08.18.2022

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OU Price College of Business



Agenda

- 1. The Opportunity
- 2. About Heavy
- 3. Relevant Case Studies
- 4. Process & Timeline
- 5. Q&A

Introductions

Lindsay White

Executive Director of Strategy

Jared Miller

Creative Director

Fred Demarest

Executive Director of Business Insights

Greg Ash

President

Confidential & Proprietary

NEW STRATEGIC PLAN AND MASTER OU BRAND U.S. NEWS RANKING METHODOLOGY IS CHANGING IN 2023 GEN Z IS FORGING THEIR OWN PATH FOR BUSINESS

The Timing Couldn't Be Better

FASTER CHANGES IN MARKET, MEANS EXECUTIVES NEED SOLUTIONS TO ADAPT QUICKLY

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About Heavy

heavy

Confidential & Proprietary



We're heavy.

We make carries weight.



We Are Truly a Content Focused Partner.

STRATEGIC CONTENT WITH QUICK, MEANINGFUL IMPACT

Consulting

Research

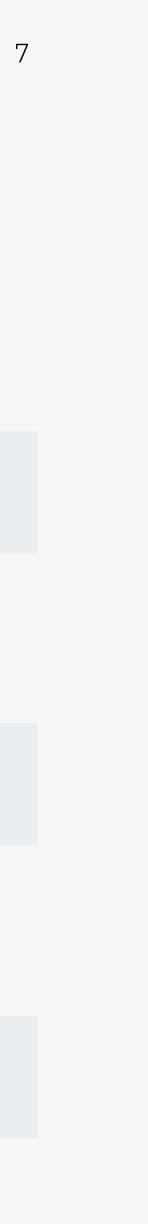
Design	Copywriting	Concept Development	Advertising	Social Content		
SOLUTIONS DEVELOPED EFFICIENTLY WITHOUT OUTSOURCING						
Film Production	Augmented Reality	Virtual Reality	Animation	Website Development		

Marketing

Strategy

Messaging

CONTENT OPTIONS CREATED IN COMPLETE COLLABORATION WITH YOUR TEAM



Art Institute School of Chicago

A-10 Conference

Biola University

Canisius College

California State University

Chestnut Hill College

Creighton University

Colby College

Colgate University

Drexel University

Emory University

Fairfield University

Fordham University

Furman University

George Washington University

Kent State University

Loyola Maryland

Louisiana State University

Marquette University

Miami University of Ohio

Content Made With 150 Years of Higher Education Experience.

Michigan State University

MAC Conference

New York University

Ohio Northern University

Old Dominion University

Oregon State University

Pace University

Pennsylvania College of Technology

Rochester Institute of Technology

Rutgers University

Saint Joseph's University

Saint Louis University

Seattle University

Seton Hall University

Southeastern Community College

Suffolk University

Syracuse University

Temple University

Texas A&M University

Tulane University

UCLA

University of the Arts

University at Buffalo

University of Cincinnati

University of Dayton

University of Denver

University of Florida

University of Hartford

University of New Mexico

University of New Hampshire

University of Notre Dame

University of North Carolina





Rank #17



Rank #25

Rank #15

Content That Drives Rankings.



