

MBI Site Plan

Website & Brand Architecture Proposal

Constantine Batchelor

Ocean Flame Communications

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Media Business Institute™

SITE PLAN

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Homepage

Page Properties

Homepage Title: **Media Mix**

Homepage Message: **“Profit from Learning. *Plot your own course*”**

Homepage Image: Homepage should depict a photo or illustration of casually dressed (Media Professional’s in their daily attire) men and women climbing a rock-climbing obstacle course with some hanging by one hand and some falling off. Symbolizing the kind of gladiator survival course the corporate media industry has become for its employees.

Homepage Text: “Welcome to The Media Business Institute Media Mix. Here at MBI we understand what it is to be caught up on the Career treadmill, with few prospects for Advancement and a scarcity of information for Independence. There can be a future for you in Media. Let us show you how.

At MBI we believe in providing Professional training in skill-sets which enable our graduates to “profit from learning”. These skills which build upon your talents and experience gives our students a full scope on the industry and at times inspires them to go into more rewarding and lucrative areas of the field which they had never imagined.

Media Business Institute courses are designed to suit the needs of people seeking training on the *operative elements* of the Media Industry, as well as those already in the Industry looking for the guidance and information necessary to advance within their present employment or to start a successful business within media. We provide Career Management consultation prior to the commencing of the course to make sure you are on a track suited to your skills, talents and ambition. By now you’ve learnt all the theory, Let us show you the practical method of realizing your dreams.”

Page Concepts

Homepage Theme: The image of the Professionals battling each other to stay on the obstacle course and in some cases pushing each other off embodies the image of MBI as an Institute of “practical learning”; as all the image showcase University graduates and experienced Professionals braving the challenge of getting into the Media workforce and thereafter fighting tooth and nail to stay relevant and worthy within it.

Homepage Navigation: The “Prospective Students” is host to the “Certificates”, “Workshop” and “B2B Training Ops” links. Links all have a *mouse-over* feature, as the text illuminates whenever the mouse passes over it. Each page, but 1.5 in *fold* will be branded according to the MBI Brand colors and feature imagery of media tools/technology and the MBI learning atmosphere. The second of the three menu buttons is “Current Students” which entails the links “Registration”, “Supportive Texts”, “My Work” and “MBI Merchandise”; the final Homepage menu button is “Media Connect” which hosts the links “Faculty”, “Testimonials”, “News”, “Media Icon”, “Media and Me” and “Direct Connect”.

Personas

Persona is a user profile and summary representation of the site’s intended users, often described as real people.

Dylan Shepherd: New Visitor

Demographics

Age group: 18-45
Years Online: 2+
Income: 25K+

Tech Comfort

PC: Medium
Web: Medium

Personal Background

Dylan is a 30+ year-old Television Media Professional, who is both experienced in and dedicated to his time-consuming craft. In light of the quick-sand existence the Media companies have been enduring for the past 3+ years, Dylan is now seeking advanced knowledge and visionary perspective on his field in preparation for starting his own business, upward mobility or the repercussions of a corporate layoff. Dylan is also seeking unique insight and market intelligence on the entire Media industry including Web, Radio and Print in order to not only decide his future in Television but to make an informed decision on which medium may be ripe for him to switch to and how lucrative that switch may be. Dylan seeks the easy to use navigation and seemingly empathetic tone and [presentation]texture which will invite him to explore the online facility and begin the selection process from the Media Business Institute cadre of courses as well as to interact with MBI’s online consultation service.

Motivation

His motivation is to acquire Market intelligence on lucrative fields under the media umbrella should he be laid off, seek advancement within his present employment or desire to start his own business. The secondary motive is to utilize and explore the facilities of the site in order to make an informed decision on his direction for growth as well as to book classes through the website.

Scenario

This is an information search as well as a comparative quest for Dylan, who would like to know if MBI addresses his needs better than would University or College Media courses, or even the local Media Institutes such as Trebas or Harris. The website will be MBI's first line of impression, interaction and communication with Dylan. From this site visit, Dylan seeks subject offering, contact information as well as images reflecting the learning-environment, Instructors approach and culture of the institution, all complemented by appealing and seemingly empathetic text.

Features

- Online Consultation (E-mail response time: 2 working days)
- Frequently Asked Questions
- Interactivity with Instructors or Students who are online
- Images of classes in session and of student life.
- Step-by-step application process, complete with PDF Form
- E-Commerce: Online tuition payment, purchase of MBI Merchandise and required texts

Behaviors

Time impoverished whilst at work or returning home from a long day of work, Dylan may not have a moment to enjoy the rich-media online tour, class-room sit-ins or lounge and Instructor's office discussions presented by the President, forcing him to only observe the branded culture-reflective Homepage as he goes directly for the "Prospective Students" Button, which will present him with three options all followed by a synopsis of their content.

