

OUR BRAND POSITIONING

POSITIONING

The positioning statement is how our story begins to take shape. It distills what the College of Engineering stands for and captures the characteristics of what we produce. It articulates the positive, critical outcomes and strengths of an engineer from Oregon State — and why they are the engineers the world needs.

This statement is crafted as a simple narrative that explains the benefit we provide and how we do it uniquely well.

It serves as a frame of reference for telling our story — it's not meant to be used as external language.

Positioning Statement

It takes an engineer from Oregon State to solve the world's most pressing issues.

Because an OSU engineer is inspired by both the theoretical and the practical. By moving beyond design to the physical acts of building and testing and perfecting and implementing.

Because an OSU engineer belongs to a vast community where collaboration is the shared language. Where all ideas are welcome — even ideas more conventional minds might deem “out there”. And where opportunities don't merely present themselves, but they're created from the bench up.

And because an OSU engineer is always ready to elevate the whole team, and inspire everyone else to keep up. To gain experience, build on it and make a real impact.

This is how an OSU engineer makes a safer, smarter, more resilient world: by seeing its most pressing issues, and pressing back and onward to create a better future,

OUT THERE.

MESSAGING

To articulate our story and build on our positioning, we must define and prioritize the college's messages. Our key messages are organized in a hierarchy through attribute and benefit mapping.

ATTRIBUTES: What we offer

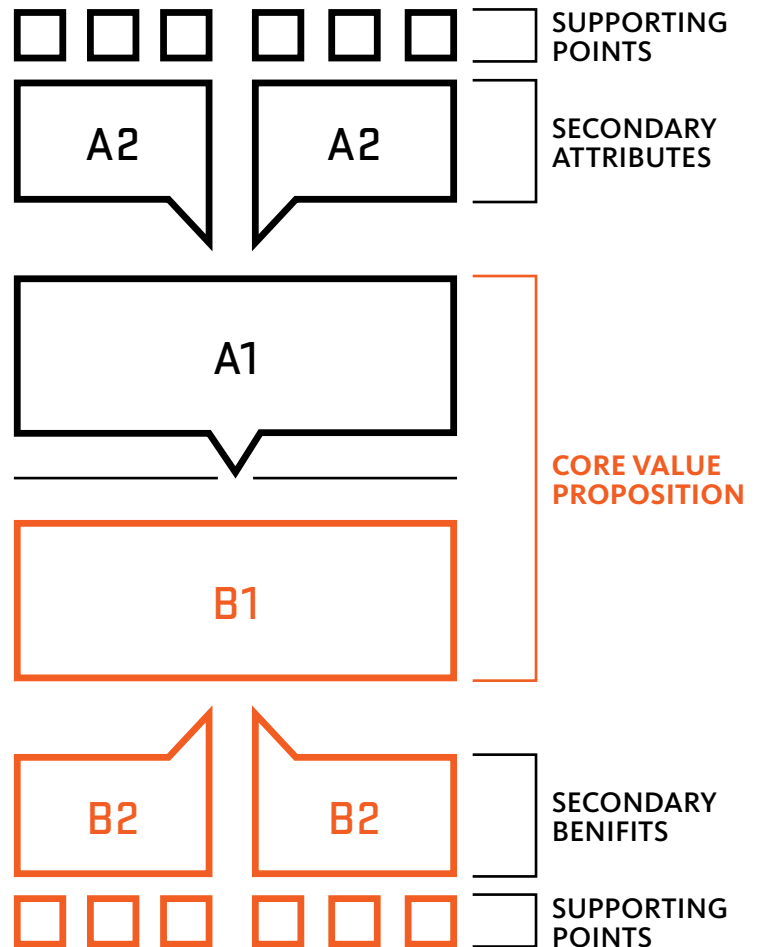
An attribute is what we offer to our audiences. Attributes include the products, services, knowledge and unique offers that we bring to the table.

BENEFITS: What they get

A benefit is what our audiences get. It's the value of the attributes that we offer, the answer to the question "so what?" or "why do we care?"

