

# The new brand challenge

How market change drives brand development

Rosemary Stamp *MA MSc MIOD MCIPR FCIM*

Director: Stamp Consulting

[rosemary.stamp@stampconsulting.co.uk](mailto:rosemary.stamp@stampconsulting.co.uk)

<http://uk.linkedin.com/in/rosemarystamp>

+44 (0) 7970 209 470

October 2011

© Stamp Consulting Ltd 2011

**stampconsulting**

REALISM | INSIGHT | OBJECTIVITY



# A UNIVERSITY FOR SHEFFIELD



THE PROPOSED UNIVERSITY BUILDING.

## You should support the University because:

1. The UNIVERSITY will be for the people.
2. The UNIVERSITY will bring the highest education within the reach of the child of the working man.
3. The UNIVERSITY will help the local industries.
4. The UNIVERSITY will be the centre where the treatment of accidents and diseases will be studied.
5. SHEFFIELD is the only large City in England without a University. Sheffield cannot afford to remain in this position.
6. The UNIVERSITY will not only benefit this district, it will assist the nation in its trade competition with other nations.

*Ask at your works or shop for a copy of the Pamphlet on the University Movement.*

FIG. 12. Poster issued during the campaign for a University Charter

# The link between brand, experience and reputation

The promise and delivery equation...

“It says it’s top league,  
but it doesn’t feel like it where I am...”

Postgraduate student: UK university.  
Stakeholder perceptions analysis: Brand proposition development

# The new competitive context

Used to be:

- Your most dangerous competitors are like you

Now:

- Your most dangerous competitors are not like you
- They break the rules and compete differently

Adapted from G Hamel:  
*Leading the revolution*

# The challenges that will drive brand development

1. Implications of out-sourcing
2. Private providers and for-profit models
3. Competitiveness in staff recruitment and retention
4. Competitive pricing strategies in key markets
5. Brand dissonance
6. Shifts in brand hygiene factors
7. Market-led product and service innovation
8. User-generated communications content
9. Relevance and credibility: fit with country economy and skills agenda
10. Increased recruitment “without borders”
11. PQA plans
12. The AAB policy
13. The need to develop KIS data
14. Demographic trends in key student recruitment markets
15. The longer term impact of tuition fee changes

# Future focus?

Organisations can work to win the reputation they wish for;  
whatever they do, they will get the reputation they deserve

Roger Haywood, IoD

[rosemary.stamp@stampconsulting.co.uk](mailto:rosemary.stamp@stampconsulting.co.uk)

[www.stampconsulting.co.uk](http://www.stampconsulting.co.uk)

<http://uk.linkedin.com/in/rosemarystamp>