MBI anticipates Dylan being a member of what we project should be our main demography (30-45), who will most likely select the "Workshop" Button of the three presented. Dylan is always time-impooverished due to the stress of the job and his attempts to have somewhat of a private or social life, he would like to see the offerings of the "Certificate" or "B2B Training Ops" Buttons but his desire to be discrete about this preparatory training, which rules out the B2B option compounded by his inability to commit to the weekly requirements of a Certificate program leaves the workshop as Dylan's only worthy choice.

Competitive Analysis

Objective

The website is the primary line of interaction with any prospective student or company, the objective is to communicate through demo-psychographic appealing text and imagery MBI's intrinsic understanding of their challenges and how the Institute will attempt to help them meet and surpass those concerns. Whilst addressing the user's needs the opening page will also highlight the unique perspective on education demonstrated through MBI's "Profit from Learning" approach, this communication approach works in tandem with an illustrated understanding of the company's or individual's needs for growth and advancement within the competitive, evolving and at times uncertain media environment. The objective of the MBI website in conclusion is to showcase product and contact information presented through appealing graphics, clear communication and easy-to-use navigation.

Competitive Framework

Criteria	Media Business Institute	Harris Institute	Trebas Institute
PRIMARY NAVIGATION			
Course Catalog	Yes (subjects listed)	Yes (subjects listed)	Yes (subjects not listed)
Navigation	Yes	Yes	Yes
Contact Information	Yes	Yes	Yes
CATALOG			
Merchandizing	Yes	No	No
Sale Items	Yes	No	No
CONTENT			
Online Registration	Yes	Yes	Yes
Blogs	No	No	No
Testimonials	Yes	No	No
E-mail Interactivity	Yes	Yes	Yes
Promotional Video	Yes	No	No
E-Commerce	Yes	No	Yes
FAQ	No	Yes	No
Mailing List	No	No	Yes

Conclusion

Course Catalog: Only two of the three Media Institutions in question showcase a full listing of the subjects in each course. Trebas being the exception only lists the name of the course and its duration.

Navigation: All sites have efficient navigation tools, making it easy to go from page to page through links being present on every page. Unique to these three websites is the fact that the Homepage remains present as a facilitating framework/background for the presentation of all the menu buttons and subordinate links of the site.

Contact Information: The Contact Information for all three Institutes is made readily available on all sites –MBI always has their contact information displayed at the upper-right corner of the screen making this vital information readily accessible to the time-impooverished, hard working site-visitor, which is expected behavior from the targeted demographic MBI seeks. Typical of most websites, this information is only made accessible through the “Contact” link on both Harris and Trebas Institutes’ websites.

Merchandizing: Merchandizing is seen here as a unique selling proposition and marketing tool utilized only by Media Business Institute in comparison to its competitors. The merchandise inventory which will be comprised of *sale items* such as mugs, creative messaging on MBI branded T-Shirts and stationery equipment are some of the items which will be for sale through this E-Commerce portal on the site.

Online Registration: All three websites possess the self-serve facility of online registration. This 24-Hour service allows prospective students the ability to register for their programs at their time-allowed convenience without having to endure transportation costs to do so. All sites possess E-mail and Postal Code capture spaces for *data collection* on their registration pages, allowing them to maintain this information for marketing research questionnaires to be sent to E-mail addresses as well as Sales literature. Postal code capture is also vital as this allows the Institution better knowledge on where its prospects are coming from which is evidence of the reach of their advertising, as well as it may prompt ideas as to which geographic regions they would like to improve their advertising budget in new demographically profitable areas.

Blogs: A chance for online commune amongst past, present and prospective students and teachers within the site achieved through a blog portal would be an excellent idea for both interaction and marketing research (visitor feedback). Neither of the three examined sites possess a blogging area, which is unfortunate as it would allow students and prospects a chance to interact and network with each other online, allowing them to share notes and unbiased/uninfluenced perspectives on the course, the industry and job prospects. This will also give MBI Site Administrators clear *feedback* on student’s thoughts in order to improve courses and create new ones.

Testimonials: Scarlett Media is the only site which possesses Testimonials, the link is easily visible and presented in line with the other links on the Homepage. Testimonials are an excellent means of communicating the integrity and credibility of the school, by showcasing the opinions of the course as stated by past and present students as well as recognized names from the Media industry. A vital suggestion would be to include a “Student Profile” facility allowing students and prospects to view the profiles of select students and graduates who have been mildly or greatly successful in the industry following their graduating an MBI course.