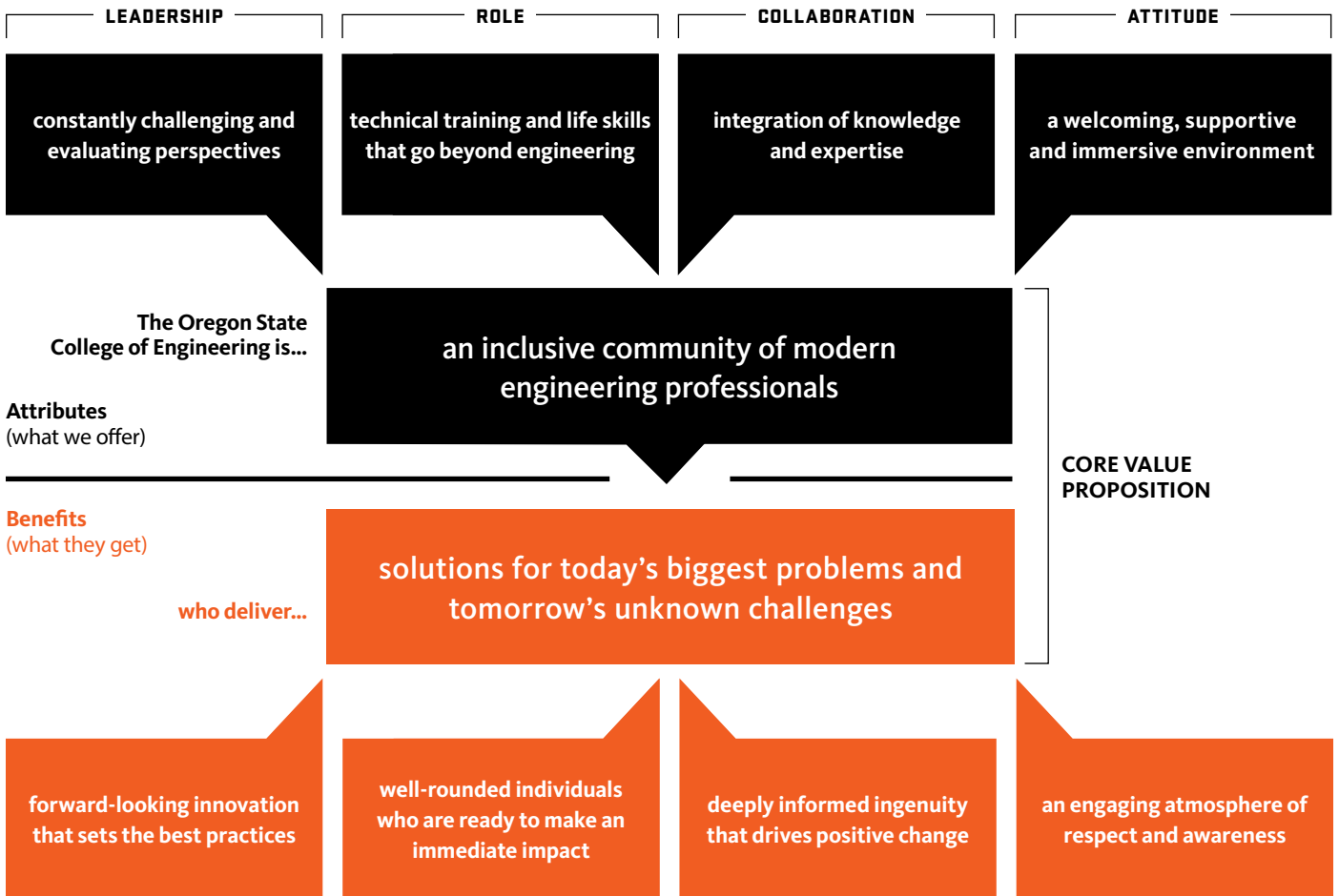
CORE MESSAGE

The most concise articulation of our role in the world.

