

Discovery Insights

Positive rebels

“I want people to think: in 2019 we were as bold as those founders (in 1869). Boldness and audacity are part of our DNA.”

LIAM WAIREPO
FOR POLITICAL REPRESENTATIVE

2019 UNESCO Cities of Literature Short Play Festival
13-20 September 2019
Allen Hall Theatre

FOR OUR FUTURE

CLIMATE STRIKE
September 27th
Organised by SSAC

PURCHAS 4 PRESIDENT

PURCHAS PLEDGES
LOOSEN RESTRICTIONS ON CAMPUS
FORMATION OF STUDENT SUPPORT
MORE REPRESENTATIVE STUDENT ADVOCACY
VOTE SAM PURCHAS FOR PRESIDENT NOW!
GO TO VOTING.OUSA.ORG.NZ

STRONGER ADVOCACY

AN INSIDE VOICE


A BRIGHTER CAMPUS

Volunteers wanted
Practical aim: Link people's sensory abilities of all five senses to food preference.
We are looking for Caucasian males aged between 21 and 40 years old *
The experiment includes 9 one-hour morning sessions
You will be asked to perform sensory tests (e.g., taste, smell, etc.), food preference task and some other physiological measures.
You will receive a voucher at a value of \$180 at the end of the study.
Email rachel.glinis@postgrad.otago.ac.nz or mei.peng@otago.ac.nz for test 0226271925
* More information about inclusive criteria will be provided by email

HSFY Tutors
2nd Yr Med student v
Private tutoring for BIOC
If you find the content CONFUSING, wasteful, studying lecturer BS, generally traumatized by the exam.
Together, we'll tackle the content efficiently by simplifying everything you learn, focusing our notes only on highly exam content, and get you off those meds.
"Yes, I killed it last year, BUT I also have over 2 years experience talking to other humans"
Contact: 0212384158
qfdu2010@hotmail.com
HSFY Tutoring 0212384158
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qfdu2010@hotmail.com
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qfdu2010@hotmail.com

2019 LIFE SCIENCES COCKTAIL NIGHT
OPEN TO 2ND YEAR AND ABOVE
18TH SEPTEMBER
7:30 PM LORE STAR BAR
\$25
FREE DRINK INCLUDED

Exploring together



*“Getting here
has always been
a journey.”*

**Mixing old and
new, fresh and
familiar, excellence
and innovation**

*“Otago stands for
heritage, history and
quality, but is challenged
by not being modern.
We need to step up.”*

To create a different perspective



“There’s something about Otago or Dunedin, because it’s just this student university town and it’s almost like a little world of its own.”

Uniquely anchored in the middle of the South Pacific

“We have Scottish bones and a very clear Māori and Pacific heart.”

Growing the whole person

“We are all about growing the whole person.”



A photograph of three people in profile, looking towards the right. On the left is a man with short, graying hair and a beard, wearing a plaid shirt. In the center is a woman with long, wavy brown hair, wearing a light-colored jacket and a patterned scarf. On the right is a woman with short dark hair, wearing a black jacket and large white earrings. The background is a soft-focus outdoor scene with trees and a bright sky.

Through very human
connection and care

“We are highly committed to the human face of education. Our focus is on human contact. That is our special character. Walking beside people on their journey.”

**Creating outcomes
of both achievement
and contribution**

*“They're going to
have a world class
degree at the end of
it. But, at the same
time, they are also
going to be part of a
whole experience.”*



Council briefing

Brand Project

12 July 2022

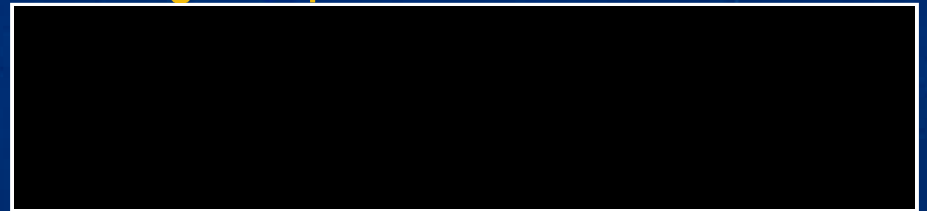


Background

Business Case

Approved by VCAG (SLT) January 2019.

Working Group



Objectives

Undertake a considered strategic assessment of our brand;

Driven by a need for a modern and consistent brand that celebrates our heritage and the University's commitment to partnership, excellence and innovation.



Mixing old and
new, fresh and
familiar, excellence
and innovation

Discovery & themes

Discovery

Interviews with staff and students, market research and strategic review.

Themes

Positive rebels; exploring together; mixing old and new; excellence and innovation; a different perspective; uniquely anchored in the South Pacific; growing the whole person through very human connection and care; creating outcomes of both achievement and contribution.

Perception vs reality challenge.

“We” vs “Me”: reciprocal success.