E-mail Interactivity: All three websites possess the capability for students and prospects to correspond with school officials through the websites' "Contact Us" links. This however does not allow students and prospects the ability to communicate directly with specific Professors who they would like to converse with through E-mail concerning a particular subject or subject-matter. Both Harris and MBI possess "Faculty and Staff" links, neither entails the direct phone-lines of Professors or their E-mail addresses. This information restrict, limits the prospect of 24-Hour communication and connectivity which is the unique services marketing mandate of a website. Not only should there be direct communication capability, there should be a service-note stating that all inquiries will be responded to within 48 Hours.

Promotional Video: An introductory and promotional video has taken online rich-media capability to the next dimension by allowing prospective students to receive not only video testimonials from staff and students but an inside look at the facility and glimpse at the classroom setting as well as the schools grounds and culture. Neither Trebas nor Harris Institutes possess a promotional video, making Media Business Institute a pioneer in this medium between the three websites as the MBI website presents a former student's video testimonial on the Homepage.

E-Commerce: All three websites possess E-Commerce capability with regard to online registration, but through their merchandizing initiative MBI goes a step further by offering the online purchase of textbooks, recommended reading and MBI branded goods.

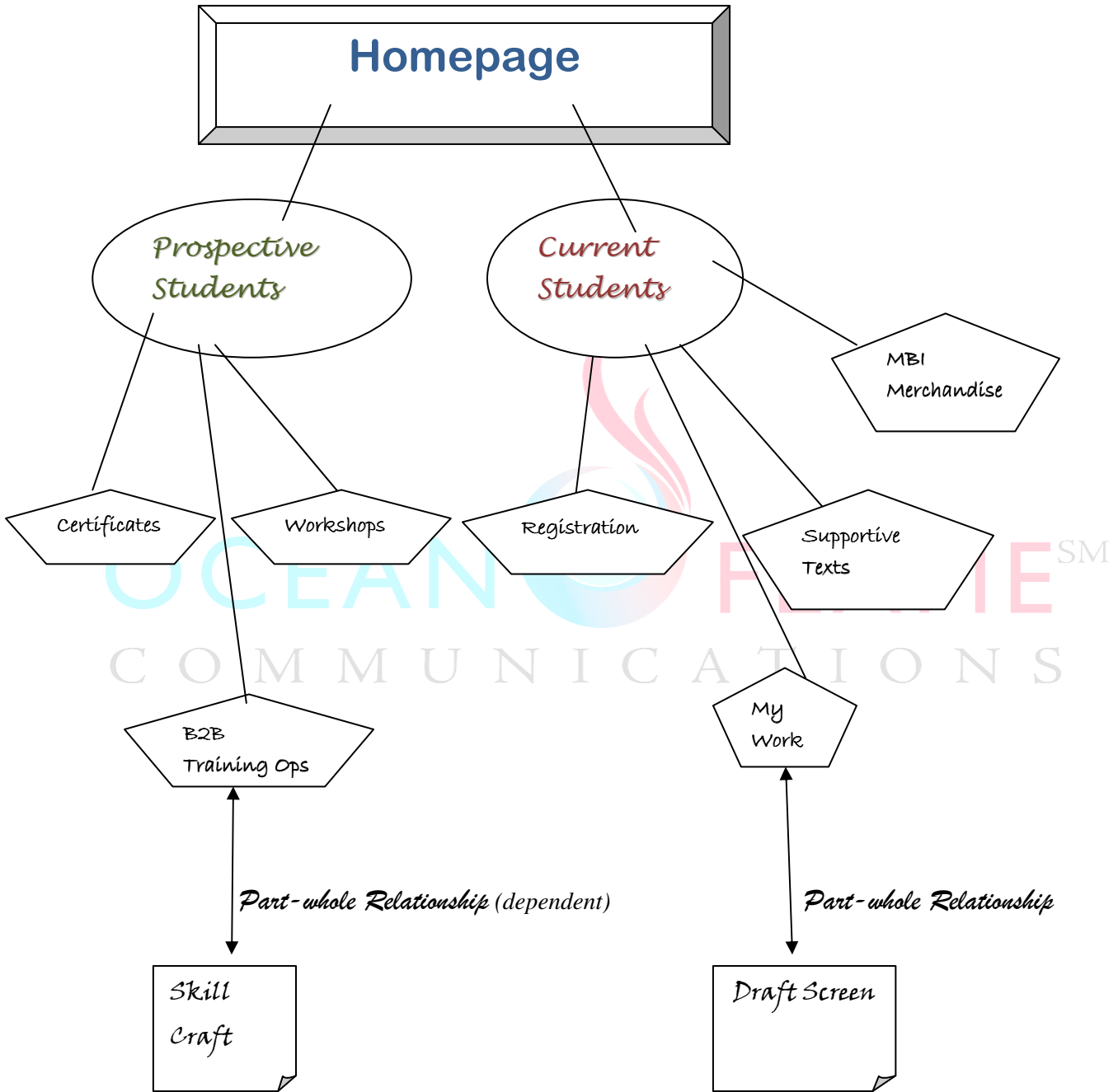
FAQ: The FAQ facility within a website is the embodiment of unmanned, 24 hour service as site visitors may browse the list for questions similar to theirs with the high probability of having their question addressed at 2am, from home and without the hassle of enduring the remarks of rude receptionists and phone-extension connection wait-times. An improvement to the FAQ facility is the "Search" Button which allows visitors to place their subject of inquiry within the search box and have the site search for this particular item of interest as addressed by the site's *dynamic pages*.

