
- Give departments an incentive to integrate and participate
- Make it easy for departments to align with the brand
- Baseline employees are granted agency to create and manage content
- Give Communications oversight
Unify Web Presence: Timeline

- Created Web Unification Plan (2012)
- 2012
- 2013
- 2014
Unify Web Presence: Timeline

- Created Web Unification Plan (2012)
- Assembled a web integration team (2013)

Tuesday, October 21, 14
Unify Web Presence: Timeline

- 2012: Created Web Unification Plan
- 2013: Assembled a web integration team, Completed site audit
- 2014
Unify Web Presence: Timeline

- 2012: Created Web Unification Plan
- 2013: Assembled a web integration team, Completed site audit, Identified brand organizers and stakeholders
- 2014
Unify Web Presence: Timeline

- 2012
  - Created Web Unification Plan
  - Assembled a web integration team

- 2013
  - Completed site audit
  - Identified brand organizers and stakeholders

- 2014
  - Unified internal and external web presence

Tuesday, October 21, 14
Unify Web Presence: Timeline

- 2012: Created Web Unification Plan
- 2013:
  - Assembled a web integration team
  - Completed site audit
  - Identified brand organizers and stakeholders
- 2014:
  - Created documentation and training sessions for content managers
  - Unified internal and external web presence
Unify Web Presence: Timeline

- 2012: Created Web Unification Plan
- 2013: Assembled a web integration team, Identified brand organizers and stakeholders, Completed site audit, Unified internal and external web presence
- 2014: Created documentation and training sessions for content managers, Formed internal communications user group
Unify Web Presence: Where Are We Now?

- All information in one place
- Prospective students see one Berklee College of Music
- Departments are engaged and responsible
Unify Spending
Unify Spending: What Are We Buying?

- Google search
- Facebook display
- Agency fees/execution
Unify Spending: Is it Worth it?

- Google search
- Facebook display
- Agency fees/execution
Unify Spending: Brand Organizers

- Directors with budget oversight
- Other team members who develop creative and execute campaigns
Unify Spending: Why Unify?

- Many areas have marketing budgets
- Leveraging spend increases buying power
- Campaign coordination = complementary, not competitive
- Increased return on investment
Unify Spending: Key Components

- Compare goals
- Compare demographics
- Compare keywords
- Compare timelines (and possibly time zones)
- Compare human resources
- Share best practices
- Share data and analytics
- Meet regularly
Unify Spending: Initial Challenges

- Privacy concerns
- Competing goals
- Unequal resources
- Power dynamics
- Hard to fight the status quo
- “Band practice” vs. “jam session”
Steps for Unification

Identify Brand Organizers

Share information, make adjustments

Increase efficiency, decrease spend
Unify Spending: Timeline

- Agency Oversight

2012
- 22% search
- 26% display
- 52% agency fees

2013

2014

2015
Unify Spending: Timeline

2012
Agency Oversight
22% search
26% display
52% agency fees

2013
Internal Oversight, External Execution

2014

2015

Tuesday, October 21, 14
Unify Spending: Timeline

Agency Oversight

- 22% search
- 26% display
- 52% agency fees

Internal Oversight, External Execution

- 38% search
- 40% display
- 22% agency/execution

Tuesday, October 21, 14
Unify Spending: Timeline

Agency Oversight
- 2012
  - 22% search
  - 26% display
  - 52% agency fees

Internal Oversight, External Execution
- 2013
  - 38% search
  - 40% display
  - 22% agency/execution

Internal Oversight, Mixed Execution
- 2014
  - 32% search
  - 62% display
  - 6% execution

- 2015
Unify Spending: Before

- No real-time reporting
- No A/B testing
- No real-time adjustments
- Limited access to data
- Limited attention to campaigns
- Inconsistent (nonexistent) reporting
- Fuzzy math
Unify Spending: After

- Centralized execution
- Improved audience familiarity
- Spends are complementary, not competitive
- A/B testing
- Real-time adjustments
- Shared reporting
- Improved conversion rates
- Shared best practices
- Spend diversification
- Brand organizers are engaged
Unify Spending: Where Are We Now?

• Increased efficiency
• Holistic view of budget
• Cultural shift
• Approval from the top
• Shared best practices, audience familiarity
• Consistent reporting
• Increased engagement = greater expertise and job satisfaction
Brand Unity
Brand Unity: Where Are We Now?

- Disseminated logo and style guidelines
- Streamlined web, social, and advertising presence
Brand Unity: Where Are We Now?

• Assembled strong cross-departmental teams of Brand Organizers
• Established work flow and processes for new projects
Brand Unity: Where Are We Now?

- Made brand cohesiveness a priority
- Integrated mindfulness into our strategic planning and execution
Questions?