

# Center for Branding

Learning new skills and demonstrating proficiencies in those skills are critical in today's ever-changing world. Nowhere is this more important than in the world of branding and marketing as it is being transformed by new developments in digital marketing and social media. Today, demonstrating mastery of emerging new concepts and driving performance utilizing these skills will inevitably contribute to an individual's success in this field.

The Center for Branding is a new center at the University of Pittsburgh Joseph M. Katz Graduate School of Business that aims to provide cutting-edge research insights to partners, develop a talent pool of marketing professionals, and build deep connections with industry.

## GOALS AND ACHIEVEMENTS

- 1** Provide educational workshops to students and business professionals
- 2** Provide research services to companies who need assistance in the area of branding
- 3** Create experience-based learning opportunities for students to collaborate with businesses on a business challenge

## 2017 ACADEMIC YEAR ACHIEVEMENTS

### Educational Workshops

- Google Analytics Certification
- AC Nielsen Training
- Google AdWords Workshop
- Google Analytics Workshop

### Research Services for Companies

- American Express
- Glassdoor.com
- Motherhood.com
- RK Mellon Foundation Grant in collaboration with the Institute for Entrepreneurial Excellence
- American Marketing Association

### Experience-Based Learning Opportunities

- **BNY Mellon: Optimizing the Mobile App** | In-class Project
- **Ainsworth Pet Foods: Marketing the Rachel Ray Nutrish Pet Food Brand** | In-class Project
- **Evolving BNY Mellon's "Invested in Our Legacy" Brand Campaign featuring Founder Alexander Hamilton** | Spring 2017 BNY Mellon Brand Marketing Case Competition
- **Luncheon Speaker Series featuring Kraft Heinz, AC Nielsen** | Ainsworth Pet Foods, Merkle
- **Networking event with Ms. Anneka Benn, Head of Marketing, BNY Mellon** | April 2017
- **Marketing** | Starkist Tuna

► **Support the Center for Branding by visiting [www.giveto.pitt.edu/branding](http://www.giveto.pitt.edu/branding).**



The Center for Branding welcomed students from the Shougang Group for an executive education program.



Google Analytics Workshop offered in Fall 2017. The workshop was taught by leading expert practitioners from MERKLE, Inc.

# Katz Students Make Their Mark on BNY Mellon's Hamilton-Themed Brand Campaign

March 8, 2017

Katz MBA and MS students impressed marketing professionals from BNY Mellon during the inaugural BNY Mellon Brand Marketing Case Competition, co-sponsored by BNY Mellon, the Katz Center for Branding, and the Katz Marketing Club.

BNY Mellon, a global investments company that helps clients to manage and service their financial assets throughout the investment lifecycle, has historically been perceived as a safe, reliable, and trusted organization.

These are positive attributes but do not tell the full story about BNY Mellon's capabilities.

"We are focused on expanding perceptions to also be known as insightful, innovative, solutions oriented, and an industry leader," says Jan Bamford (MBA '94), Director of Digital Marketing at BNY Mellon.

In 2016, BNY Mellon launched "Invested in Our Legacy," a global brand campaign designed to capitalize on the unique historical legacy of the company. The Bank of New York was originally founded by Alexander Hamilton, a founding father best known for establishing the country's federal financial system — and in the spotlight recently thanks to the smash Broadway hit musical bearing his name.

"The campaign's objective was to build awareness that Hamilton founded BNY Mellon, showcase our amazing history of firsts, highlight how we are innovating today, and build company pride," says Anneka Benn, BNY Mellon Director of Brand Strategy. "We were careful not to dwell on our past, but to showcase how Hamilton's spirit drives us to look forward and maintain our status as an industry leader."

During the competition, the teams were asked to create a campaign strategy and execution tactics to evolve the "Invested in Our Legacy" campaign. In doing so, the students were challenged to connect with a diverse community, ensure that Alexander Hamilton's relevance is understood globally, and leverage Alexander Hamilton to build employee pride.

"In developing our recommendations, we started with a long brainstorming session and then continued to work through

our ideas, refining them into an overall theme that we wanted to build our suggestions around," says Corbin Powlus, a Katz MBA candidate and the captain of the winning team. "On a more tactical level, we ensured that our suggestions contained messaging that would appeal to a range of consumers."

Powlus says that in order to develop these messages, the team kept in mind the values that would interest BNY Mellon's current clientele as well as potential clients.

"This team stood out for a few reasons," Bamford says. "The group's presentation was incredibly robust, even including a competitive analysis of BNY Mellon's position in the current landscape. The team presented a clearly defined strategy and offered great ideas to evolve the current campaign."

Powlus and his teammates, Bhanu Narne, Paige Creo, and Payal Mathur, earned first place in the competition and a prize of \$1,500. (Prizes were donated by BNY Mellon and supplemented by the Katz Center for Branding.)

The Katz team of Julie Cantola-Kirsch, Shohreh Behrouzi, Andriy Hetman, and Robert Innis earned second place and \$1,000. The students Kate Uglova, Huaxia Chen, Chintan Patel, and Wenze Wang earned third place and \$500.

The competition was the result of the continued partnership between Katz and BNY Mellon.

"I want to say, 'thank you' to BNY Mellon for the opportunity to work on an interesting problem that they are facing," Powlus says. "My team and I had a lot of fun working together and we really brought together our different skills to produce a quality end-product we were very proud of."

"The BNY Mellon Brand Marketing Case competition is one example of how the Center for Branding, in conjunction with the student-led Marketing Club, is committed to strengthening ties with industry, and to provide multiple opportunities for Katz and Pitt Business students to sharpen their branding and digital marketing expertise," says Vanitha Swaminathan, Thomas Marshall Professor of Marketing and Director of the Katz Center for Branding.