

Brand Strategy

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

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Presenter



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EVP, Brand Strategy

16

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Resilient & Fearless Ringleader

- + 8 Years at Carnegie
- + 16 Years at Syracuse University
- + Strategist, Coach, Mentor
- + Led 30 Brand Strategy Projects
- + Carnegie: 100+ Brand Strategy Projects

Episode 1

Personality Science:
Building a Humanized
Brand

Episode 2

Brand Research

Episode 3

Brand Strategy

Episode 4

Brand Activation

Episode 5

Brand Expression



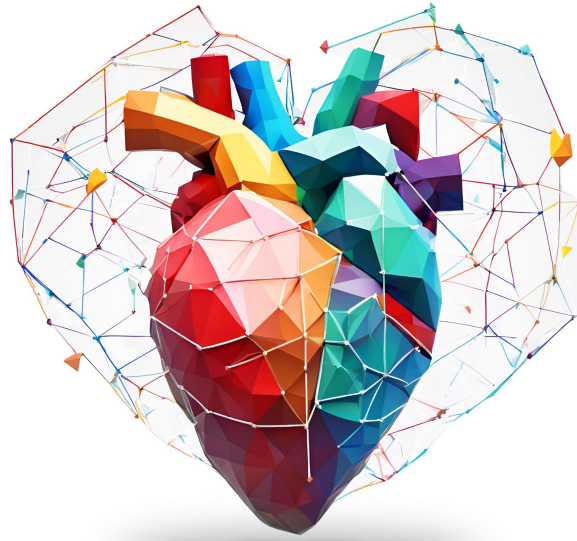
The Payoff

- + AUTHENTIC HUMANIZED BRAND
 - + ALIGNMENT
- + CONSISTENT EXPRESSION
- + PERSONIFIED CREATIVE
- + HUMAN CONNECTION
- + REPUTATION

Objectives

1. Quick Review
2. Synthesize Brand Research
3. Develop Brand Strategy

Personality Science is at the heart of institutional brand.



WHAT IS BRAND?

BRAND



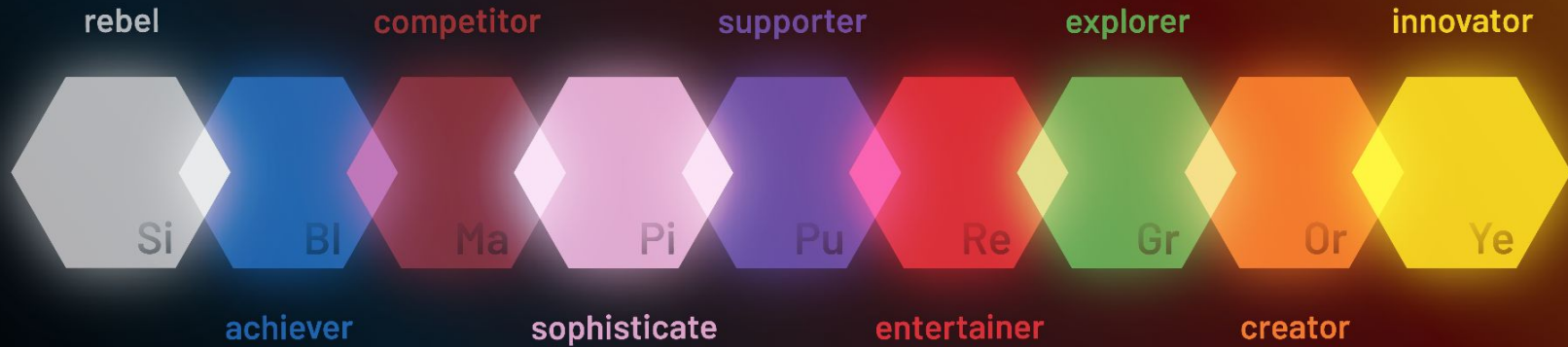
REPUTATION

WHO ARE YOU?