Rank #47



Rank #55



Rank #89





GOIZUETA BUSINESS SCHOOL

Rank #21



Rank #29





Rank #77

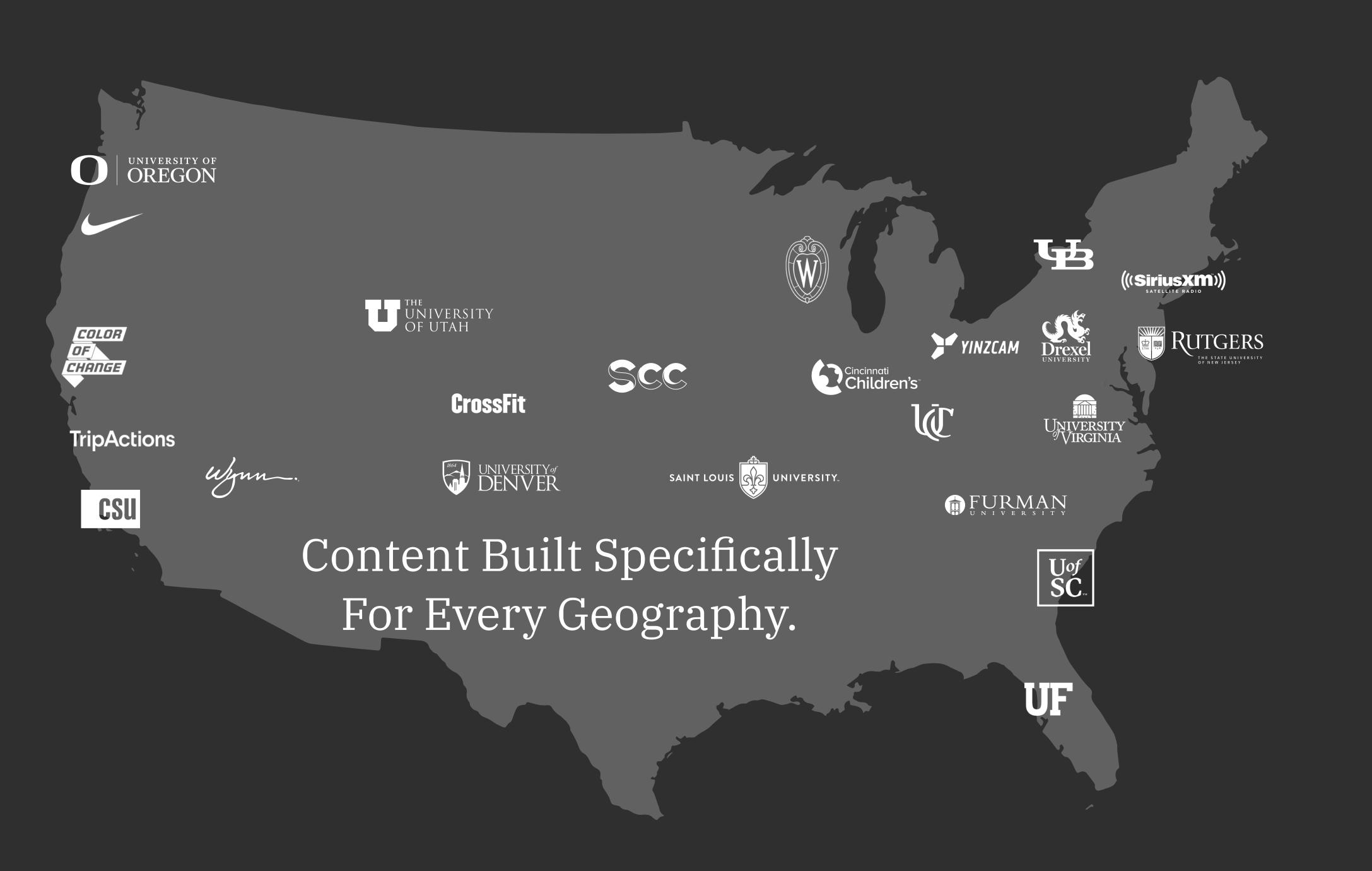


Rank #100



University of Dayton **School of Business** Administration

Rank #192





Content Made To Do Good.Together.

02.

Relevant Case Studies

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INCREASE THE RANKING AND REPUTATION OF THE UNIVERSITY OF FLORIDA

INCREASE NATIONAL AWARENESS

SHOWCASE ECONOMIC IMPACT IN FLORIDA

INCREASE REPUTATION IN LARGE METROS

CAPITALIZE ON ATHLETIC BRAND



OVERALL MARKETING CHARGE







THERE ARE MORE THAN SEVEN BILLION PEOPLE ON THIS EARTH

But it takes a special something to be a Gator. That's because not everyone sees the world as we always do.

