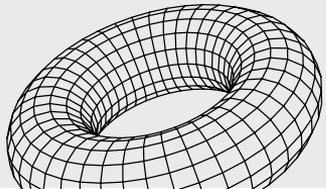


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Branding Konzept

Workshop, Fokus Interviews
& Branding Routen





Agenda

1.

Workshop
Summary

2.

Staff
Survey

3.

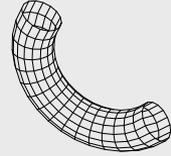
Persona
Profiles

4.

Branding
Routen

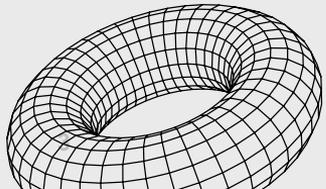
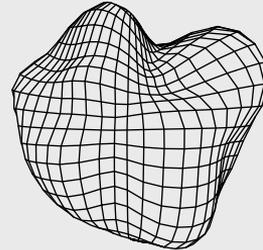


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1. Workshop

Summary



Brand Core

WHAT is the specific result or benefit?

List all the products you sell, services you provide or work you perform.

HOW does MBS achieve its goals?

List all the values, actions and guiding principles that set you apart.

WHY is the brand in the marketplace?

Gather first impulses what your brand stands for. What is the purpose, cause or belief?



X





x



Purpose statement

Combine contribution and impact from the first board.

We provide **high quality business study programs**, so that **students reach their full potential**.



x



Brand Vision in stages

Now

Write a brief description of your company's current situation. Where do you stand now?

- **Pressure** from Market/Competitors
- **Survival Mode** (Quality vs. Quantity)
- Great programs, but struggling to **communicate benefits**

5 Years

What do you want to achieve with MBS? Where do you see MBS in 5 years?

- **Increase market share & international visibility** with focus BA, MA, MBA
- **500 students** (intake)
- More **accreditations**
- **Clear** Brand Positioning
- **Impact** driven

10 Years

What will MBS look like in 10 years? How big will it be? What market share will it have?

- **1500** enrolled students
- **Good Balance** between national / international students
- **Well known** for it's focus on **research & sustainability**

15 Years

Define the ideal future, the end goal, or the desired end state. How can MBS change the industry?

- **Growth** (bigger campus, more students, staff, facilities)
- **High rankings & reputation**
- **Credibility** (Quality and skills instead of product for rich kids)



