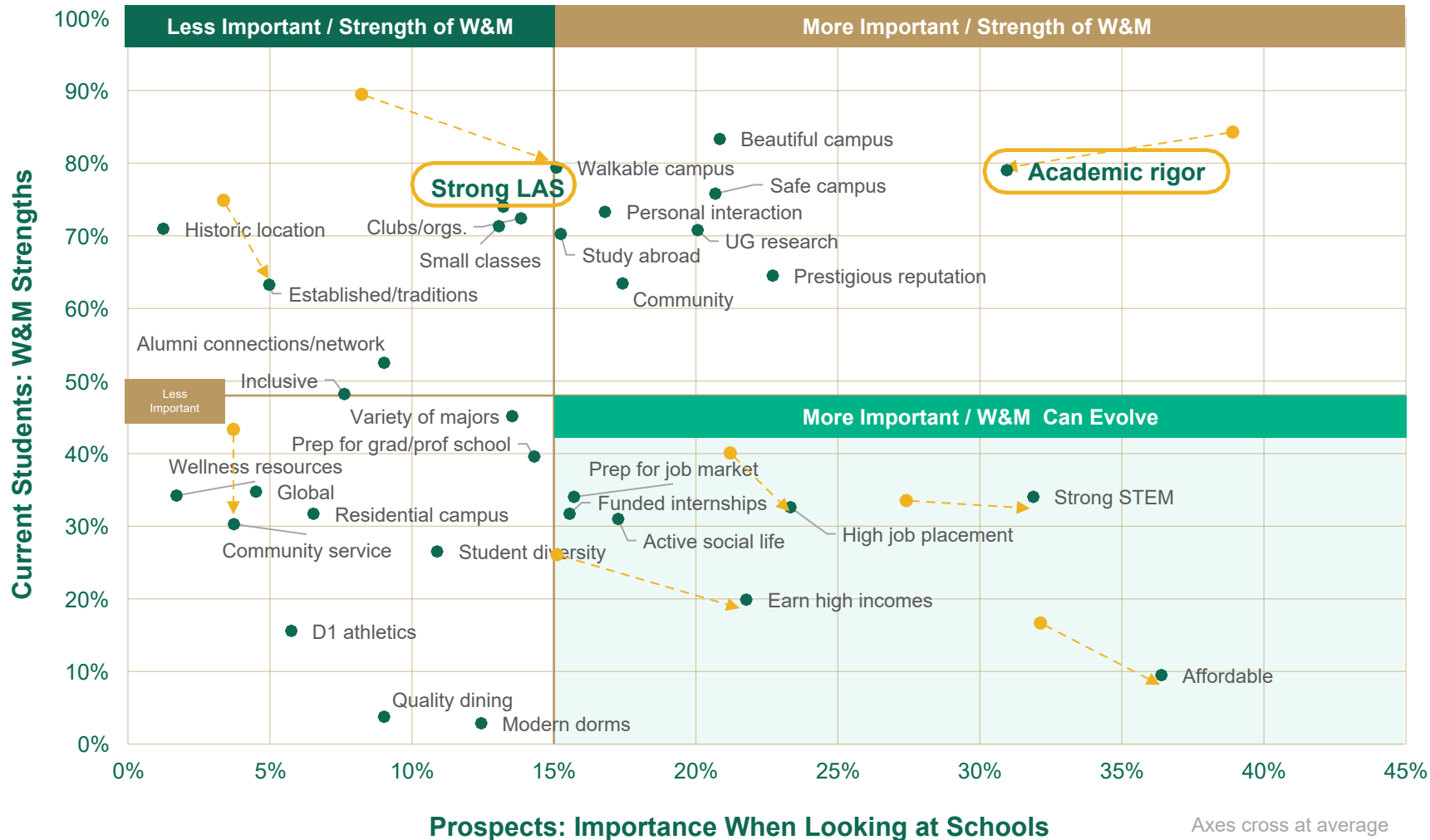




Brand Positioning Update

WILLIAM & MARY

Perceptions of W&M / Strengths vs. Importance 2019 vs 2023



Axes cross at average values for each audience.

SURVEY QUESTION:

Which **FIVE** of the following are the **MOST IMPORTANT** (PS) attributes you look for in schools? (select up to 5) / (CS) Which of the following are strengths of William & Mary? (select all that apply).

W&M's Distinctive Assets

- 1 Insatiable Curiosity: Smart and inquisitive people**
- 2 Strong Character: Compassionate community that values respect and belonging**
- 3 Entrepreneurial Mindset: Tradition of challenging and forging new ideas**



When you convene brilliant and curious
minds in a place that inspires them to
challenge and support one another,

Sparks are sure to fly.



