

NOVO

STRATEGIC ADVERTISING & DESIGN

New Entity Process Paper

Prepared for CPIT Aoraki

17 - 03 - 16

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STRATEGIC ADVERTISING & DESIGN

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www.novo.co.nz

Process Paper

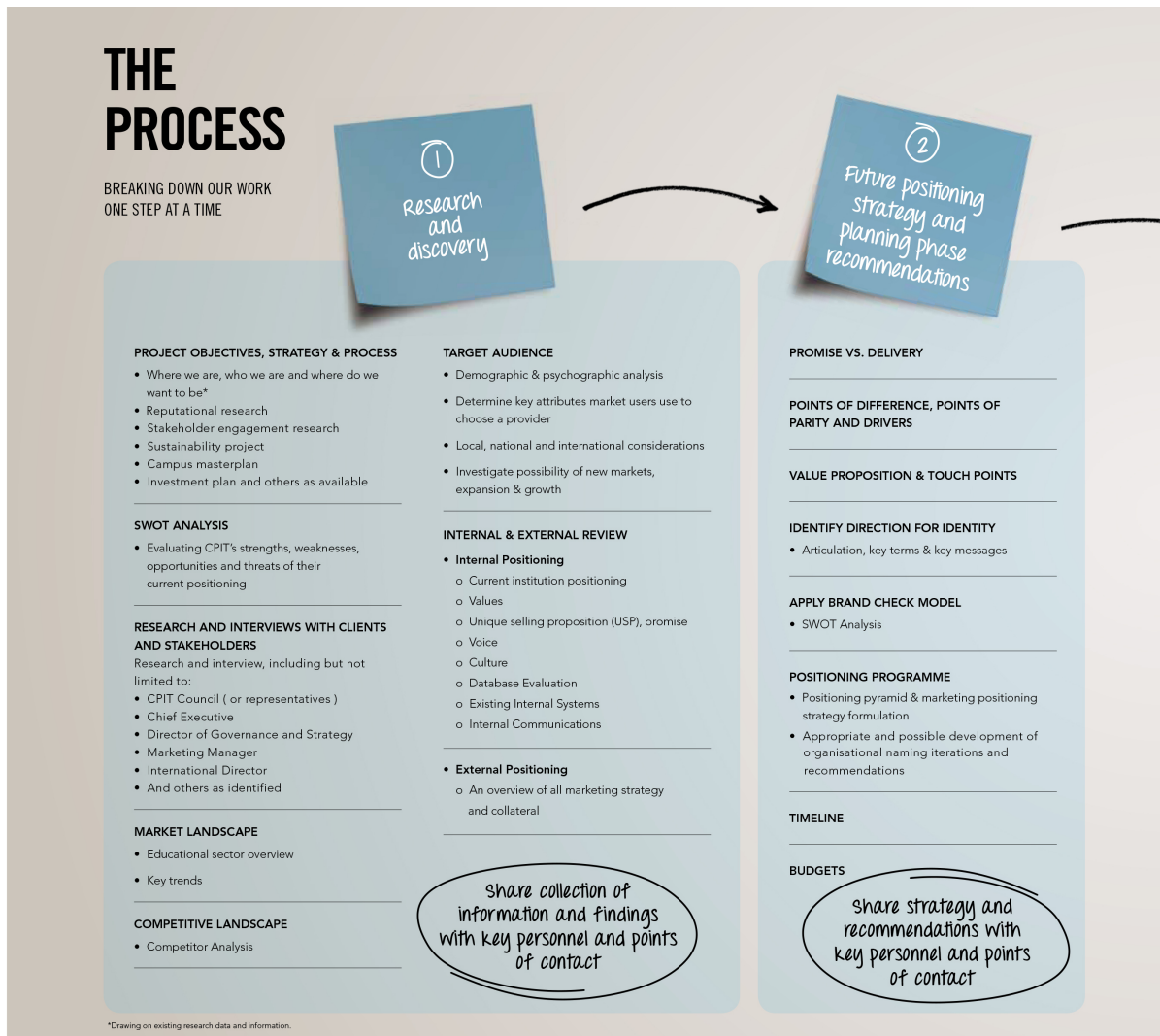
Feb 2014 – Apr 2015



CPIT Council

Undertaking a brand review specifically for CPIT - appropriateness of current name and key messaging

Transferring this research, learnings and strategy to the proposed new entity that included Aoraki



Process Paper

Feb 2014 – Apr 2015



Research First - Name association research

To help form decisions and direction some name association research was undertaken. This research focussed on perceptions associated with name options and protocols for ITPs. Given the obvious sensitivities and confidentiality, Research First conducted two focus groups -

- one with employees and
- one with student influencers (including parents, teachers and career advisors)

Focus groups are the perfect method for this kind of research as they provide a powerful way to test receptions, barriers and how naming perceptions are created and maintained.