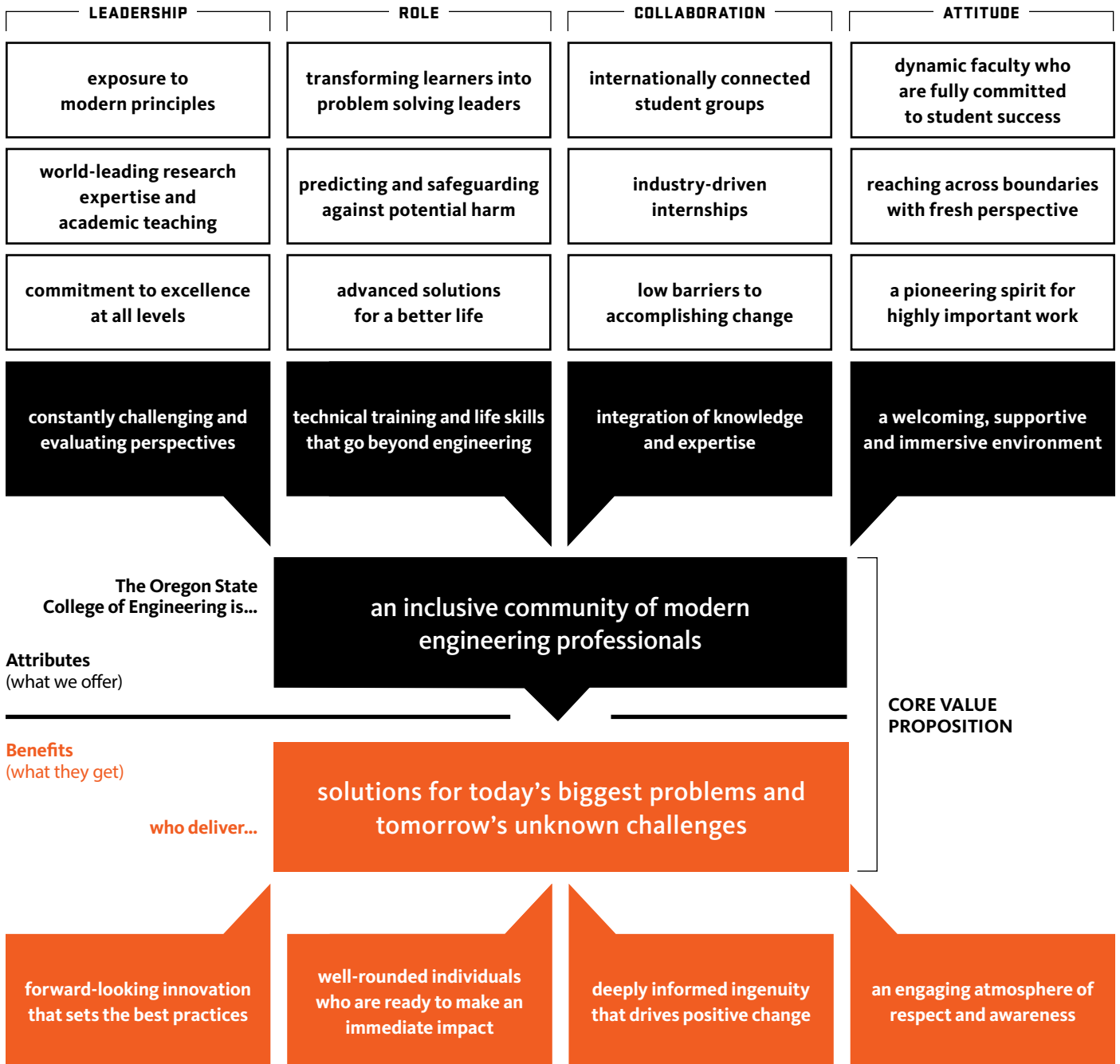


MESSAGING

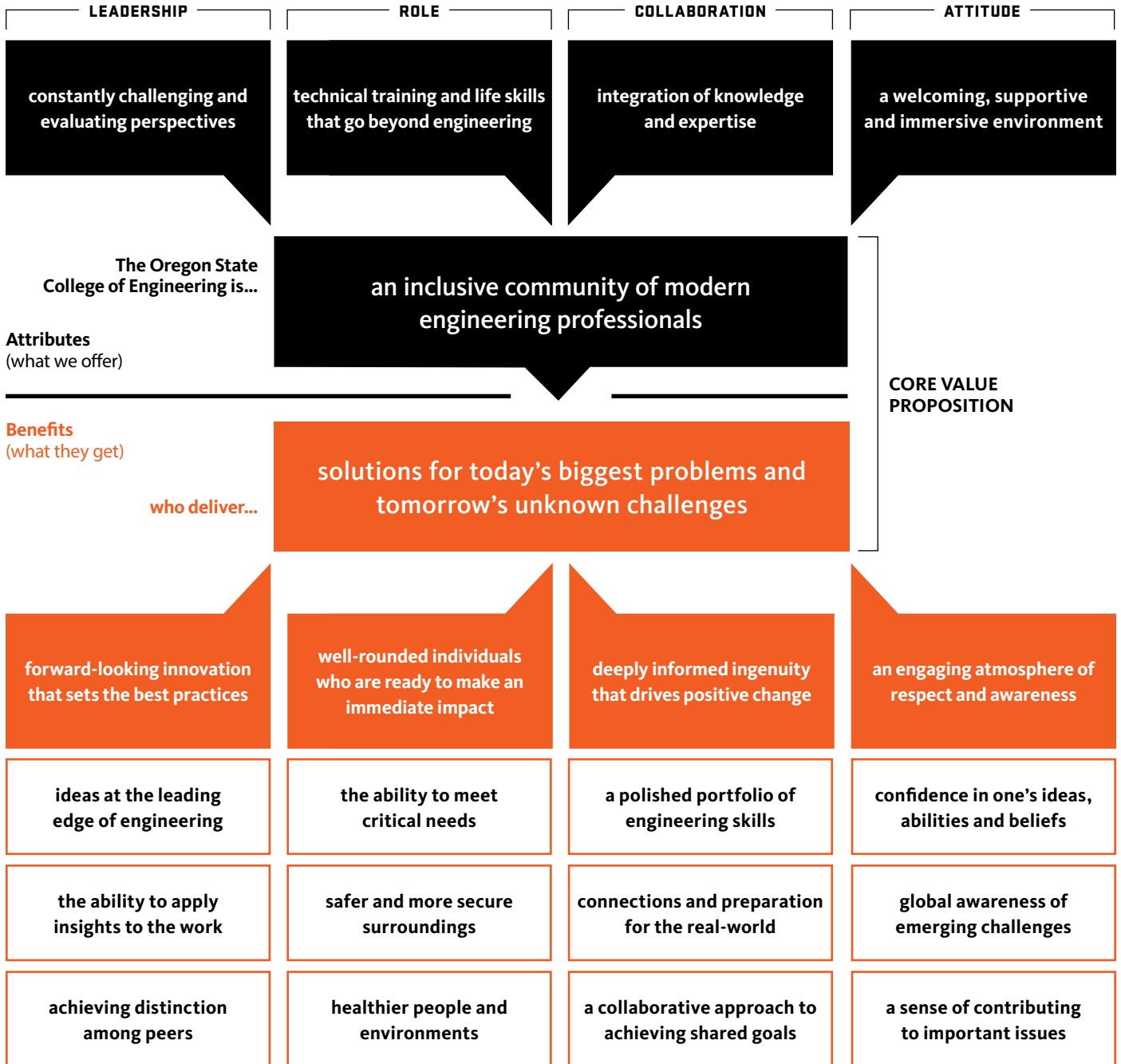
As an extension of the university’s messaging map and the four pillars of the brand story, our message map expands on the attributes and benefits that are specific to the College of Engineering. It organizes our strengths and aligns them with the pillars of the master brand — leadership, role, collaboration and attitude — illustrating the specific way that the college delivers on these pillars.