Mailing List: Of the three Institutes, Trebas is the only one which has taken advantage of Direct-Marketing by including a Mailing list service. Having an online mailing list allows companies to cost-effectively communicate directly with students and prospects through E-mail blasts, by which they may advertise new courses, events and service-offerings of the Institution.

Map Location: The presence of an online map which will assist students and prospects in finding the Institution is one important service missing on all three sites.

Concept Model

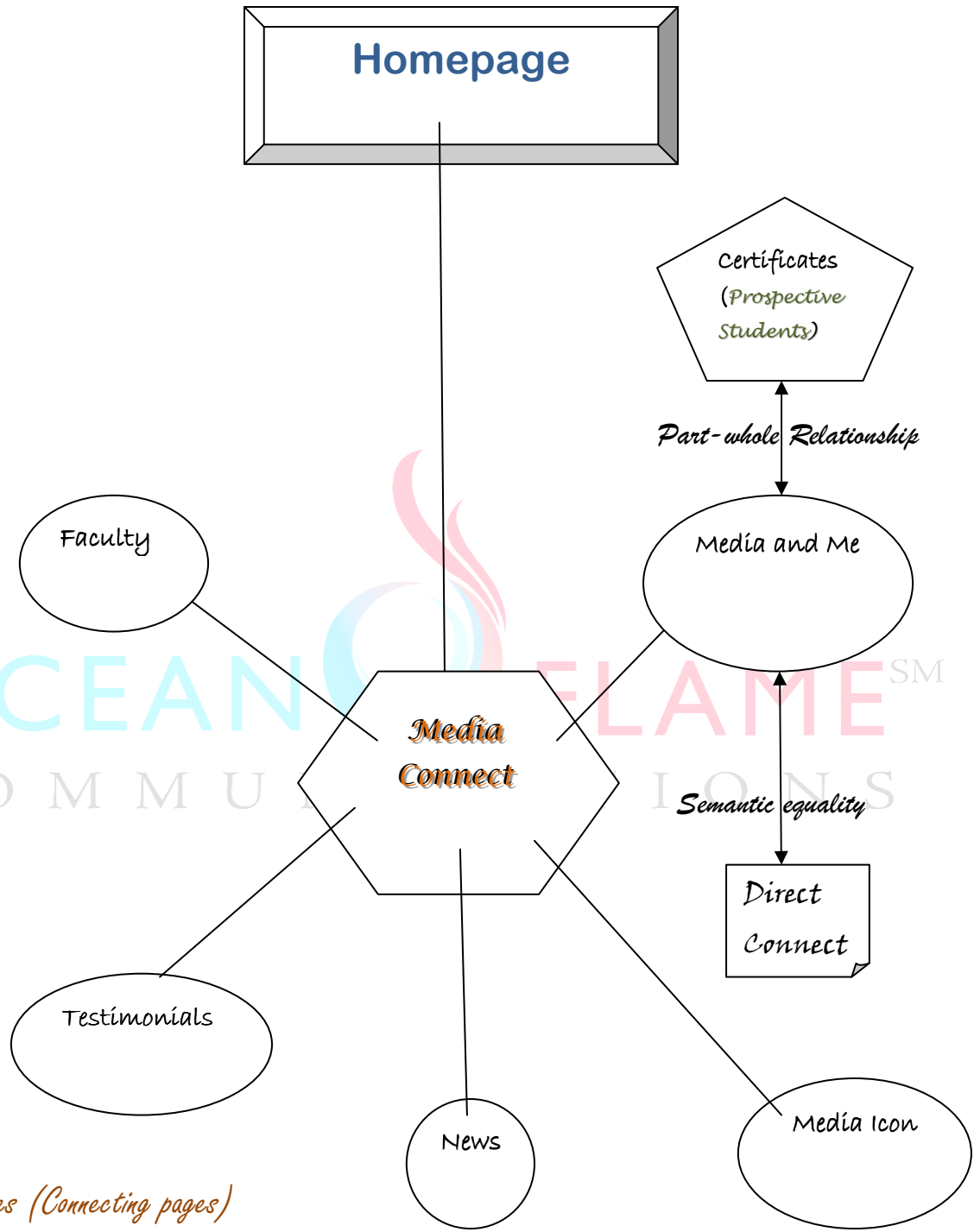
MBI Site: Nodes & Connections



○ *Homepage Buttons*

⬠ *Nodes (Connecting Pages)*

▭ *Part-whole Relationships*



○ Nodes (Connecting pages)

⬡ Homepage Button

— Connection

⬢ Semantic equality (both pages are symbiotic)

PAGES AND LINKS

Prospective Students

- Certificates
- Workshops
- B2B Training Ops

Certificates: “Certificates” is a link on the dropdown menu of the Homepage button titled “Prospective Students” -this link leads to a *content page* which provides a list of MBI’s Certificate courses along with a course description and subject agenda for each Certificate.

Workshops: The Workshops link provides visitors with information on the course description, date and venue of MBI’s next series of workshops. The *content page* will also allow visitors to register online for upcoming workshops.

B2B Training Ops: This *interactive page* is the presentation of MBI’s Business to Business service, which provides companies with the ability to choose workshop subject(s) helpful to their employees’ productivity and professionalism. Consequent to online registration and remittance followed by telephonic correspondence, Media Business Institute Professors will conduct workshops with company employees at their place of work after office hours (5pm or 6pm).

Skill Craft: “Skill Craft” as described in the “Concept Model” segment has a *part-whole relationship* with the “B2B Training Ops” link, meaning the “Skill Craft” link is *dependent* upon the “B2B Training Ops” facility, as a service which is a direct ramification of MBI’s B2B Service offering. “Skill Craft” is an information and skill (“Infill”) download series of workshop notes which helps students “fill in” their gaps of understanding, these notes have been created for Media companies seeking a workshop program to improve upon the skill-set of their workers. These detailed and explanatory notes as well as recommended reading texts can all be purchased through the *E-Commerce* based “Skill Craft” pages; subsequent to Credit Card payment the notes and manuscripts will be available for download.

Current Students

- Registration
- Supportive Texts
- My Work
- MBI Merchandise