It's not about how many Olympic medals we've won, or how many graduates we've had elected



to Congress, or how many Pulitzer Prizes we've earned. More than those things, it's about what we can achieve next. How we can raise the bar for each other, and continue to make the greatest impact, together.

Because to us, true success is about the effect we have on, and what we're able to do for,

THOSE SEVEN BILLION PEOPLE.





University of Florida Warrington MBA

ECONOMIST AMONG THE TOP

20

2014

U.S. NEWS WORLD REPORT











UF WARRINGTON COLLEGE of BUSINESS

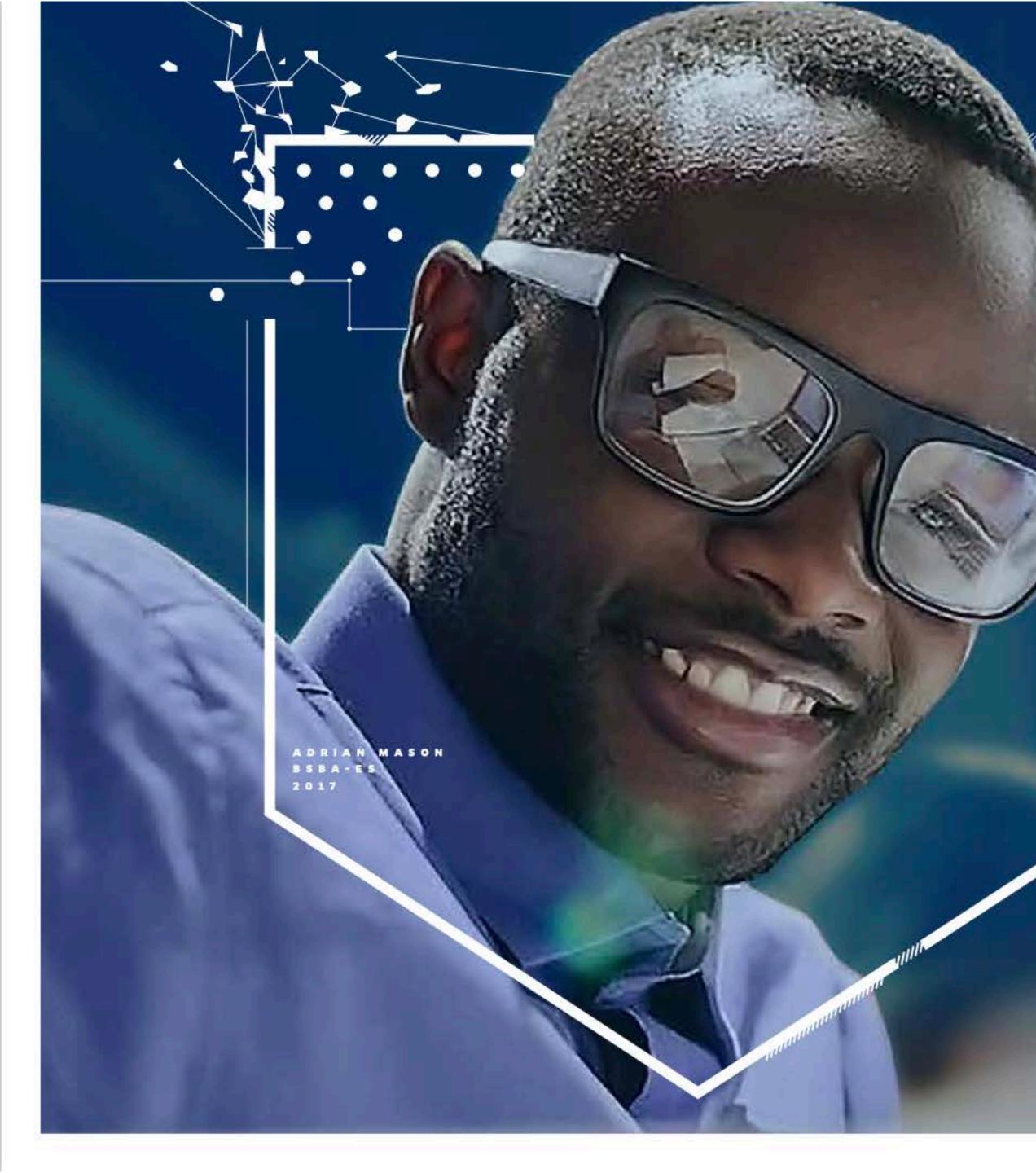




Ranking RISE Strategy

Starting Salary





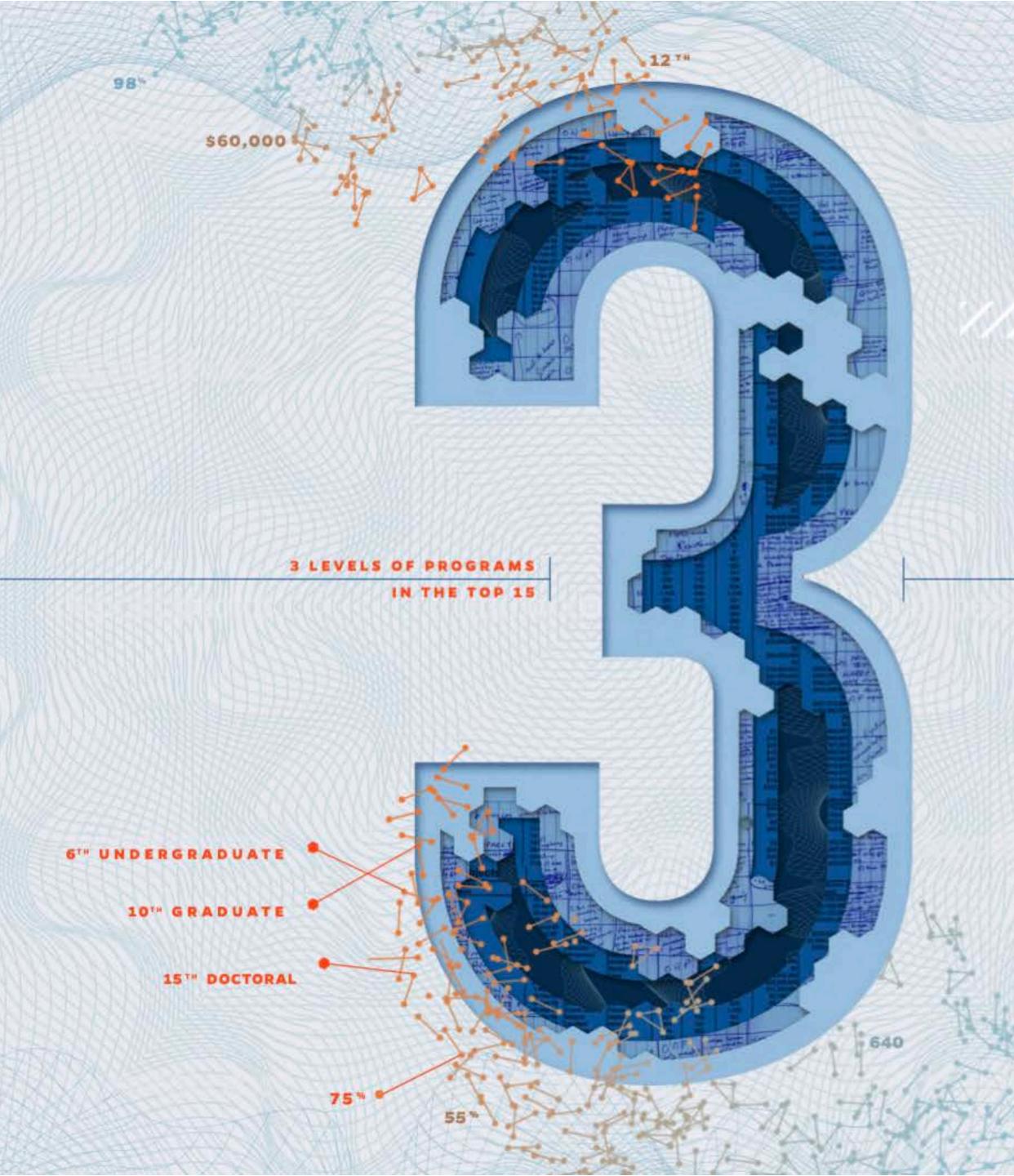
CLIMBA CLIMBA CORPORATE LADDER A JET PACK

