

Tulane University

Objective	Determine most powerful brand identity strategy to connect with alumni and increase involvement/giving
Data Source	Online surveys among 3,546 alumni
Question	<i>“What would increase support of the University?”</i>

ThoughtSCAN[®]

<u>Trigger Words</u>	<u>Frequency</u>
New	174
Orleans	158
Rebuild	142

ThoughtTalk	<i>“Rebuilding New Orleans is critical.”</i> <i>“I’ll give to support the rebuilding effort.”</i> <i>“New Orleans is a jewel. Bring back the old days.”</i>
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Results	<p>A new “Empowerment” public relations campaign has taken off, engaging staff, alumni and the community with new direction and energy along with <u>increased financial support.</u></p> <p>www.wallacewashburn.com</p>
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