Registration: This link provides a page which is both a *content and interactive page*, allowing present students to enter their contact and credit card information in order to register for other courses, subjects or Certificates they may be interested in. The page lists subject, course and certificate offerings as well as their relevant pricing. The *E-commerce* enabled page allows visitors to pay through Visa, Master Card and American Express.

Supportive Texts: MBI provides a list of recommended and suggested text books which will prove beneficial to students. These new and used texts are available through the Supportive Texts link which is both a *static and dynamic webpage*. The *dynamic content* on this page allows visitors to access the MBI website database in order to peruse a list of used textbooks being advertised through the site by MBI Past students. The *static content* on the site allows visitors to be directed to relevant book vendor's websites which are offering the recommended texts for both purchase and delivery.

My Work: This *content page* allows students to view the work of other students (past & present) who have posted their work for others to use for research. The page is also interactive as it allows new students the opportunity to post their work also and blog about the work they've seen on the website and how it has assisted or inspired them.

Draft Screen: The "Draft Screen" link has a dependent (part-whole) relationship with the "My Work" page. The "Draft Screen" *interactive page* allows students to post their work and request assistance and critiques from both fellow students and professors who are members of the MBI Online community.

MBI Merchandise: This *Content & E-Commerce page* allows students to view MBI's swag store offering MBI T-Shirts, Hats/Caps and Stationery equipment as well as pricing and information on seasonal sales events. The page also allows visitors to purchase merchandise online for pick-up or delivery.

Media Connect

- Faculty
- Testimonials
- News
- Media Icon
- Media and Me
- Direct Connect

Faculty: This *content page* showcases the Media Business Institute Faculty, their specialization, career and achievement synopsis, action photograph (image of Professor teaching or at work) and contact information.

Testimonials: This content page showcases rich-media, as well as text & photo testimonials from media professionals, past students and guest lecturers. The page will also feature Press Files, Press Releases, Press Articles and video features on the Media Business Institute.

News: This is a *dynamic webpage* as it entails news and reviews as written by the MBI News team, the page also has *static page* content as visitors may access directed links which will stream them to relevant rich-media or text & photo Canadian and American stories of the TV, Film and Media Industry.