An archetype
is an original pattern, idea,
or character type
that has a universal quality.

archetypes

THE PERSONALITY SPECTRUM



BEIGE

Neutral

Generic, uninspiring
Indistinct, blending in

Elements of Brand Research

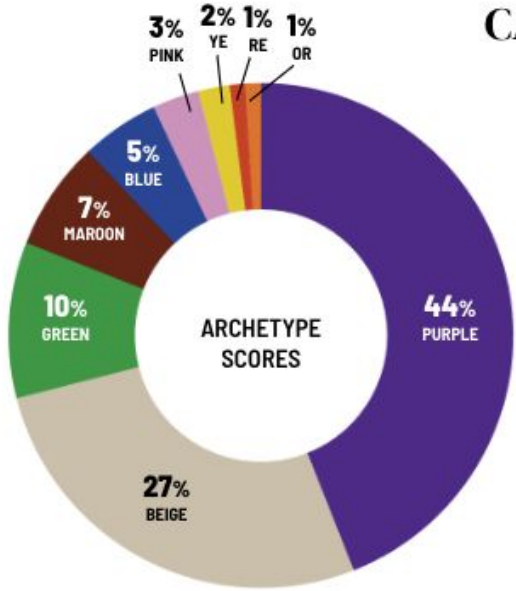


WHO ARE YOU?

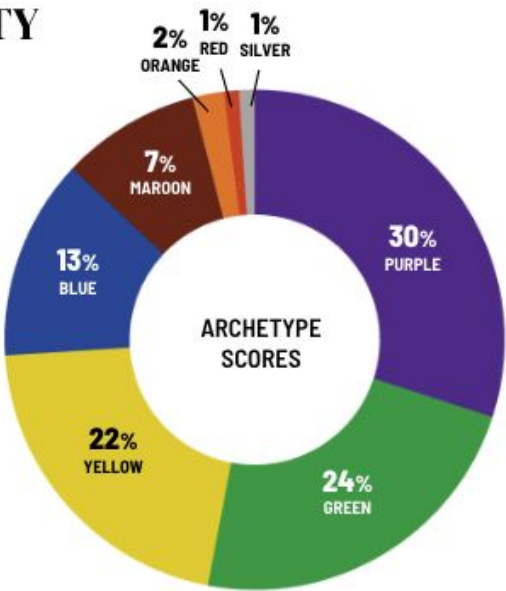
Internal Research

archetype results

CARNEGIE UNIVERSITY

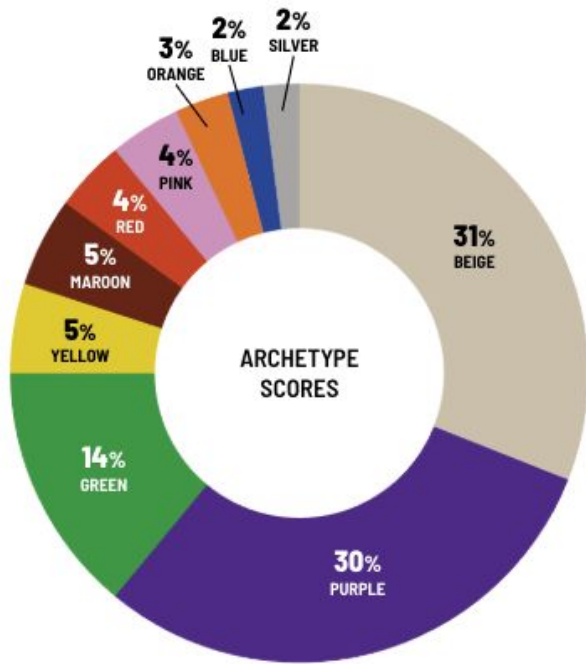


Average Day



Ideal Day

cumulative results



Top 25 Traits

OVERALL RANK	TRAIT	POWER SCORE	% OF LEADER
1	Transformative	83	1.000
2	Compassionate	86	0.819
3	Welcoming	66	0.795
4	Empowering	61	0.735
5	Collaborative	49	0.590
6	Supportive	43	0.518
7	Experiential	38	0.458
8	Hospitable	27	0.325
9	Nurturing	25	0.301
10	Passionate	25	0.301
11	Curious	24	0.289
12	Inquisitive	24	0.289
13	Traditional	21	0.253
14	Empathetic	20	0.241
15	Resilient	20	0.241
16	Innovative	19	0.229
17	Inspiring	17	0.205
18	Proud	16	0.193
19	Engaging	15	0.181
20	Creative	14	0.169
21	Idealistic	12	0.145
22	Philosophical	12	0.145
23	Forward-Thinking	10	0.120
24	Generous	10	0.120
25	Exploratory	9	0.108



WHO ARE YOU?

External Perception

positioning

Familiarity

How familiar are you with the following universities?