The research indicated a number of themes

CPIT: The Name

- The name has no meaning for many of those who don't already know the institute
- Locally & internationally the name often requires a further qualifier - 'Christchurch Polytechnic'
- 'Polytechnic' carries negative perceptions and is a clear barrier to lifting the institute's reputation
- This is systemically, generationally ingrained
- The name currently has no rational or emotional connector to the audience
- The current name does not point to a point of difference

Two Possible Streams For The Name

First Stream

More familiar
Part of the sector
Conservative
(doesn't need a qualifier)
Living in today's opportunities

Second Stream

Breaking category norms
Bold
Relevant to USP & value proposition
Leader's position
Future proofing yourself

Process Paper

Feb 2014 – Apr 2015



Research First - Name association research

Key Findings

- Names need to avoid using the word ‘applied’
- Names should avoid being seen as derivative
- Names should be intuitive in international markets
- Names should not be easily turned into something pejorative
- Names should be intelligible to the target market

Avoid ‘Applied’

- Associated with practical training not innovative learning (or higher level qualifications)
- Already used in the market to distinguish particular institutions
- Is not aspirational
- And ITPs are ‘applied’ by nature

Process Paper

Apr 2015



Research and Discovery

CPIT COUNCIL IN COLLABORATION WITH AORAKI COUNCIL

Project objectives, strategy and process
- *where are we, who are we, where do we want to be*

Research interviews and workshops with

- CPIT Council
- Aoraki Council
- Key management and personnel including governance and strategy, finance, academic, marketing, international
- Interviews with key business partners and influencers including CDC, Tom Thomson

Research First - Reputational research (Annual and ongoing)

Maori Advisory Group - Initial Iwi consultation through Hana O'Regan

Evaluation of current institute positioning, values, sustainability project, existing student database

Evaluation of MOE requirements, educational sector overview - locally, nationally and internationally

Evaluation of other tertiary education providers

Process Paper

Jun - Aug 2015



Positioning and Strategy

Identify audiences and direction for identity

Establish key performance indicators - forward focused, meaningful and accessible across the region to a wide range of students, durable, strong international credibility, strong links to the industry, unique to the organisation, able to establish new and positive perceptions that elevate the entity and the relevance of its offerings

Develop positioning strategy, and positioning line
“*Knowledge at Work*” and manifesto that underpinned all future work and direction

Target Markets

- Students
- Youth guarantee students (16-19yrs)
- Secondary school leavers (18-25yrs)
- ‘Second chance’ and change-of-career students (25yrs+)
- Up-skilling and mature students
- International students (15% of the total role and a big opportunity for growth)
- Internal Stakeholders / Staff
- External Stakeholders
- Industry partners
- Government

Process Paper

Jul - Dec 2015



Branding

Identify a wide range of naming options and protocols - Maori, English, Derivative, identifying new and challenging options and those that followed the more predictable, established sector lexicon

Over 200 names were developed and investigated - explored the pros and cons of all considerations Workshops with both Councils

Shortlisted five names

Conducted linguistic and cultural checks Workshops with transitional steering group - representatives from both CPIT and Aoraki

Refined to two names

Commenced more detailed Iwi consultation through Hana O'Regan

Consulted Buddle Findlay - Files and rationale prepared for trademark /IP lawyers

Developed base logo and substantiation

Consulted with Arika Creative - Ngai Tahu nominated graphic designers - to refine design and ensure consideration to Whakapapa

Develop key messaging to support the brand

Finalise brand platform - logo, colour palette - with link to the region, typefaces, graphic elements

Develop elements for staff engagement

Process Paper

Jul - Dec 2015



NEW ENTITY NAME RATIONALE

Ara Institute of Canterbury

Maori:

- Pathway
- Passageway
- Course
- Route
- Lane
- Stepping stone
- Rise up
- Awake
- Arise

Latin:

- Ara is Latin for altar

Astronomy:

- Ara is a constellation in the southern sky

Loaded with meaning

- Metaphor for achievement
- Speaks of a journey
- Opportunity to be all you can be

What did we want from this one?

- About today
- Evokes quality
- Signals change
- Will remain relevant as we evolve

A reminder of where we are

A fresh name ready to compete

Ara rau, taumata rau

Consultation was undertaken with Ngāi Tahu on both the development of the name and the logo

Many pathways, many opportunities
Many pathways to the pinnacle/summit

Taumata Rau (as a concept): Remarkable, extraordinary, notable, outstanding - of people

Multiple pathways and opportunities

Multiple levels/qualifications

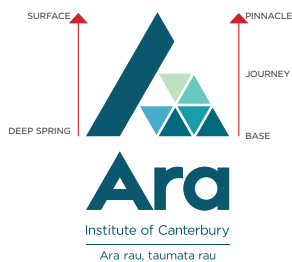
Stair-chasing

Achieving the heights of success

Lifelong learning

Platform, launching your career/personal development

Taumata: Summit/many paths to the summit



An appropriate contemporary and engaging logomark

Carries many ideas:

- Pathway
- Tukutuku pattern
- Teeth of a Taniwha (strength and determination)
- Peak
- Journey
- Aspiration
- 'A' letterform