As a Warrington graduate, you'll learn that limitations are only fuel for motivation. That the only path in front of you will be the one you forge—one where expectations become starting points and laurels are home grown. You'll see that when you pair our experience with your drive, we can build something greater than the sum of our parts.

WE'RE A COMMUNITY OF LEADERS DRIVING A NATION, TO IMPACT THE WORLD FOR THE GATOR GOOD.







THERES STRENGTH $\left| \left| \left(0 \right) \left(0 \right) \right| \right| \right| \right|$

From our drive to compete to our willingness to contribute. Fisher grads share a commitment that's not just learned-it's lived. Because where others are satisfied, we dig deeper. While they go off to find their measure, we've already found ours. We've earned our place and emerge ready to put up numbers. It's why a 98% placement and 75% CPA exam passing rate aren't good, they're a good start. Why we have an undergrad program ranked 6th and CEOs committed to giving back. It's what happens when you deal with elite talent without the ego, because when you spend your time in elite company, it's not long before you're running one.

BTH

NICK READER BSAC CEO MVP HOLDINGS

Former Tampa Bucs CFO, taking on new challenges as he head of PDQ Restaurants





SET A DANGEROUS PRECEDENT FOR YOUR SUCCESSOR SELF

JEREMY DELAPLANE MAIB VP VIACOM NETWORKS Rose from sales assistant to VP at Viacom