Vision statement

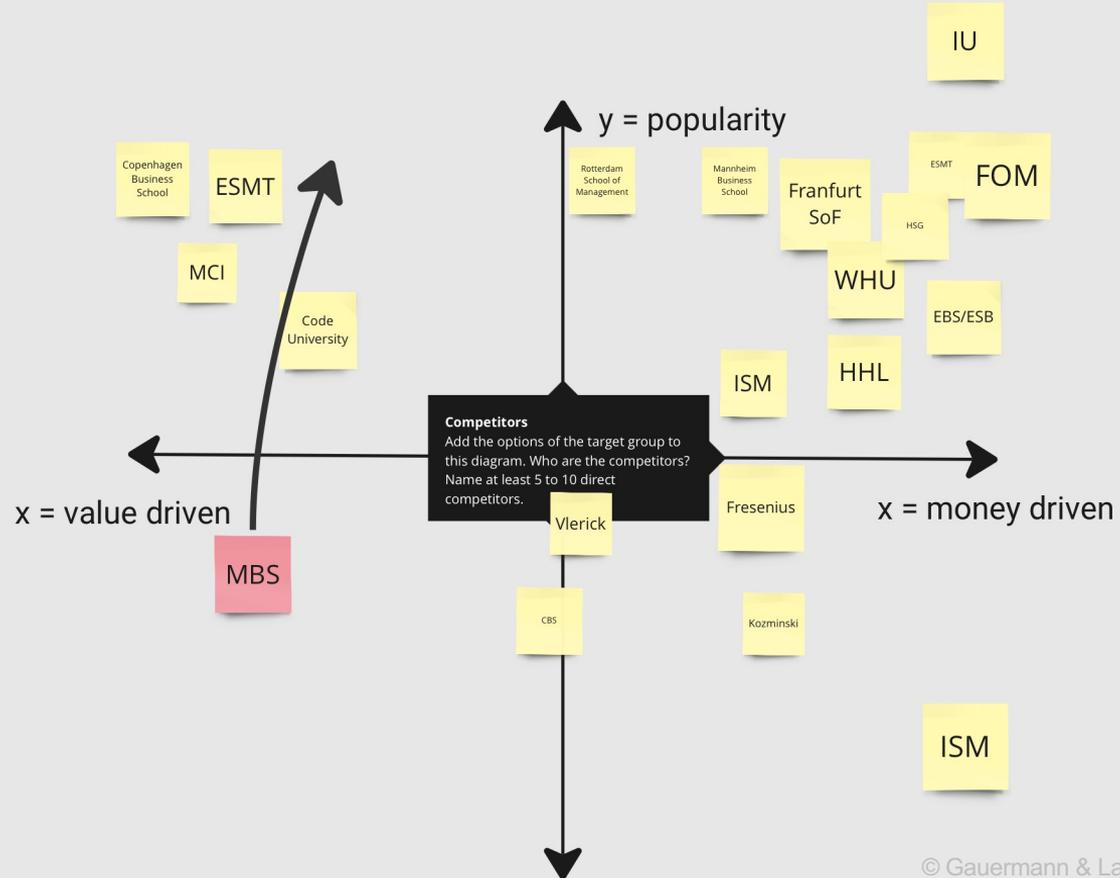
Combine your main objective or use an ideal scenario to formulate your brand vision.

To be Top 100 of **Business Schools**
in **Europe (FT Ranking)**.



Market Analysis

Knowing the current market and defining the future market.





x



Positioning statement

Combine contribution and impact from the first board.

We help **learners of all walks of life** who **want to develop their full potential in life** to benefit from a **versatile skillset** for the 21st century that is **uniquely associated with MBS and one that increases their employability.**



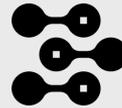
Brand Value Wheel

Select an archetypal mix to make your brand resonate with your customers.



1. Magician

- Constantly developing
- Transformation
- Explore full potential



2. Creator

- Create new solutions
- Create Value
- Co-Create
- Innovation: Changing the game



3.1 Explorer

- Valuing freedom
- Independent Wanderer
- Individual path
- Curiosity
- Critical Thinking



3.2 Hero

- Success
- Power
- Dynamic
- Becoming competitive
- Cliche BWL/ISM



Having an attitude

Answer these questions from a brand perspective with reference to the chosen archetypes.

✔ What do we like? (Love Words)

Internationality	Entrepreneurship	Curiosity
Creativity	Innovation & Change	Strength
Diversity & Inclusion	Making a difference	Leadership
Open-mindedness	Collaboration	Network
Financial Freedom	Transformation	New paths
Personal growth & Responsibility	Connection & Interaction	Being critical

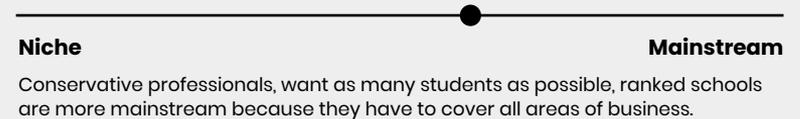
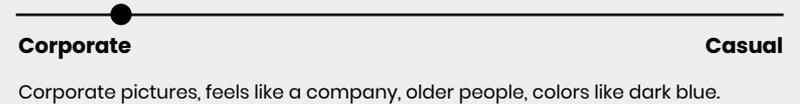
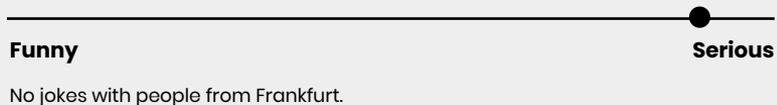
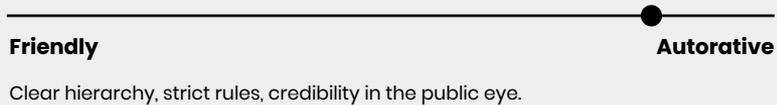
✘ What do we dislike?

