



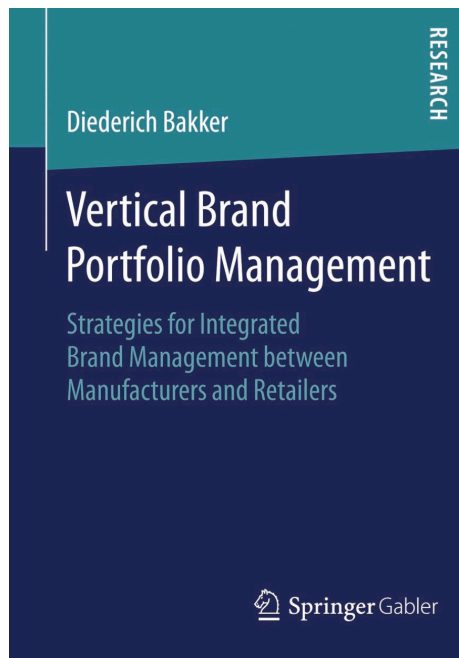
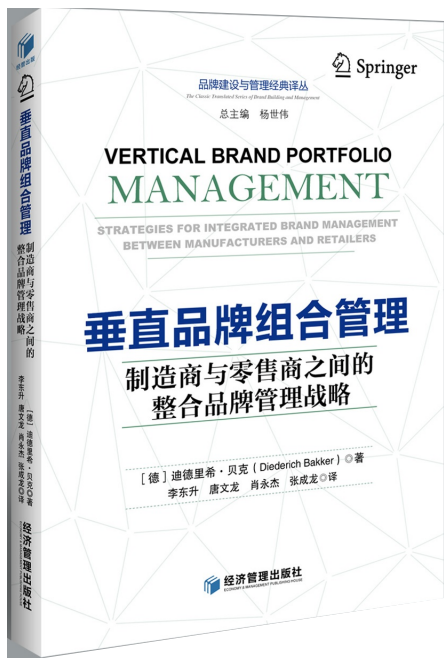
# **BRANDING IN HIGHER EDUCATION**

**Businet Annual Conference**

**Belgrade, 15. November 2019**

**Dr. Diederich Bakker**

# BRANDING PUBLICATIONS



WHAT IS THE  
HIGHEST MOUNTAIN  
IN THE WORLD?

# MOUNT EVEREST



WHAT DOES MERCEDES  
BENZ STAND FOR?

**MERCEDES BENZ**

***Luxury German  
Automobiles***



A TIMELESS LAND WHERE  
HORSES STILL RUN FREE AND  
SOME MEN DO WHAT OTHERS  
ARE ONLY DREAMING OF



A dramatic, high-contrast photograph of three cowboys on horseback, silhouetted against a bright, golden, hazy background. The cowboys are wearing traditional western attire, including hats and long coats. They are riding horses that are splashing through water, creating a misty, golden spray around them. The overall mood is rugged and adventurous. The text 'Marlboro Country' is overlaid in a white, serif font on the left side of the image.

**Marlboro Country**

***Welcome to  
Marlboro Country***

DEFINE  
BRAND...

# BRANDR (TO BURN)



## DEFINE BRAND

- The sum total of customer perceptions and feelings about a product or service
- A brand is something that resides in the minds of consumers

## In summary...

A BRAND IS A PERSON'S  
GUT FEELING ABOUT  
A PRODUCT, SERVICE,  
OR ORGANIZATION.



Neumeier, M. (2003)