Media Icon: This *content and interactive page* features a rich-media (streaming video or audio), text and photographic recounting of an interview with a select media professional. Every two months the “Media Icon” page will feature text, images and video of an interview conducted by an MBI Representative with a recognized Canadian or American media professional.

N.B. Media Icon (to be written "mlcon" with the "m" in the air as if it is was the number 2 conveying “Icon squared”, but the squaring would precede the number, rather than follow it.)

Media and Me: This *content and interactive page* allows prospective students to view demographic and psychographic profiles of successful media professionals, allowing them the opportunity to self-analyze and project which category they may fit. For those who wish to ascertain a conclusive diagnosis, the page also facilitates an online consultation with an MBI Representative. Prospective students who wish to have this consultation will be expected to take an online psychometric test which will be evaluated by an MBI Representative who will analyze the data and connect with the student prospect concerning their course selection based on their psychological profile, career experience and industry perspective. The “Media and Me” page also has a link to the “Certificates” content page, allowing prospects to peruse the course menu, which may assist them in their course selection. This online testing, data

analysis and consultation are made accessible to prospects subsequent to an online remittance for these professional services.

Direct Connect: This *semantic equality page* works in tandem with the Media and Me page, which allows prospective students the opportunity to book a face-to-face meeting with a MBI Representative concerning dreams, desires, experience and perspective on the media industry and employment landscape.

Wireframe

Homepage sample:



Content Inventory

Visual Components: The Homepage is comprised of two banner skyscraper spaces and two rectangle buttons. Though a simple layout the Homepage is the primary element of communication with visitors, the MBI Homepage will possess attention-grabbing graphics, demo-specific messaging and creative photography and *superstitials* promising *stickiness* worthy of not only improving MBI's student revenues, but effective in attaining remarkable *click-through rates* and *data-collection* useful for pitching to prospective media advertisers, as an additional means of monetizing the site and justifying the site-construction expenses.

Page Architecture: The Homepage is comprised of two banner skyscraper spaces and two rectangle buttons. **Left Skyscraper Banner:** The MBI branded, blue shaded and orange text engraved skyscraper banner to the left is used to host the MBI Logo which is directly followed by the Homepage menu buttons, these menu buttons are *mouse-over* text which illuminate when passed over by the cursor and expand when clicked on to reveal item-related links. The skyscraper banner will be fixed with click-through applications which will enable data collection, informing site management on which menu buttons and consequently MBI courses are most clicked on, helping MBI Management to uncover which courses are most popular, as well as this information will help web marketing staff to calculate the *conversion rate* from intrigued site-visitor to registered student. The marketing staff will also discover which courses are of most interest, so they can subsequently improve the advertising budget and creative behind that particular course or service offering.

Centre Rectangle Button: To the upper-right of the skyscraper banner is a rectangle button which is used as the main messaging area of the Homepage, the *interstitial* button entails the branded spelling of “Media Business Institute” which is followed by the words “Connect Lounge” as this Homepage serves as MBI’s primary point of contact with visitors and prospects, hence visitor/prospect and MBI are connecting through this visually comfortable informative medium/lounge.

The “Connect Lounge” button will switch faces every twenty (20) seconds to a five (5) second glimpse of graphics which are deemed empathetic to the visiting target-market. The Adobe Flash generated images will reflect imagery that directly communicates with the target audience, suggestions for these images are referenced in the Content Development* list in the Ad-Sense section.

Base Centre Rectangle Button: The “News” Button which is directly below the “Connect Lounge” button is a multi-purposed button which will be used for both news and branded advertising. The button will be outfitted with *streaming media* applications for video reports on different media industry related stories. This button is expected to be the secondary cause for the *traffic* and *stickiness* of the MBI Site as people should soon look to the MBI Site as a secondary source of hard, soft, developing and underground/investigatory media news. The News button will double as a *mouse-over* “screen stealer” *rich-media* conduit for both Breaking News as well as Branded Advertising for various media companies seeking to showcase their goods and/or services. The button will also be outfitted with pay-per click (PPC) applications which will attract advertisers who will compensate the MBI Webmaster based on the button’s *impressions* and *click-through rate* (how many people click on the button over a specified time-period).