THE WORLD'S FASTEST-GROWING GATOR BUSINESSES



ABOUT PAST HONOREES - APPLY - SPONSOR THE GATOR100 CONTACT







University of Florida Warrington MBA

U.S. NEWS WORLD REPORT ONLINE MBA



2022

U.S. NEWS WORLD REPORT MBA







EMORY

GOIZUETA BUSINESS SCHOOL





GOIZUETA BUSINESS SCHOOL



DIFFERENCE MAKERS GO BEYOND

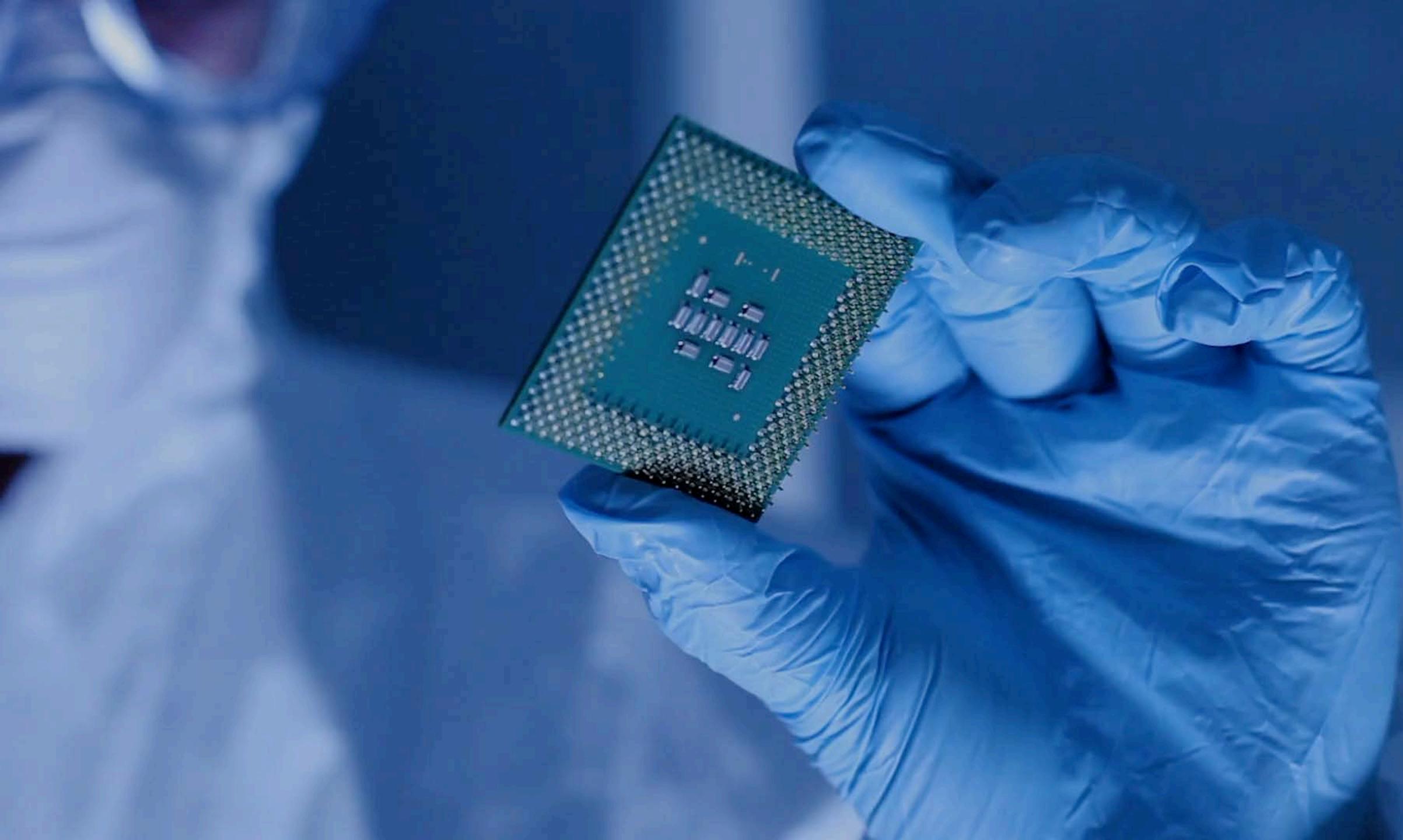
Business education has been an integral part of Emory University's identity since 1919. That kind of longevity and significance does not come without a culture built

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Faculty and Centers \checkmark

Alumni ~

Recruiters & Companies ~







LOOKING AT <u>HEALTHCARE</u>







SUBJECT AREAS: ENTREPRENEURSHIP REAL ESTATE LEADERSHIP HEALTHCARE BEHAVIOR & DECISIONS SOCIAL ENTERPRISE ANALYTICS





heavy | Confidential And Proprietary

University of CINCINNATI



CHALLENGE: Unicating to C-Suite Isiness Partners

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CINCINNATI INNOVATION DISTRICT[™]



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altafiber



Print Contracts that Manhood

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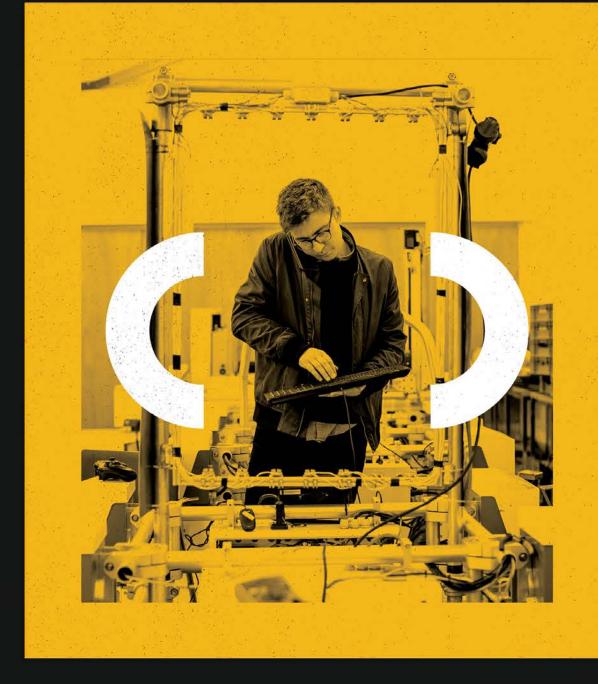
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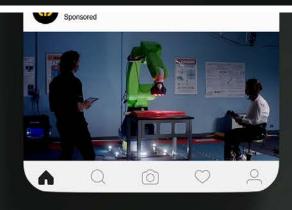
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D WE SEE **THINGS FOR MORE THAN** WHAT THEY **APPEAR.**

