



Naming Creative Brief and Guidelines

Mission and vision

Our new brand needs to embody who we are and evoke what we promise to deliver:

- Our mission is to help people **attain rewarding careers** through focused, affordable **education and training**.
- Our vision is to change lives and improve communities by **connecting motivated people, employers and schools**. We will develop a deep understanding of the factors that impact education and employment-related decision making, especially relating to outcome-oriented education and training paths. We will create smart, scalable solutions to help schools and communities **solve employment problems, employers to hire more qualified people, and people to get trained for high-demand careers**.

Naming Criteria

We want our name to be:

- Simple and clear (two to three syllables)
- Bold, strong
- Creative
- Unique and memorable
- Relevant
- Compelling
- Visionary

We do NOT want our name to be:

- Institutional (don't include education)
- Stuffy or pretentious
- Inflexible
- Frivolous
- Silly or child-like
- Cliché
- Too specific or limiting; too tangible
- Confusing, hard to explain

We want our tone to be:

- Energetic and spirited
- "Sophisticated fun" – professional, yet bring back quirky elements of our roots



We want our focus to be on:

- Student outcome and what our value is to the student
- The student as doers, professionals, transforming (metamorphosis), bold, brave
- Helping guide people on the path to success
- Bringing people (students, schools, employers) together for stronger communities
- Establishing our brand in Kansas City in relation to other agencies, and implications on future employees

Considerations

- Main audience consideration is employees, then schools (students will likely never see our name)
- Bears a natural connection to the company's why: our reason for being
- Fits within the context of the current and future industry landscape
- Supports current vision but allows for growth, ability to add on products and services that are complimentary to education
- Resonates with employers and employees
- Reflects the company's culture and values
- Sets the groundwork for brand architecture – how do BSMG and TMG fit

Type of name preferred:

Suggestive: Evokes the experience or mood for the brand, connects meaning to the brand and sets an expectation of what it's like to choose us (like Full Sail, DreamWorks, Starbuck's)

Abstract: made-up words that have a strong memorable sound and have the potential to gain new meaning (like Skype, Trivago, Pixar)

Not descriptive (e.g. like Playstation that describes what we do) or **legacy** (e.g. Plattform 2)

Key concepts to focus on (from group brainstorm and strategy work):

- **Achievement/attainment:** changing people's lives through career/job success
- **Dream:** we are helping people realize their career dreams and the pursuit of a better life through education; helping them reveal their vision for the future
- **Etch:** creating and leaving an impression, a process of becoming a complete picture
- **Igniting/fueling:** helping people get started in careers where they can thrive
- **Journey:** we are helping facilitate the journey of students on their career path.
- **Navigators/scouts:** we are helping direct people on their career/job path
- **Work:** as an endeavor with purpose



Background company information

Industry served

- Higher education

Audience/customers (listed in priority for naming)

- Employees
- Schools and universities
- Employers
- People/students (non-traditional)(will most likely not see our name)

Our top competitors

1. Helix education (formerly Datamark)
2. Sparkroom
3. Becker media
4. Quinnstreet
5. Education Dynamics
6. Campus Explorer

Characteristics of our company:

Our values are that we will be: committed, inventive, candid, lifelong learners

We are:

- Student-centric
- Innovative
- Forward-looking
- Progressive
- Trustworthy and dependable

Focus group and staff feedback says we:

- Have a vested interest in client success; the desire to win on behalf of clients
- Have a service first mentality
- Change lives and believe in what we do (mission-focused)
- Value integrity – getting results the right way
- Value data-driven decision-making and accountability
- Are focused on performance and are tenacious problem solvers
- Are technology-enabled
- Are innovative and forward-thinking
- Are creative, bold, empowered, and passionate
- **Are a destination workplace** with a focus on employee growth and learning
- **...and our partners trust us and look to us as experts**