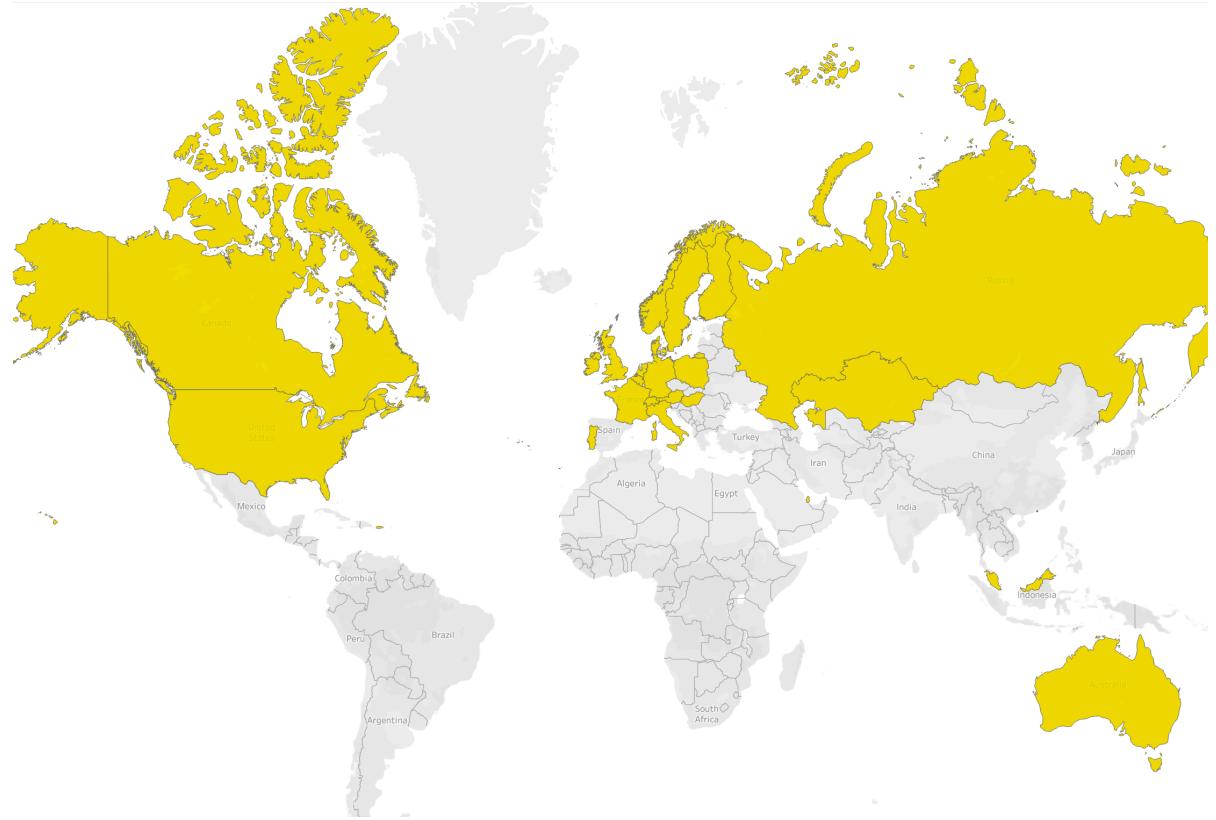
26,335

UNIVERSITIES

4  
years

420  
respondents

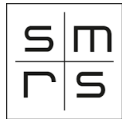
25  
countries



2019



European Union  
Non EU  
United Kingdom



Source: SMRS



# HOW WOULD YOU DEFINE BRAND?

DIFFERENTIATION



A process to define and promote your differentiation

IDENTITY



A recognisable identity that is attributed to an institution by its stakeholders

DISTINCTIVENESS



the ability to create a distinctive position in a largely homogeneous market

VALUES



The look, feel and values surrounding your university



IS THE IMPORTANCE  
OF BRAND  
CHANGING?

# IMPORTANCE OF BRAND

50%

Much more important  
2019

37%

Much more important  
2016

# IMPORTANCE OF BRAND IN THE NEXT THREE YEARS

41%

Much more important  
2019

- 59% non-EU
- 38% EU
- 32% UK

25%

Much more important  
2016

# YOUR BRAND ATTRIBUTES

## UK

1. Teaching quality – 63%
2. Student experience – 58%
3. Research quality – 58%
4. Employability – 47%
5. League table rankings – 47%

## EU

1. Teaching quality – 69%
2. Student experience – 59%
3. Research quality – 53%
4. Employability – 47%
5. Courses offered – 38%

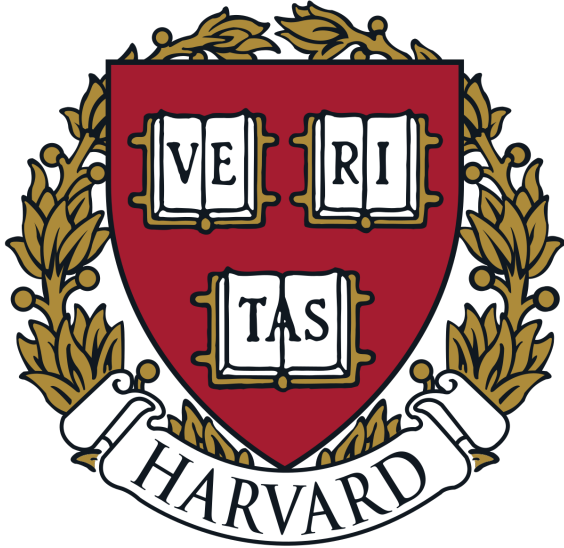
## Non-EU

1. Teaching quality – 71%
2. Courses offered – 71%
3. Student experience – 65%
4. Students – 65%
5. Employability – 59%

# TOP 5 BRANDING CHALLENGES

- 1. Internal understanding of brand (2)**
- 2. Differentiation (1)**
- 3. Defining institution personality (4)**
- 4. Brand management (5)**
- 5. Story telling (3)**

# YOUR BRAND NEEDS YOU



**Not everybody can be Harvard**

**But every HE Institution has values, strengths, and stakeholders that care about the institution (brand)**

WHAT LEADS TO A  
SUCCESSFUL BRAND?

