

## Welcome and Introductions

## Branding the University of South Alabama

- Ologie Brand Workshop Report
- Attributes and Benefits Exercise
- Workshop Booklet (Email Link will be sent)

## Stories that Illustrate the USA Brand

- Reinforce our Attributes and Benefits
- Stories about Students, Alumni, Faculty, Staff

## Current Advertising Campaign

## Next Steps

- Ologie Presents Branding Strategy (July)
- Strategy Meeting with Advisory Committee (August)
- Ologie Presents First Round of Creative Concepts (August)