Right-end Skyscraper Banner: This MBI Promotional skyscraper banner is the MBI Intranet on the Internet, it is meant to showcase Media Business Institute News, promotional images and video, providing information on open-house guest lectures, new courses, workshop dates and venues, as well as B2B offerings and new online services. The MBI Promotional banner will double as a *mouse-over* “screen stealer” *streaming-media* conduit as the “Welcome to MBI” Promotional video will be a pop-up function of this superstitial banner. This promotional video will be concluded with the displaying of the MBI Certificates, Workshops and B2B Training Ops –this is essential for website *tracking and accountability* by monitoring the *click-through rate* of programs visitors are most interested in after watching the video, this is done for marketing research purposes, which assists in the planning of future courses and re-structuring of present courses. The banner also features a “Scan Box” allowing visitors to quickly scan the site using *key phrases*, this allows our time-strapped prospects to search our offering in the most expedient manner.

Page Properties: In order to project and illustrate this feeling of warmth and welcome the site designer must be creative with the calming pastels chosen for the pages coloring. The *page properties* such as color, typography, illustration and interaction appearance will be left to the artistic discretion of the designer following the parameter which details that the colors and concepts used for the construction of the site must convey the feel of a relaxing, comfortable learning atmosphere. The web designer should have the site outfitted with the Content Management System (CMS) which will allow the MBI Webmaster to directly change the content of the site without knowing or having to apply any computer code. The web designer and MBI webmaster should work in tandem in establishing *tracking and accountability* applications (Pay-per click, click-through rate, opt-in offerings, E-mail capture, data collection and feedback applications) on all MBI Site pages, these *site metrics* applications will assist in marketing research, by studying the interests of the visitors, what they chose to click on and the feedback they have offered through blogs or their participation in *opt-in* offerings. The value of this information will help the company in constantly innovating and attracting new business and consequently justify the expense involved in creating, constructing and maintaining the MBI website.

Creative Brief

Ad-Sense

Online Advertising: The “big idea” inspiring MBI’s *interstitial back link* and print creative is that of empathy; the art direction appealing to the emotions by illustrating images depicting the mundane and career stagnant workdays of the average media professional concerned about job-loss and career advancement. The Media Business Institute *signature/tagline* at the base of the online layout is always the words “Command your own destiny” preceding the MBI Logo. The *promise of benefit* headline (“Plot your own course”) and “reason why” copy best conveys to prospects the benefits of the unique perspective they will gain from MBI allowing them to confidently seek advance within the Media industry.

Media Buying: It is recommended that MBI’s advertising be targeted to the websites of Toronto-based Colleges and Universities as well as Media and Marketing Industry trade-papers and websites. This cost-effective and targeted approach will be best executed utilizing a *pay-for performance model* which entails pay-per click (PPC) applications and click-through rate impressions measurement (site metrics). Hence MBI will only compensate the respective Site Managers based on the rate of hits received due to *inbound link* advertising.

Content Development

*Flash Interstitial Ideas/Creative for Homepage Rectangle Button

- **Bridge to success:** The Branded MBI Site is to feature a bridge as a continuing background visual concept, to symbolize the fact that MBI plays the role as the bridge between being a worker and owning your own business or bridge between being a worker or a company leader understanding and managing the corner-stone elements of a Television company.
- **Animation:** The animated figures Paul and Paula are to play a vital role in animating the lives of our target-audience by being Icons of expression and depiction. They depict the lives of our target, a target comprised of those who are working jobs with neither job security nor certainty for advance.
- **Promise of Benefit Creative:** “Plot your own course” is the Homepage heading, featuring a man who has left the obstacle course (rat-race) life to be master of his/her own destiny after attending an MBI Course.
- **Emotional appeal:** Homepage should depict a photo or illustration of casually dressed (Media Professional’s daily attire) men and women climbing a rock-climbing obstacle

course with some hanging by one hand and some falling off, symbolizing the almost gladiator obstacle course the job atmosphere has become.

- **Humorous Creative:** The Homepage should have the caption “command your own destiny”, featuring a man peeping out of his cubicle at all the other workers in his department. “Where am I on the totem pole?” will be the *reason why* ad-copy used to convey the message of job uncertainty.
- **Testimonials:** Testimonials should feature video, text and action-photos of the person or someone depicting them in the field doing their job. These photos should illustrate what a day in that field should be like and ultimately appeal to someone desirous of entering that field.
- **Action Images:** We must try to have action photos of professors lecturing, students learning and responding, students in discussion as well as any video-footage or images which may have been captured of Workshops in progress. This video-footage or captured images will be tastefully placed around related text.

Brand-Sense

Media Business Institute's Brand Construction

Brand Colors: Blue and Orange –these colors must be creatively incorporated within most graphics and text elements of the site.

Brand Shapes: Contrary to utilizing squares and rectangles interspersed within *whitespace*, the MBI Site will seek to utilize indented boxes and rectangles as well as circles and hexagons to host information. This creative *layout* is in congruence with MBI’s unique approach to the learning experience, as well as the creative and innovative culture as a learning institution.

