

## MGMT105, 4.4

- Guest Speaker - Jason Cook used to be Vice President of marketing at TAMU
- - He's a senior associate athletic director
  - Leveraging Change to Elevate a Brand
- - A&M's Brand is very important to Aggies
  - A&M (College Station) Is in the middle of the Texas Triangle (Houston, Dallas, Austin/San Antonio)
  - Today we have 58,000 students
  - A&M has done \$700 million in research that's top 20 in the nation
  - "Vision 2020" - university strategic long-term goals
    - goal is to be recognized as one of the top ten public institutions in the nation by the year 2020
    - BUT there was a problem other people tried to define the aggie brand
- - Our number one marketing vehicle
    - SEC - the power of athletics is amazing
      - Football provides opportunity to introduce people to Aggieland, our traditions through commercials during Saturday football games
    - A&M has a consistent brand identity
      - Only one logo.
      - The move to the SEC was called, "the 100 year decision" - dr.Lofton basically means that moving to the SEC was a long-term decision.
    - SEC DECISION FACTORS - We were being regionalized in the Big12
      - 1) We wanted to increase our **institutional visibility**
        - wanted to raise A&M's national profile.
      - 2) **Financial Opportunity** - Additional ways to generate revenue through ticket sales, sponsorships, licensing ( A&M logo on Apparel)

- 3) Conference Stability - SEC is the most dominant conference

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- The SEC is the number one brand in college sports
- Brand Triangle between A&M - SEC - ESPN
  - A&M was paired with SEC & ESPN this is leveraging their brand strengths to elevate ours (A&M)

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- "TEXAS A&M THIS IS SEC COUNTRY" - Brand differentiating factor

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- Lessons Learned
  - Power of '12' -
    - Think Future, Not Tomorrow
      - A&M almost moved to SEC in 1990, when the SEC was starting to expand, but GOV Anne Richards prevented us from going
      - Almost went again in 2010, but then actually entered SEC in 2011
    - Have a plan
      - All great brands have a focused plan to enhance value
        - Back in 2010, TEXAS UNIVERSITY had a plan, to launch longhorn network and to go to the PAC10
        - A&M established a focus plan, "ANNOUNCEMENT STRATEGY" - to move to SEC
    - Integration is Key
      - Division of Marketing and Communications
        - Marketing, Communications, Business Development

- A&M works in an integrated manner, by combining all of these functions and working together to expand A&M's brand.
- Get everyone on the bus (12<sup>th</sup> man)
  - A&M has the SEC bus
  - Also from a leadership perspective
    - Dr.Lofton,
    - Needed a new athletics director
    - Needed a new football coach (Kevin Sumlin)
    - Needed to get the board of regions on the board.
- This is your show
  - Be first and form the message
    - Had to be aggressive in message to move to SEC
    - A&M always receives when they win the kickoff
    - Decisions was made about A&M's Future not about TEXAS
    - We wanted to win the media markets that are winnable
      - Houston, San Antonio, Dallas, East Coast were targeted to receive Aggie Message
- Be respectful, Kiss the rings
  - Moving was a brand strategy
  - Before A&M entered the SEC they bought two ads to show commercials about A&M during SEC football games
- The media is in crisis
  - A lot of superficial analysis
    - Reporters going off assumption