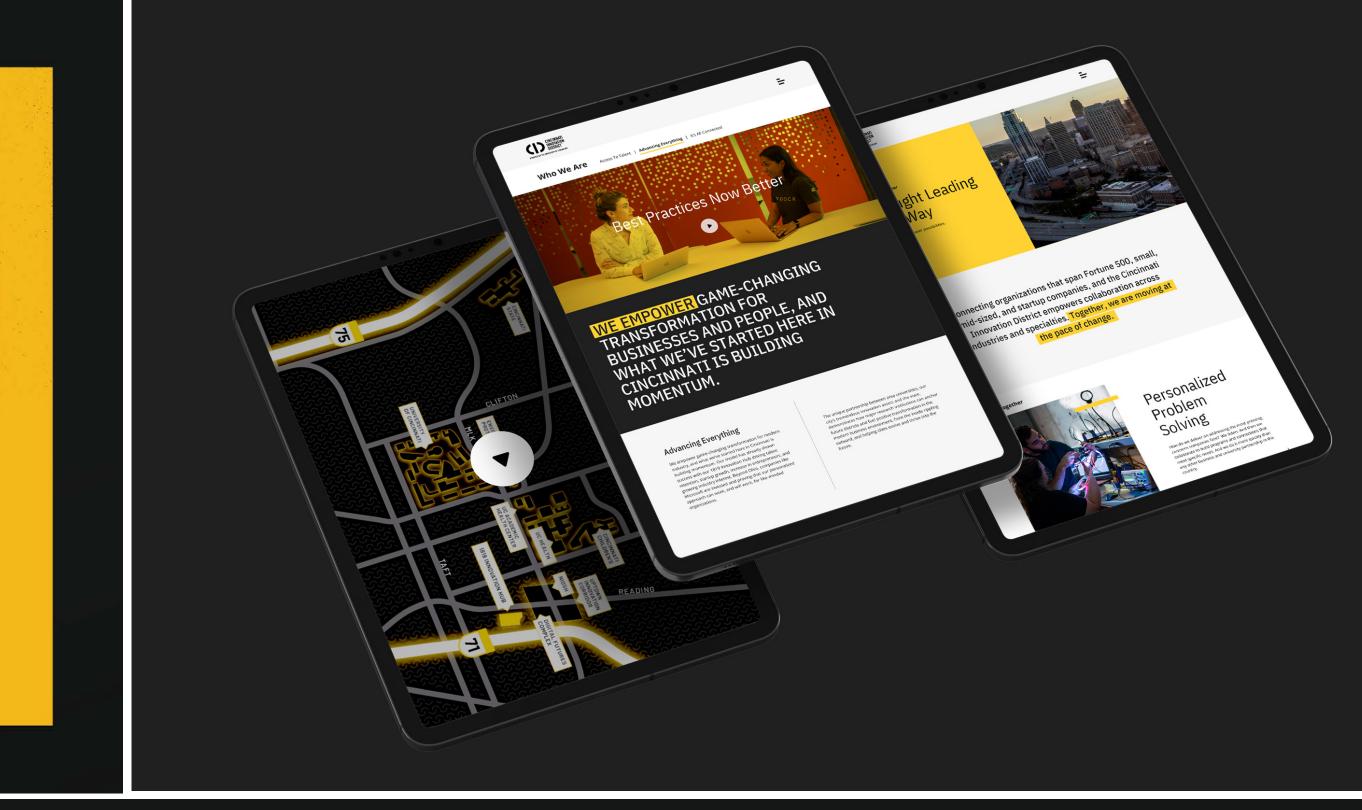






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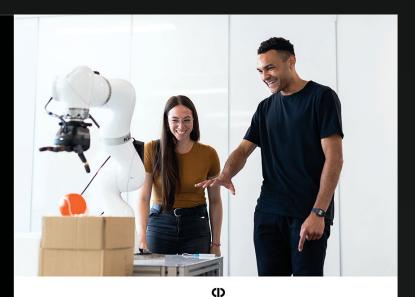




