

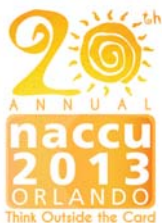
The 5-Minute Branding Checkup



"Learning Lab"
Educational Session

NACCU 20th Annual Conference
Walt Disney World
April 17, 2013

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The 5-Minute Branding Checkup

Synopsis

Marketing is the active and ongoing process of establishing, developing and preserving a relationship.

Branding is the process of formulating a desired customer image of your organization, products and services. What elements of your operation contribute or detract from formulating a positive brand of your campus card program? A former marketing director of 50 national restaurants will provide tips on how to enhance the branded image of your campus card program.

Presenter

Robert C. Huber, CMC, CPCM, is a "vendor independent" Campus Card Business Consultant who has been a pioneer and leader in the campus card industry for over 30 years. He has worked with over 200 institutions throughout North America assisting them with assessments, upgrades and comprehensive implementation of all types and sizes of campus card systems and programs.

Mr. Huber developed the **All-Campus Card** concept at Duke University in 1985 and is publisher of the "**Campus Card Industry Forecast**." Bob is a board certified business and marketing consultant, card technology expert, RFP developer, professional negotiator, author, industry analyst, adjunct college business instructor and frequent conference speaker.



The 5-Minute Branding Checkup

Agenda

- **Definitions**
 - Marketing
 - Branding
- **Marketing Tools**
 - Shopping List
 - Essential Tools
- **"Top 5" Skills**
 - Required for Successful Card Programs
- **The \$100,000 Card Program Logo**
 - Simple, Successful & Free!
- **Branding Tips & Tools**
 - Designing Logos & Cards
 - Model Campus Card Branded Programs
 - Campus Web Search List
 - New - *Campus Card Industry Forecast*
 - Marketing Resources
- **Free Prizes!**



The 5-Minute Branding Checkup



What Is ...

Marketing vs. **Branding?**



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Definitions

- **Marketing**

The active and ongoing process of establishing, developing and preserving a relationship.

- **Customer**

A person who purchases products or services on a personal basis which usually results in a long-term relationship.

- **Consumer**

A person who purchases products or services on an impersonal basis which usually results in a short-term relationship.



The 5-Minute Branding Checkup

Definitions

- **Brand**
The customer perceived image of your organization, products and services.
- **Branded Image**
A desired customer image.
- **Market Position**
The degree of visibility in a market.
- **Target Audience**
Demographics of your desired market.
- **Marketing Plan**
An internal survival plan.
- **Business Plan**
An external survival plan.



The 5-Minute Branding Checkup

Marketing Tools

- Advertising
- Affiliate Marketing
- Analytics
- **Branding**
- Broadcast Media
- Channel Marketing
- Communications
- **Content**
- **Customer Service**
- Demographics
- Digital Media
- Discounting
- Displays
- Distribution Channels
- **e-Mail**
- e-Media
- Education
- Fund Raising
- Gamification
- Graphic Design
- **Heuristics**
- Infographics
- Infomercials
- Market Analysis
- Market Intelligence
- Merchandising
- Mobile Media
- Narrowcasting
- Newsletters
- Niche Marketing
- Observations
- Packaging
- Pilots
- Polling
- Pricing Strategies
- Print Media
- Promotions
- **Public Relations**
- Publications
- Publicity
- Qualitative Research
- Quantitative Research
- Questionnaires
- **Research**
- Reputation Management
- Sales
- Segmentation
- **SEO**
- Shoppers
- Signage
- **Social Media**
- Special Events
- Strategic Marketing
- Surveys
- Target Marketing
- Tracking
- Vertical Marketing
- **Web Sites**
- Word-of-Mouth
- Word Painting



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"Top 5" Skills

1. Are you providing ... Great Customer Service?
2. Do you have a simple & memorable Program Logo?
3. Have you Branded Everything related to your card program?
4. Does your Website meet the Aunt Bertha test?
5. Can the Parents (of all your students) explain your campus card program ... to their friends?