MESSAGING



MESSAGING

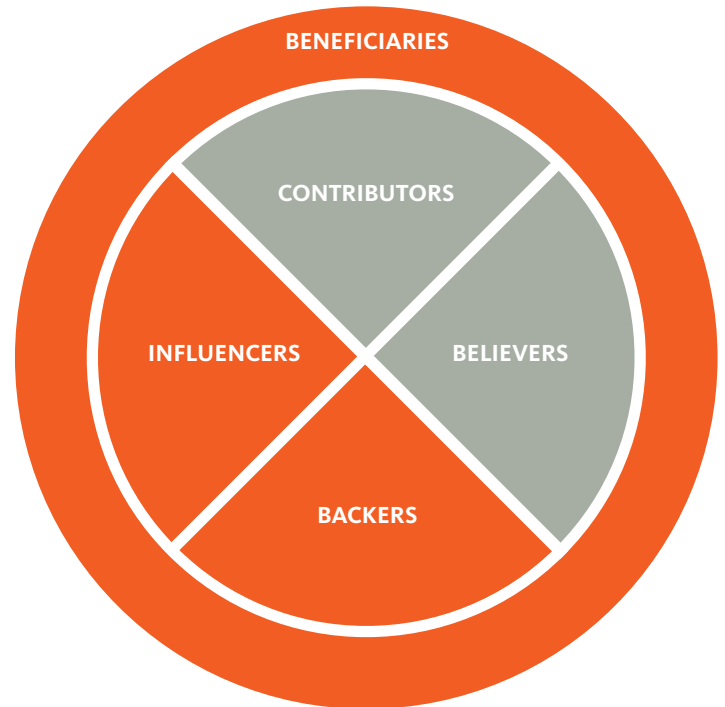


AUDIENCES

While the college's brand has one clear story, the audiences who interact with it are broad and varied, and must be met with different messages. To help us understand who they are and how to reach them, we have identified the audience segments we need to focus on and the information they need to know about the college.

