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FOR ENTREPRENEURIAL STUDIES

## Extend Brand Awareness



### GOALS

One of Version 2.0 Communications' longest standing clients, the Zell Lurie Institute for Entrepreneurial Studies at the University of Michigan Ross School of Business needed a strategic communications partner to extend its brand awareness beyond the Midwest. Seeking to attract top MBA applicants from across the U.S. and compete for talent against well-branded entrepreneurial MBA programs such as the MIT Sloan School, Harvard Business School and Stanford University, Zell Lurie tapped Version 2.0 to build a national media profile for the program through coverage in top-tier media and, more recently, via social channels.

After the first year of successful partnership, Version 2.0 was also asked to manage promotion of the Zell Lurie Institute's biggest annual event – The Michigan Growth Capital Symposium. This annual conference spotlights the Midwest's most promising startups and attracts investors and media from throughout the U.S.

### STRATEGIES

Early days for the program were primarily focused on introducing the Institute and educating national and business media on all facets of the business school's unique action-based learning program. Today, our communications campaigns focus on thought leadership to position Institute faculty and staff as pundits on a wide range of relevant topics such as venture capital trends, IPO market trends, startup best practices and funding scenarios and alumni success

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stories to showcase the real world value of students' education.

With an unwavering focus on the business goals of the Zell Lurie Institute, Version 2.0 has evolved and expanded the communications program to keep pace with market changes. Recognizing that the demographic for MBA applicants were increasingly getting their news and information from, and being influenced by, peer conversations on social networks, Version 2.0 conducted an audit of communities and social channels focused on entrepreneurial education. Using this insight, Version 2.0 built out social media platforms for Zell Lurie including the Zell Lurie "Entrepreneur's Notebook" blog, as well as Twitter and Facebook profiles to share news and information. The team also engages with relevant emerging bloggers and actively monitors LinkedIn group discussions to identify opportunities for Zell Lurie to weigh-in on debates.

## **RESULTS**

Committed to innovating the communications program, Version 2.0 meets annually with the entire staff from the Zell Lurie Institute to measure the program's success and benchmark national brand awareness against peer schools and universities. Recent measurements showed:

- An 80% increase in media coverage and briefings year-over-year
- Continued leadership in quantity, share of voice and key message penetration vs. peer schools