Being Conservative	Discrimination	Elitist
Only looking at money	Narrow-mindedness	Closed circle
Conformity	Wishful thinking	Rich kids culture
Routine	Arrogance	Selfishness



Brand Personality

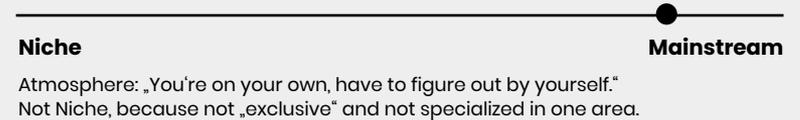
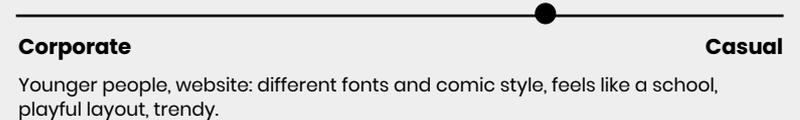
Focused: Frankfurt School





Brand Personality

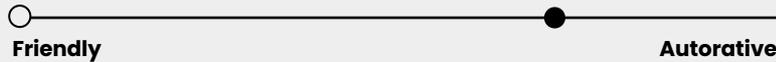
Mainstream: Fresenius





Brand Personality

Current perception & Future Scenario MBS



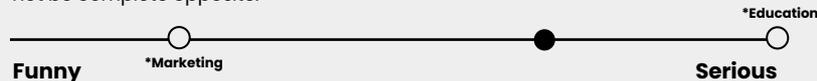
Professional means not you can't be friendly, but more balance needed: not focus on friendly people only and attention to high quality knowledge as well.



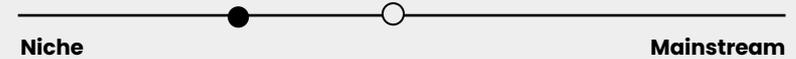
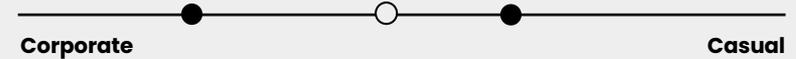
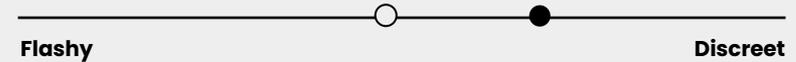
Talk about things that matter tomorrow, be innovative & creative, don't stick to traditions, adapting new technologies and methods, new teaching styles.



Fear: Playful = not taken seriously. B.A. students more playful. Currently very different appearances: clean classroom vs. playful website -> online offer should not be complete opposite.



Marketing is bright and colorful but classrooms/lectures are serious/high end approaches -> misleading: brand communication is not the service we offer.



Not a typical, conservative business school.

○ Current perception ● Future Scenario

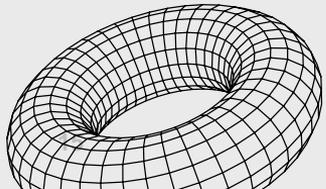
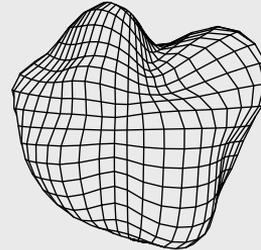
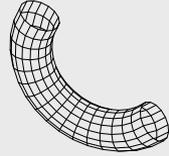


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2. Staff Survey

Highlights





x



USP Brainstorming

Why should a prospective student choose MBS?





x



USP Brainstorming

What is the superpower of MBS?

Munich Original

Not just another subsidiary of a big company

Business Hub Munich = Home: Having an exclusive Network

Big network: Connections to big companies and Start-Ups

Company Visits and Business Projects

MBS Students Nr.1 for employers

MBS bears Munich in its name and this is exactly where the university is located, and only here, not (also still) in Cologne, Frankfurt or Hamburg.