Our audience prioritization was influenced by our core objectives:

To effectively raise the awareness, recognition, visibility and reputation of the College of Engineering with key external audiences.



Our focus is on three specific audience segments:

- **Backers:** those who invest in the work
- **Influencers:** those with the power to shape possibilities
- **Beneficiaries:** those whom the work reaches

However, we still need to appeal to:

- **Contributors:** those who do the work
- **Believers:** those who rally around the work

BACKERS

WHO THEY ARE

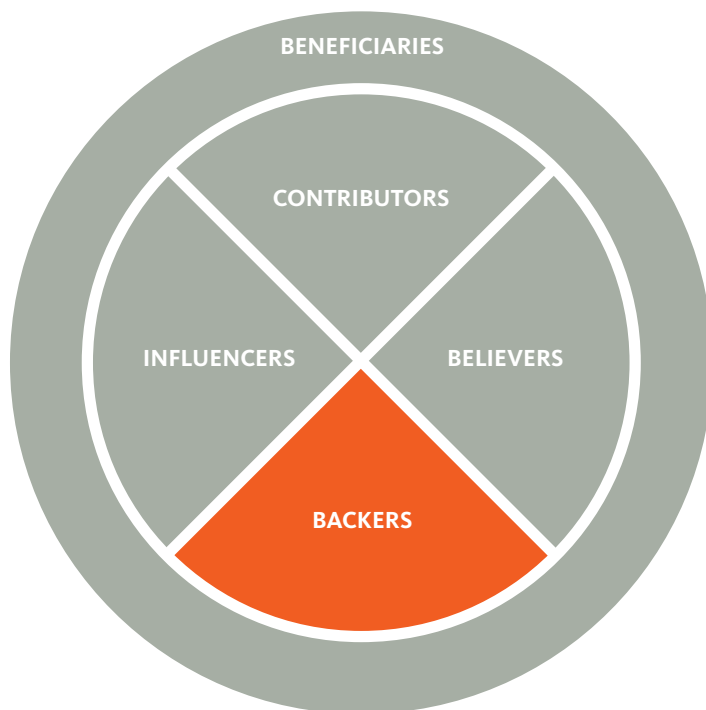
- Engaged alumni and donors
- Federal agencies
- Oregon legislators
- Non governmental organizations
- Research partners
- Business and industry collaborators
- Internship providers
- Potential employers

WHAT THEY NEED TO KNOW

- The value that Oregon State engineers bring, and how they are different
- The ease of partnering with the college, and the value created through partnership
- The breadth and depth of expertise that exists within the college
- That their support is critical, and they have an opportunity to get involved
- That the college is acting responsibly, maximizing every dollar and operating with consciousness of critical needs
- That engineering research is creating new solutions and opportunities

WHAT WE NEED TO DO

- Distinguish OSU engineers from the pack
- Celebrate and broadcast stories of partnership and collaboration
- Focus on building stronger avenues of communication with this audience



INFLUENCERS

WHO THEY ARE

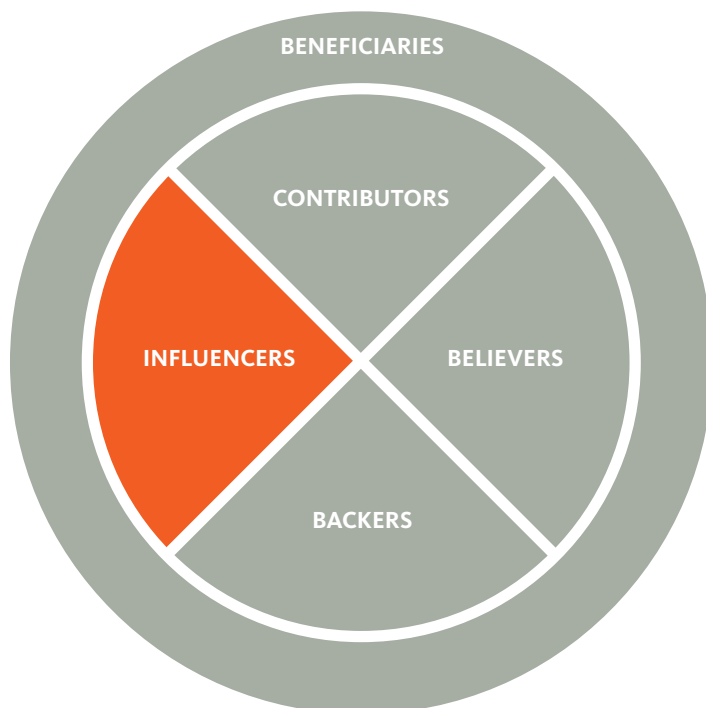
- Legislators
- Elected officials
- Decision makers
- County, state and federal government
- Media
- Engineering academic Leaders