# IMPORTANCE TO THE SUCCESS OF BRAND

**1. Differentiation (1)**

**2. Story telling (6)**

**3. Visual identity (3)**

**4. Internal understanding of brand  
(4)**

**5. Defining brand values (7)**

Defined as 'important' or 'very important' – 2016 ranking in brackets



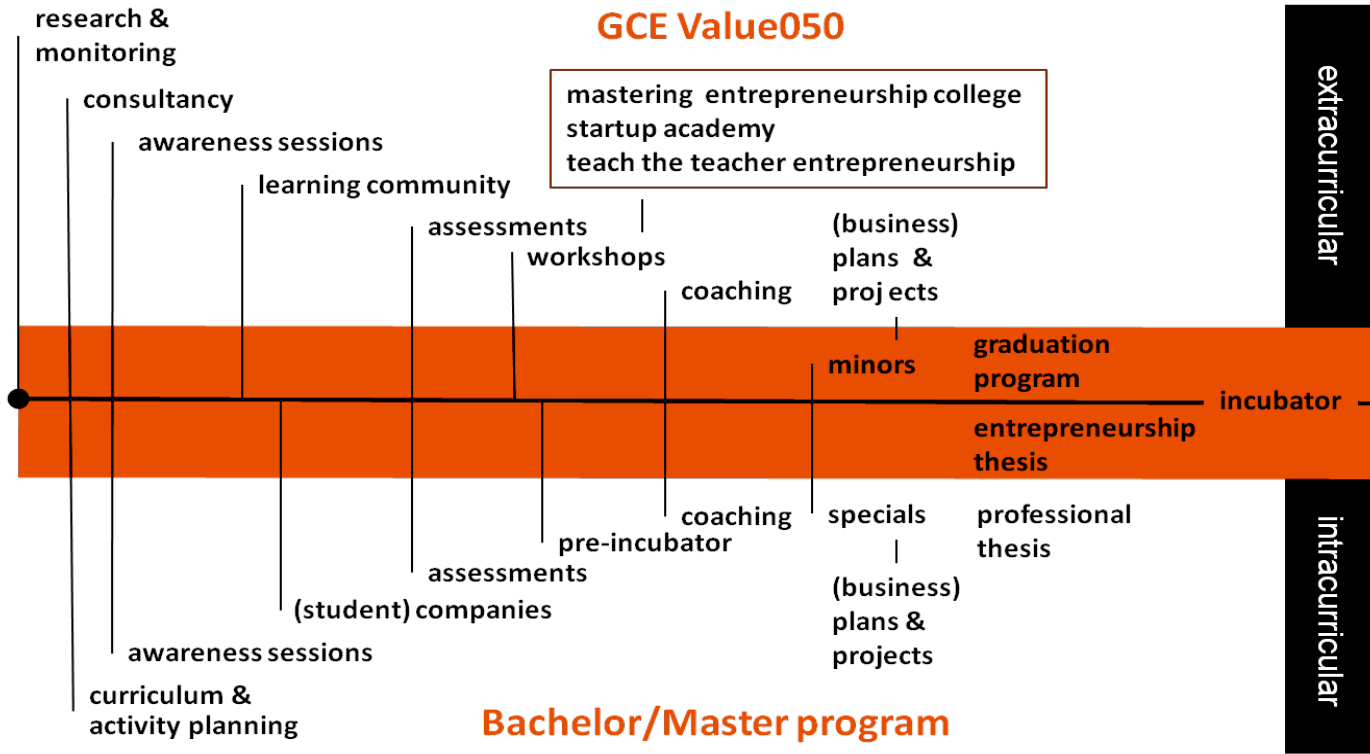
- Almost 30,000 students of whom 8.1% are international, coming from 80 different countries
- More than 3,000 staff members
- 16 English-taught Bachelor's programmes
- 8 English-taught Master's programmes
- 19 schools; 6 Centres of Applied Research
- Focus on Energy, Healthy Ageing, Entrepreneurship



**How did Hanze University of Applied Sciences become a global top 5 university in the U-multirank with its startup and entrepreneurship development among 1600 universities in 90 countries?**



# THE HANZE ENTREPRENEURSHIP EDUCATION MODEL



entrepreneurship awareness

I entrepreneurial person

II entrepreneurial professional

III professional entrepreneur

IV innovative company

# HOW TO COMPETE AND DIFFERENTIATE

05 jun 2019, 09:09 **economie**

## Hanzehogeschool in wereldwijde top 5 ondernemerschap



De Hanzehogeschool Groningen staat wereldwijd op de 5de plaats in de subcategorie 'graduate companies', oftewel bedrijven opgericht door alumni. Hiermee is de hogeschool een plaats gestegen ten opzichte van 2018. Dit blijkt uit de U-Multira...

- Focus on your strength and build on the results
- Highlight these strengths wherever you can
- Pick rankings that suit your model
- Go beyond the points of parity

THANK YOU FOR **YOUR**  
**ATTENTION!**

Questions?

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