



The Business of Branding 2012

Things change. Caterpillars become butterflies. Ugly ducklings turn into swans.

For a business school that wants to change, The Business of Branding provides the data and the platform to support that change.

Whether it's a rebrand, enhancing marketing effectiveness to attract more quality students, understanding the strengths and weaknesses of your competitors or simply delivering greater value from your marketing spend, The Business of Branding can help.

Over eight years, The Business of Branding has been used by more than 100 business schools in 20 countries.

Study commences: 1 March 2012
Results available: May 2012

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Booking Form

CarringtonCrisp work with partner organisations around the world and are grateful for their support.



carringtoncrisp

Please send your completed booking form to CarringtonCrisp Ltd, 34 Ladbrooke Square, London, W11 3NB, UK or fax to +44 (0) 20 7229 9310.

For more information, please contact us on +44 (0) 20 7229 7373 or by email at info@carringtoncrisp.com or online at: www.carringtoncrisp.com

We wish to participate in The Business of Branding 2012. We understand that First degree students, Full-time MBAs, Part-time MBAs, Other Business Masters, PhDs, Faculty and Professional staff will take part in an online study to collect data for this research.

Name and address of Business School: _____

Our School's Survey Coordinator to work with CarringtonCrisp for The Business of Branding.

Name: _____

Title: _____

Telephone Number: _____

Email Address: _____

Please send me an invoice for the amount shown.

Signature of Lead Contact _____

Date _____

To participate in The Business of Branding 2012
£3000/€3450

A discount of £500/€575 will be applied to all bookings made by 7 February 2012.

To add up to five questions specific to those responding from your own school
£525/€600

All prices are exclusive of VAT which, where required, will be added at the applicable rate.

Data collection will take place in March and April 2012 and reports will be available for participating schools in May 2012.

The Business of Branding can tell you:

How your business school is perceived?
What are its strengths and weaknesses?
What marketing activity has the greatest impact?
Where to get the best return from your marketing spend?
How to improve your career services?
What students think of your key competitors?
What role sustainability should play in your offer, curriculum and operations? and
How to grow the reputation of your programmes and stand out in a crowded and competitive market?

Each participating school receives:

An on-campus presentation detailing the results from your school, perceived strengths and weaknesses of your school and up to five competitors, as well as international trends
A global report in print and PDF format detailing global marketing and branding activity in the business school marketplace
A set of slides with charts and analysis for all respondents and those from your business school
All data is broken down by the different staff and student groups responding.