



# Marketing Media

“It Ain’t What You Do  
(It’s the Way that You Do It)”  
- *Melvin Oliver and James Young*



# Today You Will Learn...

- Who we are and what we do
- What services and tools we provide
- The importance of the Babson brand
- Best practices to minimize risk in communications



# The Marketing Media Team

## **Project/Traffic Management**

- Cindy Lauer
- Joanne Markunas
- Lindsay Nelson
- Jennifer Pipe

## **Creative/Production**

- Melissa Jolly
- Jim Kiley
- January O'Neil
- James Regal
- Chris Toomey
  
- The Document Center  
Barry Doucette



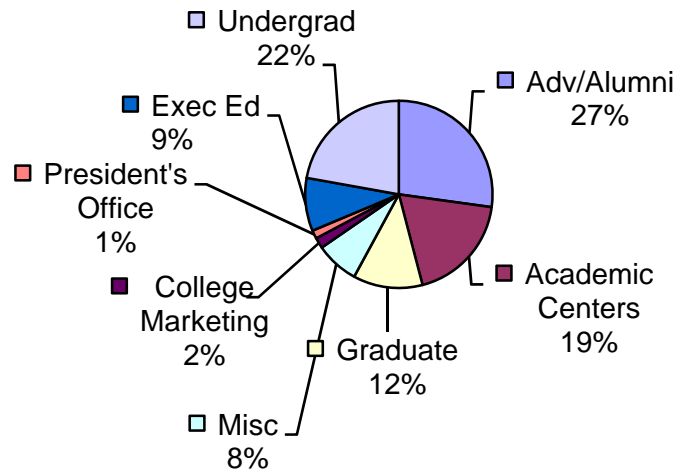
# Creative Services Provided

- Design
  - Wide range of print
    - Offset, digital, high-speed copying, large format, soft goods
  - Digital communications
    - Web design, HTML, Flash
- Copywriting and editing
- Video and photography (in support of projects)
- Brand review – a must for all projects!
- Consultancy on all of the above



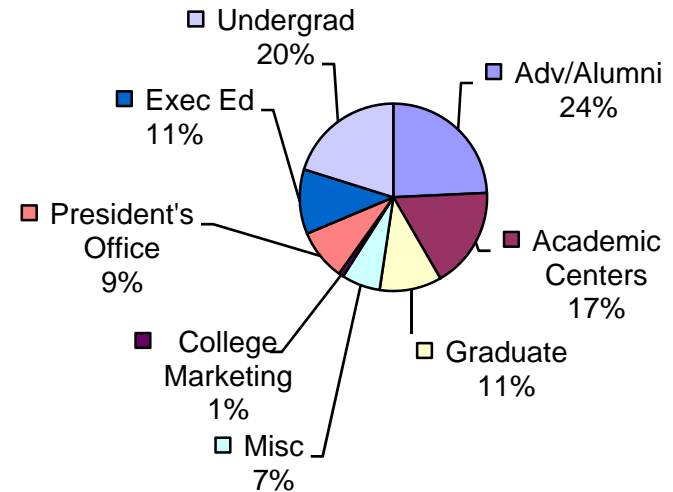
# Sample Client Breakdowns

## Calendar Year 2007



Print 463/Web 177/Combined 61

## 2008 YTD



Print 307/Web 149/Combined 22



# Launching a Project

- Single point of contact works best
  - Gene Begin for Undergrad
  - Jon Kerbs for Graduate
  - Sarah Sykora for Academic Centers
  - Marilyn Siderwicz for Advancement
  - Carol O'Brien for Executive Education
- All else (projects, brand review, Xerox)
  - Maureen Lederhos



# Process is Important

- All project work is initiated with an intake form and assigned a job number.
- All jobs are scheduled and assigned resources
- Weekly updates are provided to Marketing Directors (more often as needed)

*Please note: Marketing Media isn't equipped to support the needs of students and faculty*

***We're here for you!***



# The Document Center

- Staffed by Xerox employees
- High-speed copying, binding, and large format printing
- Great service, minimal fees – BUT, allow sufficient time to turn jobs
- Forecasting correct quantity is essential to reduction of wasteful printing





# Communications Tools

- Branding Guidelines
- Editorial Standards (and consultancy)
- Templates
  - PowerPoint
  - Fax Covers
  - Memorandum
  - HTML
- Visit the Marketing Media Web site at [http://www3.babson.edu/offices/college\\_marketing/](http://www3.babson.edu/offices/college_marketing/)



# The “Brand”

---

- It’s who we are and more than just the logo
  - Messaging
    - The written word – content is everything
    - The correct use of visual elements
    - The co-branding – how and with whom
  - Delivery
    - How and where are we telling our story

***Protect the Babson brand at all costs!***



# Minimize Risk

- Take precautions and if unsure, ask!
  - Photo releases
  - Video/audio releases
  - Usage of photography and videography
  - Web disclaimers
  - Fact checking
  - Run everything through edit



# Contact Info

Maureen Lederhos

Director of Marketing Programs  
and Brand Operations

[mlederhos@babson.edu](mailto:mlederhos@babson.edu)

x4547