(All Markets)



STRATEGIC INSIGHT

Among direct competitors and peer institutions, Carnegie's familiarity is fairly strong, positioned in the middle of the second tier, near the top of the competitive set. Scores for "none" and "name only" offer an opportunity to build familiarity and ascend.

OVERALL RANK		NONE	NAME ONLY	LOW	MEDIUM	HIGH	SCORE	TIER*
#1	University A	6%	18%	26%	24%	26%	144	1st
#2	University B	17%	25%	21%	20%	18%	96	2nd
#3	Carnegie University	18%	26%	20%	20%	16%	90	2nd
#4	University C	19%	26%	21%	19%	15%	85	2nd
#5	University D	28%	19%	21%	19%	13%	68	3rd
#6	University E	33%	18%	19%	17%	14%	62	3rd
#7	University F	31%	23%	17%	16%	13%	56	3rd
#8	University G	37%	19%	15%	16%	12%	46	4th

* Indicates institutions within the same tier scored statistically similarly on familiarity, thus grouping comparable institutions.

positioning

Reputation

What is the overall reputation of these universities?

(All Markets)

OVERALL RANK		POOR	BELOW AVG	AVERAGE	ABOVE AVG	EXCEPTIONAL	SCORE	TIER*
#1	Carnegie University	0%	2%	20%	36%	42%	505	1st
#2	University A	1%	6%	25%	35%	33%	457	2nd
#3	University B	2%	7%	28%	36%	28%	400	3rd
#4	University C	2%	5%	31%	39%	24%	392	3rd
#5	University D	3%	7%	31%	37%	23%	358	3rd
#6	University E	2%	6%	38%	34%	20%	322	4th
#7	University F	3%	7%	36%	35%	19%	295	4th
#8	University G	2%	6%	41%	35%	15%	272	5th

* Indicates institutions within the same tier scored statistically similarly on reputation, thus grouping comparable institutions.

personality

Personality Perception

Combining the icon, trait, drive, and following information for final outcomes of personality perceptions.



STRATEGIC INSIGHT

There is consistency in the top four archetypes perceived by respondents across familiarity levels, indicating the market has a strong perception of who Carnegie University is. However, that perception has inconsistencies with who internal stakeholders have indicated the University is.

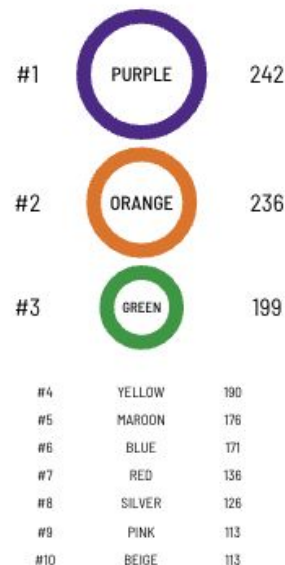
ALL RESPONDENTS



HIGH FAMILIARITY



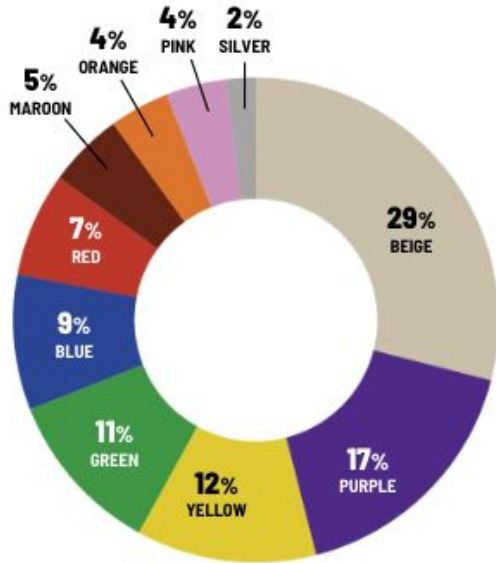
LOW FAMILIARITY



WHO ARE YOU?

Competitive Analysis

CUMULATIVE PERSONIFICATION



CUMULATIVE PLATFORM SCORES



COMPETITIVE SET AVERAGES



Brand Strategy

Brand Personality - Archetypes

Brand Persona - descriptive

Brand Promise - the why

Storytelling creates connection



You know **who** you
are. And you know
what to say?

Brand Strategy

Brand Pillars – values & characteristics

Brand Traits – values, actions, evidence

Brand Anthem – foundational expression



Thank You!

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