Perceptions of Douglas College

2013 Update

Dave Taylor

November, 2013

Marketing and Communications team

- Team of 13
  - Three web designers inc. supervisor
  - Two graphic designers
  - Two writers/content providers

About the director

- Background in journalism, non-profit marketing, politics
  - Reporter - politics, environment
  - Communications

The strategy

- Focus on a revised, modern brand position
- Intensely involve

Rebranding

- 14-month process
- Guided by cross-college committee
- Existing research
- Custom current

Be bold and innovative

- Skytrain station dominations at key locations (First in PSE)
- HD billboards across Metro Vancouver (First in PSE)
- Full front-page wraps of community newspapers, as well as Metro and 24 Hrs (First in PSE)
- Banner ad across the top of Vancouver Sun (First ever)
- Full front wrap of the Georgia Straight (First ever)
- Macleans magazine university rankings insert (First ever)
- Superbowl television ad (First in PSE)
- Oscars television ad (First in PSE)

Reduce costs

Print

- 60% reduction in price paid per agate line since 2010

SkyTrain

- 42% reduction in prices paid since 2010

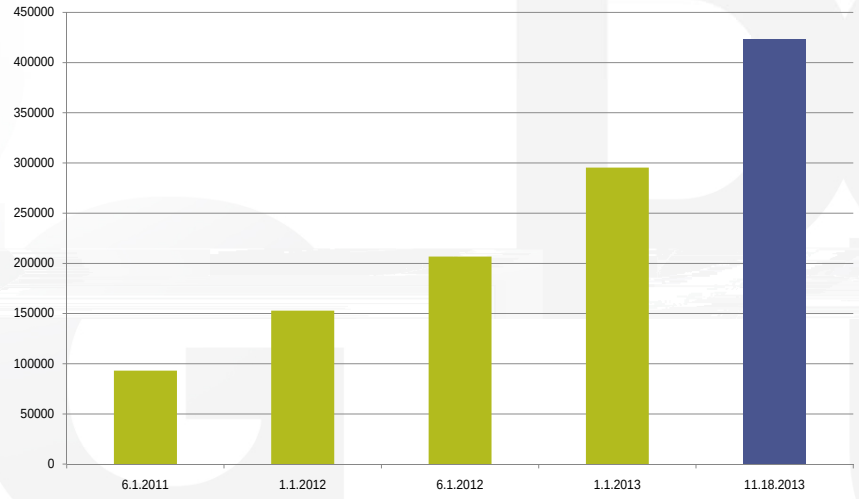
Bus shelters

- 58% reduction in prices paid since 2010

Today Douglas reaches 2x the people for ½ the cost vs 2010.

5000
4500

DOUG pageviews



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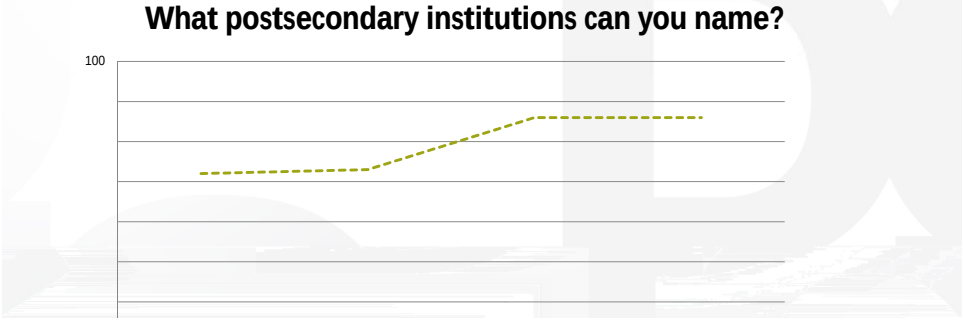
Talking about us

Information session

Unaided awareness



Reputation

Top three reasons for the change

Thank you
douglascollege.ca