

THE NUS BUSINESS SCHOOL BRAND



OVERVIEW

There are many opportunities to tell the NUS Business School story, from conversations to brochures, collaterals, advertisements and more. This document serves as a resource that will guide you to produce clear, consistent and cohesive messages that are aligned with our brand – and which distinguish us from other institutions. It also serves as a guide for creative execution and copywriting for advertisements.

The following are essential brand elements – do get to know them, build upon them, and use them in your communications. By keeping the brand elements in mind, we ensure that our communications materials as a whole touch on some of the most important parts of our brand message.

When we send consistent messages through all our diverse touchpoints, those associations can only be reinforced and strengthened, and such efforts drive the success of the NUS Business School brand.

OUR VISION

We seek to be a leading global business school recognised for excellence in education and research. Additionally, we will become the most highly recognised business school in Asia within the decade.

OUR MISSION

To educate business leaders and advance knowledge to promote the progress of global business and society.

OUR BRAND BELIEF

As rapidly growing Asian economies bring about unique opportunities and challenges, the world demands a new generation of business leaders with global knowledge and deep Asian insights to manage the complexities of conducting businesses in Asia.

OUR BRAND POSITIONING STATEMENT

Located in Singapore, a strategic gateway to Asia and the world, NUS Business School's unique strength in providing management thought leadership from an Asian perspective enables our students and corporate partners to leverage on the best of global knowledge and deep Asian insights to lead Asian businesses to the forefront of the world economy and to steer global businesses to succeed in Asia.

The combination of global knowledge and Asian insights is reflected in all aspects of our research, teaching and industry outreach.

OUR BRAND PERSONALITY

- ▶ COSMOPOLITAN ▶ MULTI-FACETED
- ▶ DYNAMIC ▶ CONFIDENT ▶ DRIVEN

OUR BRAND VALUES

EXCELLENCE We strive to achieve excellence in education, research and service; with particular emphasis on thought leadership from an Asian business perspective.

COMMITMENT We are committed to delivering a vibrant and diverse learning experience that is relevant, rigorous and rewarding. We want to provide students a top rate business education.

PARTNERSHIP We actively develop 'win-win' partnerships with the corporate and academic communities to propel NUS Business School to the forefront of university education in Asia.

CONNECTIVITY We foster strong relationship with our alumni, the business community and the society to enhance goodwill and relevance of our brand.

INNOVATION We constantly innovate to provide thought leadership for the advancement of Asia and Asian businesses.

Brand personality can strengthen the brand-customer relationship and powerful bonds can be forged when brand and customer personalities merge.

OUR BRAND ATTRIBUTES

- Established
- Relevant, rigorous and rewarding
- Part of a globally ranked university with a strong heritage and global reputation
- Part of a university with a highly comprehensive offerings
- Top research faculty close to practice/ research reputation
- Dynamic learning environment in a real campus life
- Access to alumni in diverse organisations and positions of leadership
- Located at a strategic gateway to Asia

OUR STUDENT ATTRIBUTES

- Intellectual
- Analytical
- Credible
- Solid
- Cosmopolitan/global mindset
- Collaborative/team-oriented
- Savvy
- Adaptable
- Go-getter, can-do spirit
- Well-rounded
- Leadership qualities

OUR TAGLINE

ASIA'S GLOBAL BUSINESS SCHOOL

Our tagline, which embodies the essence of our brand promise in a concise and memorable phrase, confidently expresses who we are, what we stand for, our commitment to our audiences and the mission all employees must live up to.

It is aligned with our vision (leadership in Asia) and positioning (global knowledge and Asian focus), as well as with the University's positioning (a global university).

Support points for our tagline include:

- We know Asia best.
- We provide the best of East and West in business education and research.
- We are the leading authority on business in Asia.

- We have a global mindset – developed through international case studies; diversity and overseas experience of faculty.
- We provide a global exposure – the School is located in Singapore; a global/cosmopolitan city with a diverse, multi-cultural people; a strategic gateway to the world; a regional hub for MNCs.
- We are globally connected – through international exchange programmes; overseas internships and visits; global partnerships and alliances; global career placements; global alumni network.

In terms of creative execution for "Asia's Global Business School", note the nuance of preference for BBA and MBA students – BBA students are mainly interested in developing "global" exposure outside of Singapore while MBA students come to Singapore for that "global" exposure.

ABOUT NUS BUSINESS SCHOOL

The following is a brief copy, commonly known as boilerplate, which provides a broad overview of our School. Including this copy in all our communications will strengthen our messages and help extend the NUS Business School brand.

Established in 1965, NUS Business School is known for its focus in providing management thought leadership from an Asian perspective, enabling our students and corporate partners to leverage on the best global knowledge and deep Asian insights to drive business growth in Asia and around the world.

This combination of global knowledge and Asian insights is reflected in all aspects of our research, teaching and industry outreach.

As Asia's Global Business School, NUS Business School is a leading authority on business in Asia.

The School has consistently received top rankings in the Asia-Pacific region by independent publications and agencies, such as Financial Times, Economist Intelligence Unit, and QS Top MBA, in recognition of the quality of its programmes, its faculty's research as well as its graduates.

The School also has a top research faculty that is close to practice; more than 2,500 BBA, MBA, Executive MBA, and PhD students; more than 2,000 annual participants in Executive Education programmes; and over 45,000 alumni who are in diverse organisations and positions of leadership throughout the world.