

Request- ESS Brand and Digital Marketing Committee

1 message

Bret W Hess <bhess@uri.edu>

Wed, Aug 31, 2022 at 5:05 PM

To: "Jacobsen, Jeff" <jjacobsn@msu.edu>, Christina Hamilton <christina.hamilton@wisc.edu>, Alton Thompson <athompson1@ncat.edu>, Richard Rhodes III <rcrhodes@uri.edu>, David Leibovitz <david_leibovitz@uri.edu>, Gary Allen Thompson <gat009@uark.edu>, Cindy Morley <cmorley@uark.edu>, Jennifer Tippetts <jennifer.tippetts@waaesd.org>

Dear Colleagues,

Please distribute this email to directors in your region well in advance of the ESS business meeting.

On behalf of the Experiment Station Section (ESS) Brand and Digital Marketing Committee, I am very pleased to share progress on the ESS communications and advocacy effort. This effort is one of Chris Pritsos' initiatives as ESS/ESCOP Chair. After several interviews with prospective firms, PIVOT was selected to help develop a brand and digital marketing strategy for ESS. Please view the following video link for an in-depth overview of the committee's work and next steps.

<https://bit.ly/3PODSFJ>

Importantly, the committee asks that you come to the ESS business meeting prepared to vote for one of the two final brand concepts pasted below. In each case, the brand concept is presented in three separate ways to illustrate how it would appear in different media. A second vote will then be held to determine if ESS supports pursuing a trademark for the concept.

Option 1



Option 2



Here is a run of show in case you would like to skip to parts of the video you believe are most important to informing your vote:

0:00-2:40 Introduction by ESCOP Chair, Chris Pritsos

2:40-4:00 Introduction to PIVOT and Principal, Erica Mirich

4:00-5:10 Description of the Project

5:10-5:45 The Committee

5:45-7:35 Deliverables

7:35-8:00 Brand First Steps

8:00-8:50 Workflow

8:50-9:30 Timeline

9:30-10:35 Why the Video

10:35-18:50 Work To-Date

18:50-19:00 Web Visualization of a Concept

19:00-29:15 Future Developments

29:15-30:25 Trademark Discovery

30:25-32:39 Conclusions

Thank you very much for taking time to prepare for the ESS business meeting. Please contact bhess@unr.edu if you have questions or concerns.

Sincerely,

Bret W. Hess

ESS/ESCOP Executive Vice Chair

Executive Director

Western Association of

Agricultural Experiment Station Directors

(307) 760-3319