Discusses the student journey towards greater knowledge

Achievement of journey from base to peak

Incorporates idea of student pathway through institute

All paths are different - infinite amount of direction for student

Has feeling of continuing journey outside of institute



Process Paper

Dec 2015



Transitional Campaign

An engaging, easily accessible campaign aimed at multiple audiences - the coming together of CPIT & Aoraki to create a new organisation

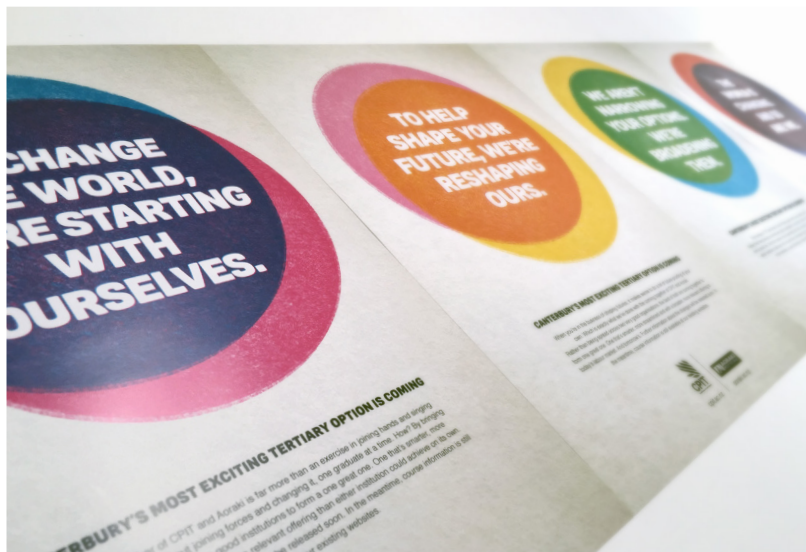
Ran on campus - December 2015

Released publicly - January 2016

Jan 2016



TRANSITIONAL MATERIAL



CANTERBURY'S MOST EXCITING TERTIARY OPTION IS COMING

The coming together of CPIT and Aoraki is far more than an exercise in joining hands and singing We Are the World.

It's about joining forces and changing it, one graduate at a time.

How? By bringing together the best of two very good institutions to form one great one. One that's smarter, more streamlined and with a broader, more relevant offering than either institution could achieve on its own.

Further information about the changes will be released soon. In the meantime, course information is still available at our existing websites.



CANTERBURY'S MOST EXCITING TERTIARY OPTION IS COMING

The marriage of CPIT and Aoraki is one of those cases where less really is more.

Rather than being spread across two very good organisations, the best of both are coming together to form a great one. One that's smarter, more streamlined and with a broader, more relevant offering than either institution could achieve on its own.

More information about the change will be released soon. In the meantime, course information is still available at our existing websites.



CANTERBURY'S MOST EXCITING TERTIARY OPTION IS COMING

When you're in the business of shaping futures, it makes sense to do a bit of future-proofing of your own.

Which is exactly what we've done with the coming together of CPIT and Aoraki.

Rather than being spread across two very good organisations, the best of both are coming together to form one great one. One that's smarter, more streamlined and with a broader, more relevant offering to today's labour market. And tomorrow's.

Further information about the changes will be released soon. In the meantime, course information is still available at our existing websites.



CANTERBURY'S MOST EXCITING TERTIARY OPTION IS COMING

In a world where the only constant is change, sometimes you need to do a bit of metamorphosing of your own.

Right now, CPIT and Aoraki are doing just that.

Rather than being spread across two very good organisations, the best of both are coming together to form one great one. One that's smarter, more streamlined and with a broader, more relevant offering to today's job market. And tomorrow's.

Further information about the changes will be released soon. In the meantime, course information is still available at our existing websites.

Process Paper

Feb 2016



Transitional campaign development

An expansion of the campaign - create awareness and anticipation at a time of evident change and the introduction of the temporary brand CPIT Aoraki

TRANSITIONAL DEVELOPMENT MATERIAL



Process Paper

Mar 2016



Teaser Campaign (Tier 1 messaging)

Continuing the journey - Introducing the value of knowledge

Staff launch - by way of delivery to their homes - brand name announcement and collateral

Official launch of the name followed by supporting festivities on campus

TEASER MATERIAL



Process Paper

Mar 30 – Apr 2016



Launch Campaign (Tier 2 messaging)

This is the part of the campaign we very clearly articulate what the new entity is, the new name and what it stands for

LAUNCH MATERIAL



Process Paper

Apr/May 2016



Expansion Campaign (Tier 3 messaging)

What the entity values, what it stands for, what it offers. Specific articulation of “*Knowledge at Work*”, including the introduction of the manifesto

EXPANSION MATERIAL



May 2016



Progression

Moving into recruitment, course specific support and profile.
Business development

Knowledge heals - nursing
Knowledge builds - trades and engineering
Knowledge grows - business /commerce
Knowledge nurtures - primary industry



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