**Those sparks shape us in unexpected
and wonderful ways.**

**They bind us together in a community of constant
exploration and mutual respect.**

**They inspire us to push boundaries, break new
ground and illuminate the path forward.**



**And they ignite the possibility of
knowledge-bending innovation and
inquiry that transform us and our world
for the better.**




**SPARKS HAVE BEEN FLYING
FOR OVER THREE CENTURIES
AT WILLIAM & MARY.**



**Where the ideals that shaped our
nation and the first honor code
were born.**

**Where the oldest academic
building still in use invites
inquisitive minds to explore.**



Where a commitment to the
good liberal arts and sciences
endows us with the broadest
perspectives.

A large, mature tree with a thick trunk and dense green foliage stands in the foreground, casting a shadow on a cobblestone path. In the background, a large, multi-story brick building with arched windows and doorways is visible. A white picket fence runs across the middle ground. Two people are walking on the path to the left. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The sun is visible in the upper right corner, creating a lens flare effect.

Where the most beautiful
campus in America invites
profound reflection and
discussion.

The background is a solid teal color with a white geometric pattern. The pattern consists of several thin white lines: a vertical line on the left, a vertical line on the right, a horizontal line across the middle, and two diagonal lines forming an 'X' shape. A white circle is positioned on the right side, centered vertically. The text is white and centered horizontally.

Here, we build resilience and character.

We celebrate each other's triumphs and
work hard to reach our full potential.

Here, we chart an uncharted world.



**SPARKS WILL CONTINUE TO FLY HERE
FOR CENTURIES TO COME.**



Because at William & Mary, the greatest
minds still come together,
Fueled by a spirit of curiosity and belonging,
To challenge and explore with integrity, ideas
that shape us and our world.



HERE, SPARKS FLY.

When you convene brilliant and curious minds in a place that inspires them to challenge and support one another, Sparks are sure to fly.



Those sparks shape us in unexpected and wonderful ways.
They bind us together in a community of constant exploration and mutual respect.
They inspire us to push boundaries, break new ground and illuminate the path forward.
And they ignite the possibility of knowledge-bending innovation and inquiry that transform us and our world for the better.

Sparks have been flying for over three centuries at William & Mary.
Where the ideals that shaped our nation and the first honor code were born.
Where the oldest academic building still in use invites inquisitive minds to explore.
Where a commitment to the good liberal arts and sciences endows us with the broadest perspectives.
Where the most beautiful campus in America invites profound reflection and discussion.

Here, we build resilience and character.
We celebrate each other's triumphs and work hard to reach our full potential.
Here, we chart an uncharted world.

Sparks will continue to fly here for centuries to come. Because at William & Mary,
the greatest minds still come together,
Fueled by a spirit of curiosity and belonging,
To challenge and explore with integrity ideas that shape us and our world.

Here, sparks fly.

Positioning statement

For more than three centuries,
William & Mary has convened great
minds and hearts to ignite new
ideas that change us and the world.

Here sparks fly.



Brand Platform Personality

SMART

William & Mary is a place where some of the sharpest minds gather – to push the envelope of our own understanding and to spark creativity and innovation.

GENUINE

Authenticity is our guide. We are who we are, so we focus on honesty and integrity in everything we do, whether that's solving an academic challenge or being true to ourselves.

BOLD

At William & Mary, being bold is a way of life. It means being unapologetically confident in who you are, understanding your value and embracing your passion with purpose.

Brand Platform Personality

CURIOUS

Asking questions & finding solutions is standard at William & Mary — our curiosity drives us to pursue knowledge, challenge convention, lead discovery & create a better future.

WITTY

This is a place where intellect and humor collide. We find joy in clever banter that reveals deep knowledge and bonds our community through a playful rapport.

PASSIONATE

We love to love what we do. We're spirited & enthusiastic, and we delight in all accomplishments — small & great. Our personal & collective passions inspire us to pursue more.

Positioning Statement

For more than three centuries, William & Mary has convened great minds and hearts to ignite new ideas that change us and the world. Here sparks fly.

Brand Platform Personality

Smart | Genuine | Bold | Curious | Witty | Passionate

Core Messages: Brand Storyline

**INSATIABLE CURIOSITY:
Smart and
inquisitive people**

**STRONG CHARACTER:
Compassionate
community that values
respect and belonging**

**ENTREPRENEURIAL
MINDSET:
Tradition of challenging
and forging new ideas**