Brand Language: MBI’s core brand-construction principles are built on three pillars: Create, Innovate and Change. Both web-design and servicescape should convey empathetic/conversational text, cozy [visual] texture, tone, design and coloring should reflect these three-pillar brand concepts.

MBI Brand Language possesses its own vernacular in the “Be I” Quest. The “MBI Intervention Imposition” begs site visitors and consultation seekers to ask themselves “Be I Creative”, “Be I Innovative”, “Be I a Conqueror” or “Be I a Visionary” ...well MBI may help you *create* your path!

Brand Sounds: Inspirational and calming wind-instrument music should accompany the opening of the website. The continuing of the music and its volume are adjustable.

Brand Icon: Each page of the website should be branded, which entails a navy blue and orange ribbon border and a mini MBI logo at the base-right corner of each page.

MBI Brand Business: The MBI Brand Positioning is “Improving Outlook” –Bringing the best out of people (attitude & career-wise) regarding their approach, attitude and perspective on life and career.

Emotional Quotient

Purpose: Education

Problem: Career Stagnation

Solution: Media Business Institute

Emotional Benefit: Inspiration, newfound courage, confidence as well as unique and informed industry perspective.

Brand Strategy: The Brand tone of MBI messaging is empathetic, conversational and most importantly rational (rational appeal technique). Like the MBI Advertising and Public Relations strategy, this technique appeals to both the rational and emotional quotient of the site visitor, a visitor who seeks a straight-forward answer as to *how* MBI may assist him/her in achieving their career goals. In an era of mass layoffs and career stagnation it is only *rational* to seek methods of advancement or entrepreneurship.

Brand Communication: The MBI Brand attitude, message and personality are constructed on two pillars namely the Creative and Innovative. These principles are symbolized in the Brand Colors (Navy Blue and Orange) as well as the Brand message “Command your own Destiny”. This phrase is one of courage founded in confidence, inspired by the theme of advancement and desire for outstanding achievement which are components of the ambition driving most successful visionaries.

Brand Positioning: MBI Strategic Competitive Advantage is founded in the fact that it is the media educational Institute for the time-impooverished working Professional seeking new perspective on the industry. The programs are designed with flexible class hours, a fully interactive website and a supportive staff which communicates with both present and prospective students through the website. Supporting this Competitive Advantage is MBI’s ambition to launch online streaming media lectures and online tests and examinations in the near future.

Services Marketing

New Students: As a services marketing policy, new students who register online are sent a confirmation E-mail, welcome package (sent by mail) and given a courtesy call by an MBI Representative. In servicing the sale, MBI will provide a *value-added* offering of a free mini career consultation and one selected article of MBI merchandise for new students.

Present Students: MBI Students are provided with both office and online consultation with Professors.

Alumni: MBI Graduates are provided with a "Pipeline Password" which will allow them to access, download and print the branded used and updated learning materials. Graduates are also allowed to purchase the notes for new courses at a reduced rate through the use of this alumni online service.

Buzz-Marketing

The Unusual: Two of the rudimentary buttons of Buzz in Buzz-marketing is “the hilarious” and “the unusual” –this project applies both principles. Celebrities are using T-Shirts to communicate both social and political concerns, MBI will seek to apply this medium in creating buzz through *risqué messaging* on MBI merchandise.

Secrecy: Hosting Media News on the MBI Site with the buzz-element of underground/investigative news gives the site immense buzz-marketing value (buzz-currency), as people like to feel they are the first to know, this feeling of uncovering *industry secrets* makes visitors feel as if they are ahead in developing news, making MBI their go-to site for updates, meaning more hits, referrals, traffic and consequently business for the site.

Hilarious: MBI *inbound link* advertising utilizes “the hilarious” in an empathetic fashion, using amusing creative to communicate through imagery that they understand the feelings of stagnation and uncertainty being experienced by Media Professionals seeking an edge or perspective on the industry.

Media Capture: The “Big Idea” for the MBI awareness campaign is Publicity, articles and coverage which will garner the attention of both Newspaper and Trade Paper Journalists. The MBI Site and Advertising Strategy has two Buzz components. The first is “The David & Goliath Angle” and the second is “Controversy”.

David & Goliath Angle: The David and Goliath angle is illustrated by portraying frustrated media professionals seeking methods of advance in or [profitable] escape from the seemingly slave-driving and constantly downsizing Media Conglomerates (The Goliath).

Controversy: The controversy angle will be explored through the investigative journalism and unique angles taken for MBI underground/investigative news which should not only capture media attention it will drive much traffic to the site. Visitors of the site are also invited to share their own stories and perspectives by uploading audio, video or text bytes.

