

Brand Research

The Power of Personality:
Building a Higher Education Brand That Connects

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Presenter



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SVP, Research

Yellow | Green | Orange

The Imaginative and Analytical
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8 Years at Carnegie

PhD in Communication

Former College Instructor in

Communication Theory,

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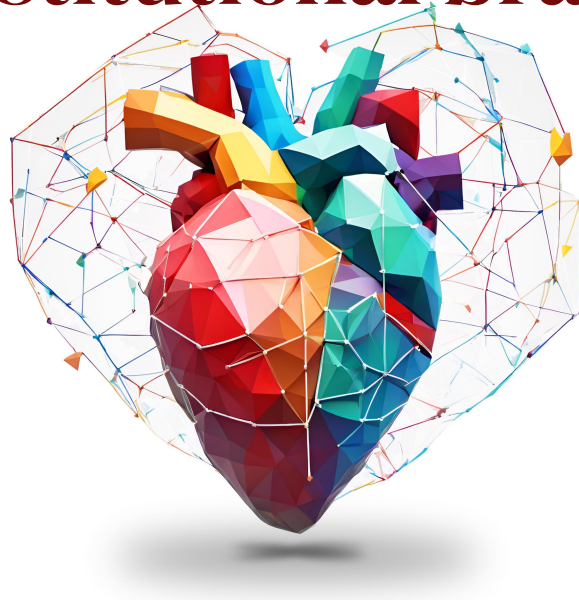
Intercultural Communication

Former Internal College

Communications Writer and

Designer

Personality Science is at the heart of institutional brand.



Storytelling creates connection



The Question Essential to Great Storytelling



How do you know who you are?

Why brand research is the foundation for strategic decisions.

Elements of Brand Research



Methodologies

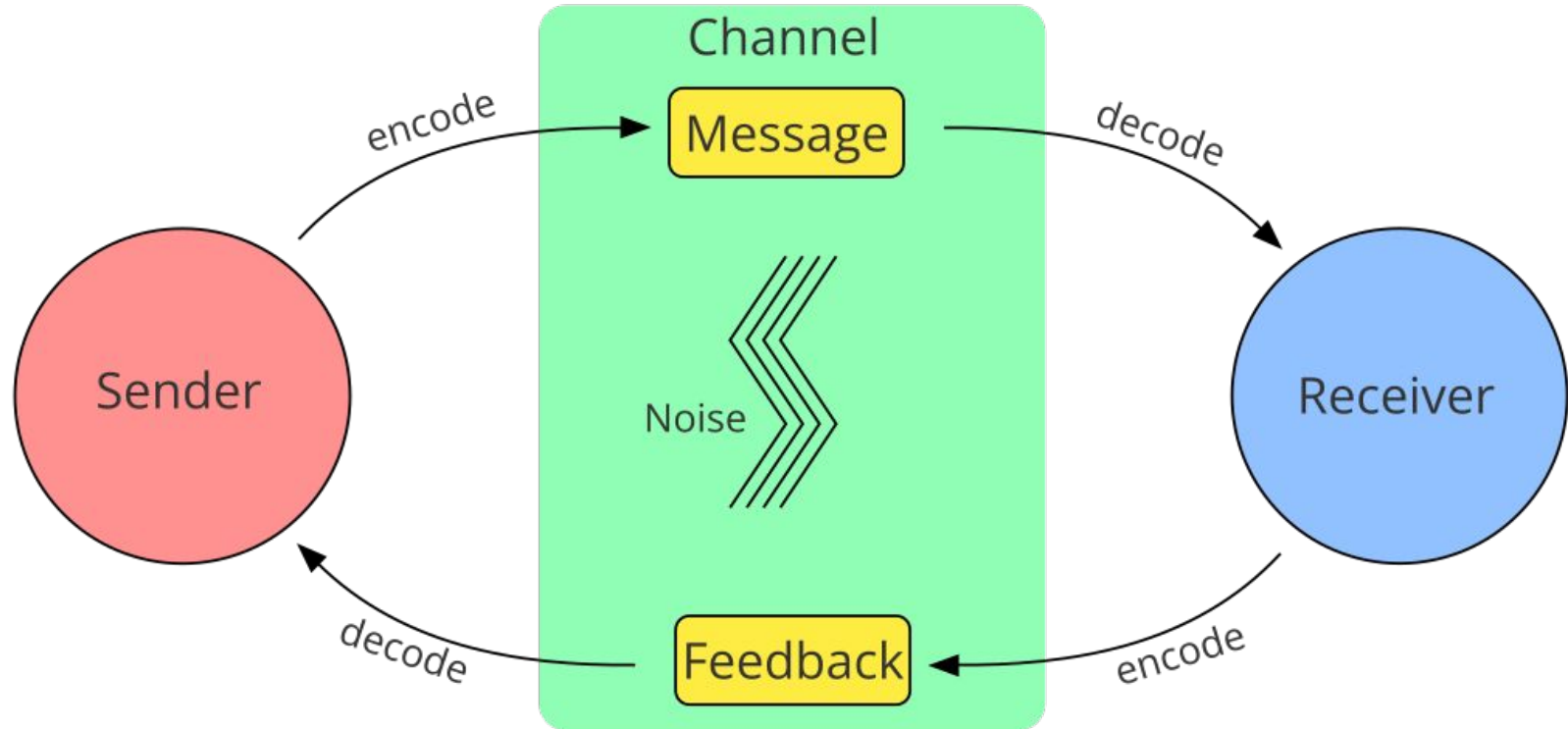
- 1 Consensus Building
- 2 Interviews and Focus Groups
- 3 Surveys and Experiments
- 4 Content Analysis
- 5 Secondary Data Synthesis