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\$100,000 Card Program Logo



The 5-Minute Branding Checkup

Tips & Tools

- Designing Logos
- Designing Cards
- Model Campus Card Branded Programs
- Campus Web Search List
- New Campus Card Industry Forecast
- Marketing Resources





CRBONews



cbord





CampusCard



BLAZERBUCKS







1. **Academic Center**
Office of Campus Card Operations ✱
Office of the Bursar \$
Campus Recreation and Wellness \$
Office of UB Living \$
vending machines \$
door access
 2. **William H. Thumel Sr. Business Center**
audio/visual services \$
vending machines \$
door access
 3. **Liberal Arts and Policy Building**
vending machines \$
door access
 4. **UB Student Center**
UB Market and Cafe \$
Center for Student Involvement \$
Publishing Center \$
door access
 5. **John and Frances Angelos Law Center**
Law Library
vending machines \$
door access
 6. **Langsdale Library**
library services
door access
 7. **Barnes & Noble Bookstore** \$
62 W. Oliver St.
 8. **Fitzgerald Garage**
parking gates*
cashier window \$
 9. **Mount Royal Avenue Lot**
parking gates*
 10. **Maryland Avenue Garage**
parking gates*
cashier window \$
 11. **Cathedral Street Lot**
parking gates*
 12. **Family Justice Building**
door access
 13. **University Market** \$
1228 N. Charles St.
 14. **Bohemian Coffee House** \$
1821 N. Charles St.
 15. **Eddie's of Mt. Vernon** \$
7 W. Eager St.
 16. **Shiraz Middle Eastern Food** \$
1005 N. Charles St.
 17. **Chipotle** \$
1209 N. Charles St.
 18. **Shapiro's Cafe and Deli** \$
7 W. Preston St.
 19. **Dunkin' Donuts** \$
30 W. Biddle St.
- \$ indicates where you can use your Campus Cash on and off campus
* with prepaid parking plan
www.ubalt.edu/beecard

- parking
- campus buildings
- off campus merchant

Have you heard the buzz? With your Bee Card, you can access everything you need throughout the University of Baltimore campus. You can even use your card at businesses in the surrounding UB Midtown community to pay with Campus Cash. And we're adding new vendors all the time; visit www.ubalt.edu/beecard for more information.



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Web Search List

- access
- access control
- all campus card
- campus card
- campus card
- card
- card reader
- card terminal
- conference card
- copy card
- debit
- debit card
- department card
- dining account
- dining card
- door access
- employee card
- employee ID card
- faculty card
- faculty id card
- flex
- flex account
- food service card
- guest card
- guest id card
- id
- id card
- identification card
- laundry card
- library card
- meal plan card
- one card
- onecard
- parking access
- parking card
- photo id card
- print account
- print management
- printing account
- staff card
- staff id card
- student card
- terminals
- vending
- vending card
- vending machines



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Resources

- **DON'T MAKE ME THINK** **Jim Krug**
A Common Sense Approach to Web [Site Design]
- **IT'S YOUR BUSINESS** **JJ Ramberg**
183 Essential Tips that Will Transform Your Small Business
- **Purple Cow** **Seth Godin**
Transform Your Business by Being Remarkable
- **DRIVE** **Daniel Pink**
The Surprising Truth About What Motivates Us
- **WHY WE BUY** **Paco Underhill**
The Science of Shopping
- **Welcome To Your Brain** **Sandra Aamodt**
Why you lose your Car Keys but Never Forget How to Drive



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- **"Vendor Independent" Services**

- Campus Card Marketing Tune-ups
- Campus Card Program Assessments
- Strategic Campus Card Technology Upgrades
- Comprehensive New System Implementations
- Customized RFP / RFQ / RFI / SOW Development
- Strategic Vendor Evaluation & Negotiations Process
- Multi-Site, Multi-Institution & Special Business Projects



2:00 Hours
FREE Business Consulting
COUPON: NACCU 2013 LL



Chef Bob's Online Recipes
[www.AllCampusCard.com / recipes](http://www.AllCampusCard.com/recipes)