

AUDIENCE MINDSETS

Group

Who they are

Why they matter

What they need from the university

What we want them to do

Deliverers

Those who deliver on the university's core value proposition

They are loyal, passionate and well connected to the university

They display gratitude and a palpable pride for the university

The work they do for the university is critical, and allows us to deliver on our mission

A clear north star—and idea of where the university is headed and why the work is so important

An understanding of their role in brand efforts

A sense of belonging—so that they feel like they're a part of the fabric of the South Carolina story

Be brand ambassadors for the university

Act with consistency when delivering on the brand core value proposition

Believe in what the university is doing

Believers

Those who celebrate and trust the university

They are proud, unwavering supporters of the university, even without a clear rationale or a full story

They believe in the mission of the university

Specific details of what the university has to offer

Distinct pride points, beyond athletics, that they can get behind

An understanding of the university's vision, to motivate their deeper support

Adopt a greater trust in the university so that they become brand advocates

Champions

Those who see our worth and invest in the university

They already have an understanding of us, our role in the world, and our vision for the future

They can confidently rally others around our brand purpose

A clear understanding of the university's evolved positioning—who we are and why we matter—among our peers (proudly, not in a comparative way)

Guidance on how to be brand champions and how they will benefit from the university's branding efforts

Celebrate everything that South Carolina is

Invest in South Carolina through their time, talents and dollars

Invite others in to the Carolina family

Actively advocate on behalf of the university

Influencers

Those who can shape the university's future

They are business leaders and policymakers who contribute to the success of the university

They have the power to shape perceptions and bring others along

They carry forward our impact and value

A clear understanding of the university's impact

Information about gaps in others' knowledge and misperceptions about the broader impact of higher education

Serve as stewards for the university

Value our role in moving the state forward, economically and socially

Deliver key messages and act on our behalf

Beneficiaries

Those who benefit from the university's work

They are better off due to the university's existence, whether they are engaged with the university or not

They are the biggest opportunity to amplify our relevance—the impact on their lives and others' lives

A clear understanding of how they benefit from the university's presence and strength

Reasons to gain pride in our academic and research success, alongside athletic success

Move from being recipients of our impact to vocal supporters of the university