You know who you
are. Now how do you
know what to say?

Making use of brand research through understanding audiences.

Back to School: The Basic Communication Model



psychographics define us

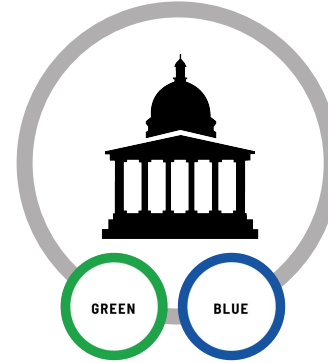
BUILDING YOUR BRAND THROUGH HUMAN PERSONALITY ON A RESEARCH PLATFORM WITH HUMAN METRICS ALLOWS YOU TO DIRECTLY CONNECT THIS INFORMATION WITH PERSONALITY SCIENCE REGARDING INDIVIDUALS: YOUR KEY AUDIENCES.



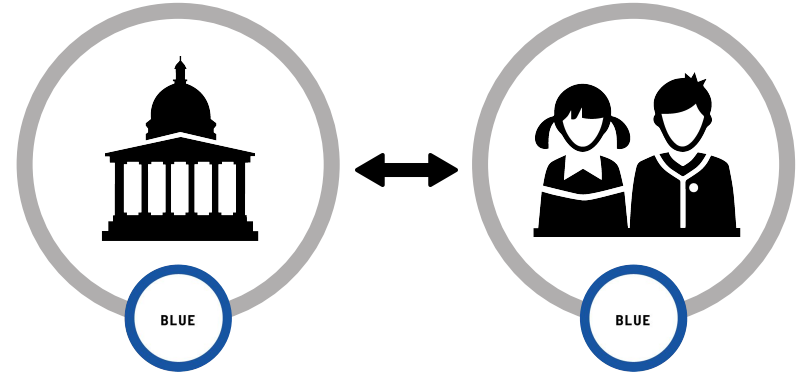
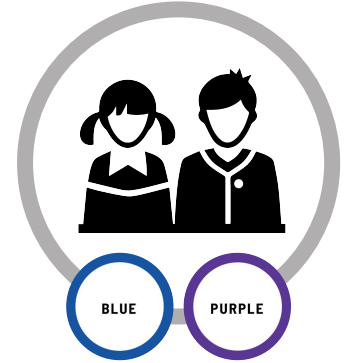
**Connect
the dots.**