Purpose driven

Making the next generation aware of it's role to act responsibly

Combining professional business education with humanity/values

Personal growth/development

Empower to find their own individual way to happiness and success

Giving our students the wings (skills, knowledge) to explore.

International

International people

Explore new ideas

Open minded

Familiar

Small University/ classes

Familiar atmosphere

Students are not a number only

Empathetic Professors



USP Brainstorming

What does MBS have what other competitors do not have?

Small School

MBS is a global village

people from all over the world, where everyone knows and supports each other.

focused on the individual, caring, with faculty and staff who perceive each student's potential and foster growth.

Small University -> Big impact

Therefore less mainstream topics (like entrepreneurship and innovation)

More flexible than big players in product development

boutique business school: special flair and familiar atmosphere

Teachers are highly motivated

International

English programs

Partner Universities

Accommodation services

MBS is at home in Munich, but at the same time in the world

first private university in Bavaria to receive full "State Accreditation"

Network

Practice oriented

Big network, Connections to Top Managers

Plenty of Partnerships and Projects where students really can make a difference for their career

Human-centered

High quality business education combined with a strong human and personal touch.

human-centered approach

Vision: Make world a better place and not just one where some people get richer

Motivation: Push to become better

Mindset: challenge students to question outdated ways of thinking

Untypical classes

Conscious & sustainable business

Happiness

Personality Development

Holistic approach to life

Resilience Management

Activities around diversity

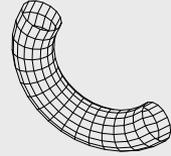
Ethics, Social projects, civic engagement

Social finance

Conscious communication

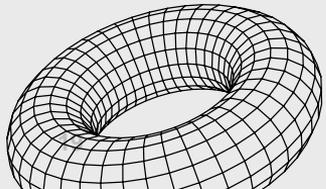
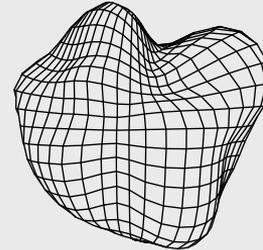


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3. MBS Personas

Profiles





x



MBS Personas

Profiles

- ✓ BA
- ✓ MA
- ✓ MBA
- ✓ DBA
- ✓ Alumni





x



MBS Personas

Overview USPs

**Unique
subjects**

**Career and
University
Network**

Munich

**Highly
international**

**Practical
relevance**

**Business
only**

**International
accreditation**

**Non-
bureaucratic**



x



MBS Personas

Overview Motivations & Visions

Enhancing
career
through MBS
Network

Freedom
regarding
career
path

Pushing
Innovation,
Curiosity

Work-Life-
Balance &
Happiness

Immaterial
Success

Practical
Relevance

Combining
business interests
with social
topics/activism
and value creation

Pursuing a
vision, social
responsibility

Emotional
connection
to work

Personal
development,
taking a gap year
for myself,
change career
path

Cross-Cultural
Competences

*It's no longer enough to promise a "secure/solid" career only - it's required. Students want in addition an impact driven work, contribute to social activism, identify with strong values and demand work-life balance.



x



MBS Personas

Quotes

“I don’t want to be another employee in an office but actively participate, connect people and push innovation in an crosscultural context.”

“I am curious to investigate future topics in my business area. I want to combine industry/business interest with social activism and value creation.”

“Coming from the U.S., economic success defines a lot but I want to be happy and live a good life.”

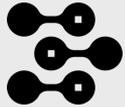
“I am trying to develop myself in the right direction to be unique in my current industry.”

“I want to become a person I feel proud of and therefore, contribute to social responsibility and help people. I appreciate the human touched working culture and Work-Life-Balance.”



MBS Personas

Desired Brand Characteristics



Creator

- Create new solutions
- Create Value
- Co-Create
- Innovation: Changing the game



Explorer

- Valuing freedom
- Independent Wanderer
- Individual path
- Curiosity
- Critical Thinking