

About Branding

What is Branding?

Branding is the sum total of experiences and interactions that a person has with your institution or company. This includes personal interactions that may be both good and bad, as well as interactions with more tangible brand components such as billboards, newspaper ads and commercials.

Why is it Important?

Academic health science centers are facing more competition than ever for patients, students, faculty and funding. This competition will only grow more intense as time goes on. Having a strong brand for the University of Nebraska Medical Center is a necessary must for the future. We must build and maintain support, advocacy, and our world-class reputation through a consistent and strong identity and brand.

Why now?

With the current momentum of our campus, now is an excellent time to focus on our brand so that we have a strong message that will be heard across the state of Nebraska, the Midwest and our nation. With a strong brand we will be able to enhance our image, reputation and visibility, while differentiating ourselves from our competitors. As a result, we'll be able to continue and enhance our recruitment of distinguished faculty, staff and students, and we'll be able to increase advocacy on behalf of UNMC.

Additionally, a current analysis of our communications efforts might suggest that the UNMC brand is a bit diluted due to a wide variety of messages and graphic looks in our materials. We hope to become more strategic about our look and messages through this process.