**Know what
to say to your
audiences.**

University Personality



Student Audience

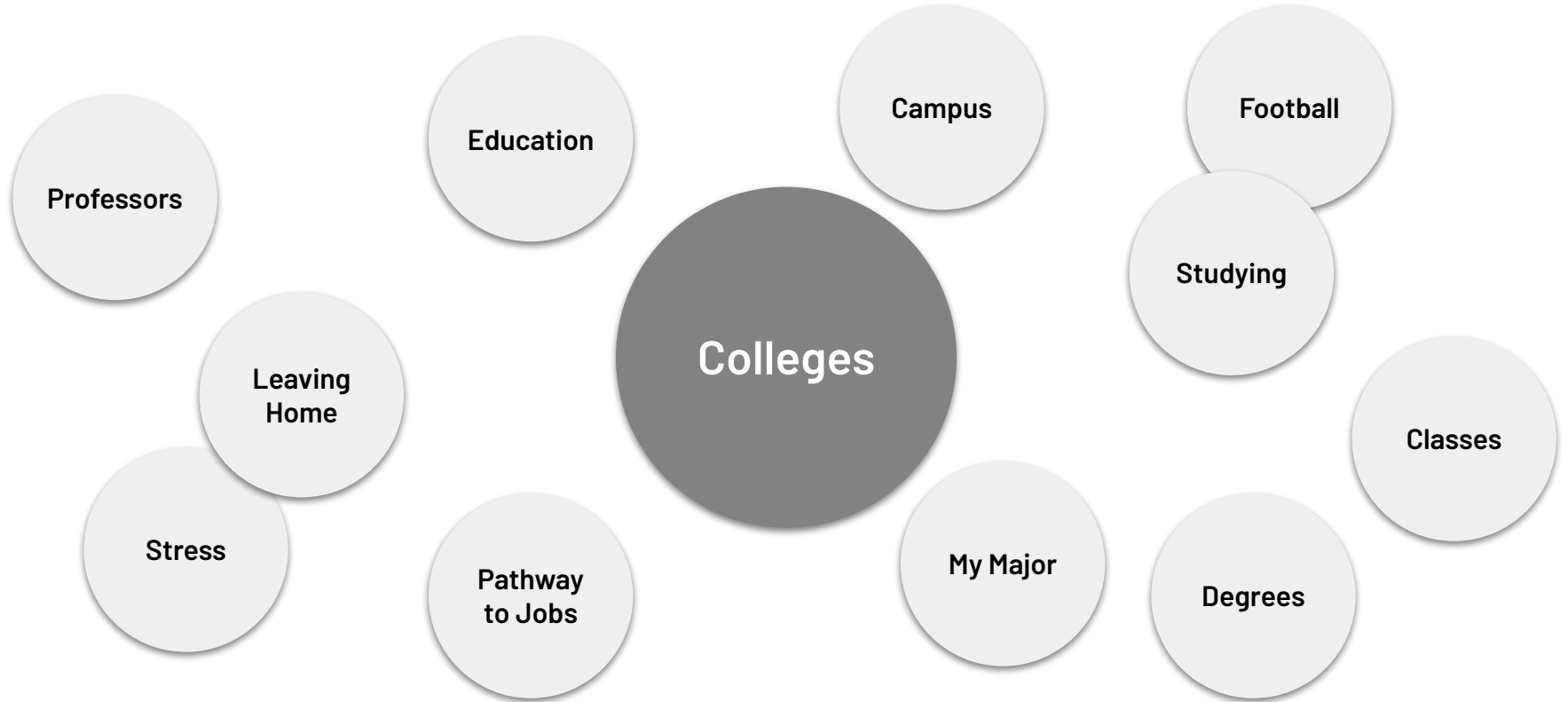


Methodologies

- 1 **Return of Surveys/Interviews/Etc.**
.....
- 2 **Ethnography**
.....
- 3 **Participant Observation**
.....
- 4 **Social Network Analysis**
.....
- 5 **Models of Positive Deviance**



Why Brand Consistency Matters: Schemas



Why Brand Consistency Matters: Schemas



Why Brand Consistency Matters: Schemas



Storytelling creates connection





Thank You!

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