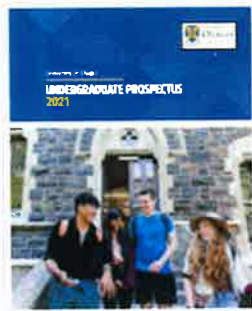
Brand Truth

Together we dare



UNIVERSITY
of
OTAGO

Te Whare Wānanga o Otāgo
NEW ZEALAND



Brand assets

Visual elements

- Our logo, shield, brand colours and hero imagery.

Narrative

- Brand story, tone and style.



Convergence with Vision 2040

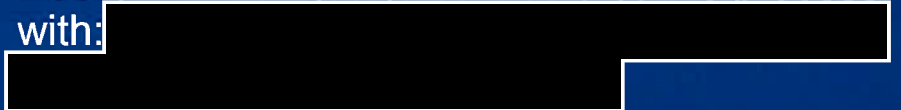
Convergence with Vision 2040

In the past 6 months with consultation on Vision 2040 we have noted the convergence and need for integration and that both projects inform one another.

Collaboration with mana whenua

Ongoing collaboration hui and partnership with mana whenua. These will continue as we progress.

Design and language collabs creative process with:





Next Steps

Creative development continues

Stakeholder engagement plan

Communications plan

Project planning

Proposed creative concepts are presented to Council in September



Questions

Memorandum/Manatu

Division of External Engagement



To / Ki a Chancellor and Council members

From / Nā Professor Tony Ballantyne

Date / Te rā 7 July 2022

Subject / Te kaupapa: Brand Review Project briefing

Tēnā koutou,

The purpose of this paper is to brief Council on the Brand Review project. This paper, read in conjunction with the accompanying pre-read document, presents a high-level overview of the work that has occurred in the project, and discusses key opportunities to enhance the reputation and relevance of the University of Otago brand.

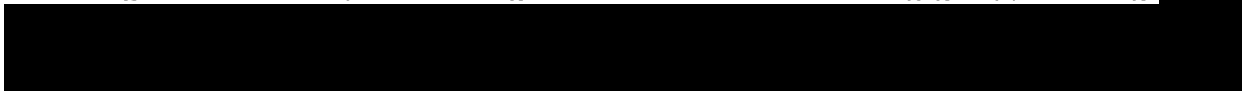
Background

In 2019, the Vice Chancellor's Advisory Group approved a business case to undertake a review of the brand. The University of Otago's brand identity has remained relatively unchanged for many decades, and the review assessed whether the brand is fit-for-purpose in a digital era and applicable across multi-channel communications.

Furthermore, the review set out to understand how the University's brand is perceived by our target audiences, and whether the brand continues to resonate with key segments, especially current and future students and stakeholders.

The Marketing Services team engaged specialist New Zealand brand agency *Designworks* to support the University with the project. Underpinning this work was a discovery process which involved interviews with key internal stakeholders as well as an extensive review of market research, University plans and frameworks, and competitor analysis.

Given the potential sensitivities around this work, the project has been tightly managed by the Marketing Services team, with oversight from an executive steering group, including:



Summary of key findings

The review found that the University of Otago brand has strong equity that is underpinned by a proud history, unique student culture, the commitment of staff and students to academic success and a vibrant campus and student city environment. Awareness of the visual elements of the brand, such as the crest, clock tower and brand primary colours (blue and gold) are high.

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Memorandum/Manatu

Division of External Engagement



The review also uncovered key challenges for the brand, [REDACTED]

[REDACTED] From a visual identity perspective, the brand mark (logo) is overly complex, and does not work well in digital channels. The use of the Māori translation *Otāgo* is incorrect, and while there is a strong heraldic design in the University's crest acknowledging a proud history of Scottish settlement, there is a distinct lack of visual connection to the University's relationship to tangata whenua or its place in modern New Zealand.

Through the review, a number of opportunities have been identified for the University to continue to celebrate its heritage, while sharing our ambitions as a modern University committed to partnership, excellence and innovation. These include looking at a more relevant brand story and visual identity that draws on our shared European and Māori experiences, and one which celebrates the unique character of our people: past, present and future.

Current work

After pauses in the project in 2020 and early 2021 to focus on the response to the COVID-19 pandemic, the Marketing Services team resumed work in earnest last year on the project.

Work is currently being undertaken to ensure that the brand review outcomes are strongly aligned with the future strategic vision of the University through Vision 2040.

There has also been extensive engagement, collaboration and a number of hui between the university project team and steering committee, mana whenua from Ōtākou and Puketeraki, *Designworks* and cultural advisors throughout the project. This has culminated in the development of a creative/cultural narrative, initial creative concepts for a brand story and visual identity, including a refreshed brand mark (logo). The project team has shared these early concepts with key staff within the University for initial feedback.

Next steps

Ongoing work to refine the early creative concepts is required over the coming weeks. The project team intends to return to Council at its September meeting to present proposed creative concepts for feedback and consideration, as well as an extensive communication and stakeholder engagement plan for sharing the concepts with the wider University community.