WHAT THEY NEED TO KNOW

- That the college is at the forefront of innovation and ingenuity — a real driver in the work the university performs
- That the work contributes heavily to the Oregon economy, the safety of its people, and the health of the overall state
- That the college needs them to be vocal advocates, using their knowledge to shape laws and policy
- That they play an important role in the world-changing work that happens at the college
- That the college is exploring amazing science and making discoveries that will shape a better future for the world

WHAT WE NEED TO DO

- Demonstrate the college's contribution to the prosperity of Oregon and beyond
- Focus on the high-quality outcomes of research and innovation
- Work through the media to reach this group



BENEFICIARIES

WHO THEY ARE

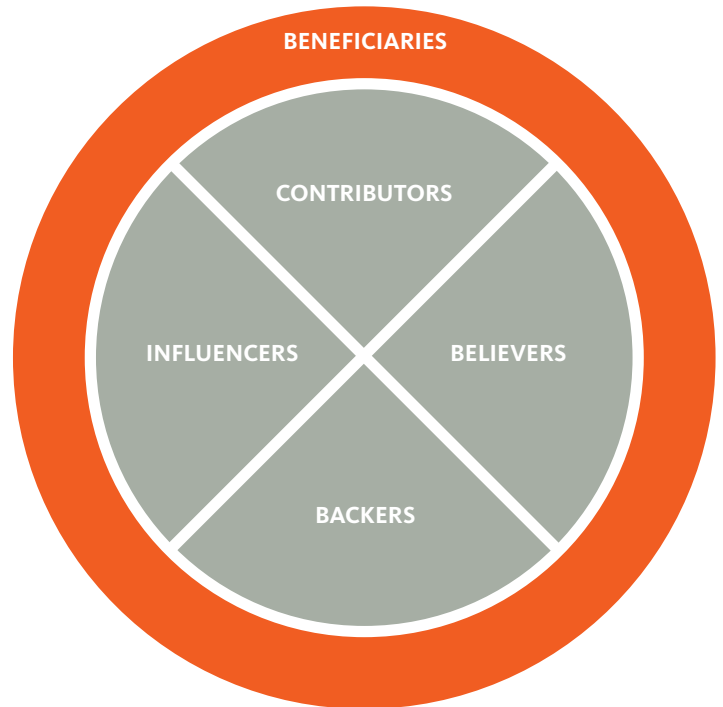
- Portland
- Corvallis
- Central Oregon
- All of Oregon
- Employers
- The general public
- United States
- International audiences

WHAT THEY NEED TO KNOW

- That Oregon State engineers are making their lives safer, healthier and more sustainable
- That the college is working to detect and solve emerging challenges of global proportions
- That the impact of the work is far-reaching, but focuses on meeting the needs of the people right here in Oregon
- That engineering research discoveries are creating new possibilities for a safer, better life

WHAT WE NEED TO DO

- Show real ways that the college is improving lives throughout Oregon and how that impacts the world
- Invite them to deepen their relationships with the college



PERSONALITY

Our personality sets the tone for how we communicate. These traits drive the voice and image for all of the college's communications. We share some of our personality traits with the Oregon State master brand, but have a reserved subset that apply specifically to the College of Engineering. Depending on the intention and audience of a given communication, we can lead with a collection of traits that best represents the tone and voice we want to convey.

MASTER BRAND

CONFIDENT

positive and unshakable, open to every possibility

COLLABORATIVE

we're better together

VISIONARY

creatively leading the way, taking on issues

CONSCIENTIOUS

aware, with integrity and conviction

WELCOMING

friendly, open to all and enriched by difference

COLLEGE OF
ENGINEERING

INNOVATIVE

solutions-oriented creativity that solves a problem

INDUSTRIOUS

self-motivated, can-do and will-do