 (\mathbf{D}) THIS IS WHERE IT

A PULSE. A CHARGE. ENERGY. FROM PEOPLE. DRIVEN PEOPLE.



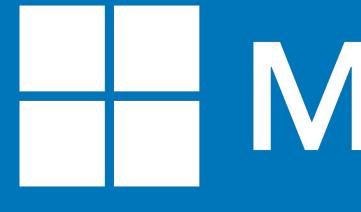


We See What Things Can Become.

We're transforming the way business and universities work together. We're transforming how corporations attract and retain talent, and driving shared success. We're transforming what can be, working everyday to bring even the most ambitious ideas to life.

why we've dedicated ourselves to making those opportunities real. We're transforming the way cities function and thrive.





CHALLENGE: CHALLENGE: Complex Business Stories Simply to Business Leade

REYLANCE



Back in time, it took Carlsberg several years

Al helps farmers grow more food

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could help the Deaf see sound.

with artificial intelligence









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Process & Timeline

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Process & Timeline Overview: 16-20 weeks

Kickoff & Discovery	Creative Expression	In
Relationship kickoff	Creative Concept (2 directions)	M
Discovery survey	- Rationale & mood board	(2 ro
Stakeholder interviews (8-10)	- Brand art (2-3 executions)	Bui
New OU Brand audit	- Proof of concept (6-8 mediums)	- Soci
Quantitative research Audit	- Concept / Script / Story Arc	(15-2
(2 rounds of revisions)	(2 rounds of revision)	- E (4
Strategy & Positioning	Brand Rollout	(2 ro
Creative Brief Milestones & benchmarking Audience prioritization Unique selling proposition Brand personality & tone Message pillars	2-3 On Campus Townhall Meetings 3-4 On Campus & Virtual Brand (2 rounds of revisions)	
(2 rounds of revisions)		

mplementation

Marketing Plan

rounds of revisions)

uild and structure ocial Media Campaign -20 static templates)

- Email Campaign (4-6 templates)

rounds of revisions)

Executive Education Sub Brand

Creative Concept (2 directions)

- Rationale & mood board - Brand art (2-3 executions) - Proof of concept (6-8 mediums) - Concept / Script / Story Arc

(2 rounds of revision)

Implementation

Build and structure - Social Media Campaign (15-20 static templates)

- Email Campaign (4-6 templates)

(2 rounds of revisions)

Website

High Level Content Outline (2) Manuscript (3-4pg) (2) Wireframes & UX/UI Layouts Design (2-3 pg.)

(2 rounds of revisions)

Film Production

Pre Production

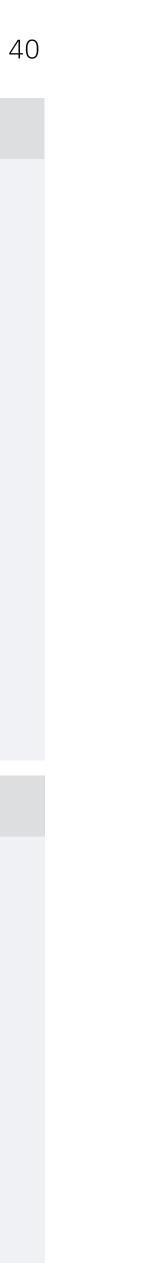
Production

2-3 days filming

Post Production

- Anchor film (2-2:30 min)
- Social first films (:15-20)
- Portrait / Studio Level photography

(2 rounds of revisions)



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Thank You w

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