



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Business School Branding: IIMB Experience

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Overview

- Background to the Branding Exercise
- Building Brand Value
- Presentation of the Brand

Background

- IIMB History
 - Established in 1972 by Government of India
 - Main objective of preparing professional managers to meet the needs of Indian industry
 - Focus on public sector
 - Emphasis on teaching, particularly in the MBA (PGP) program
 - India centric
 - Students, faculty, recruiters etc

Background

- Major changes in IIMB's aspirations in early 2000s, following economic reforms
 - More autonomy
 - Become a global player recognized for excellence in management education and research
 - Research recognized as important
 - Increase in international component both in teaching programs and research
 - Introduced several initiatives, but not well integrated

Background

- Perception of IIMB by various stake holders
 - Commissioned a study (by an independent consultant)
 - Findings
 - Strong academic credentials
 - Strong public sector focus
 - Seen as nimble / flexible
 - Individual / personality driven, rather than process driven

Background

- Gaps identified by the perception study
 - Focus on research
 - Introduce new programs / courses targeted at specific segments, e.g., program for executives with 7-10 years experience
 - Value in diversity
 - Students
 - Faculty
 - More international flavor

Building IIMB Brand Value

- Strengthening of brand value based on three pillars
 - Excellence in academic research, on par with top schools, globally
 - Develop a niche for India-centric research
 - Enhance international element in research, teaching, executive education & training
 - Innovation as one of the major focus areas

Building IIMB Brand Value

- Research Excellence
 - Faculty recruitment
 - Strengthening doctoral program with more emphasis on research
 - Create environment that fosters and encourages research
 - Establishment of research centers, research chairs for young faculty etc
 - Enhance funding opportunities and liberal support for conference travel
 - Incentives & rewards

Building IIMB Brand Value

- Increase International Presence
 - Student & faculty exchange programs
 - Global Recruitment for summer and final placement (for positions outside India)
 - Diversity in student mix with more international students
 - Faculty with international exposure / experience
 - Hire more foreign faculty
 - Alliance with strategic partner schools

Building IIMB Brand Value

- Innovation
 - Establish a center (NSRCEL) with an incubator for research in innovation and entrepreneurship
 - Exploit the locational advantage of Bangalore as the “Technology Capital of India” and develop strategic alliance with Institutions such as Indian Institute of Science, National Law School

Presentation of Brand IIMB

- Evolve a fresh approach to express IIMB vision and future direction
- New Monogram (Logo) that reflects continuous process of renewal rejuvenation so that IIMB brand remains fresh, relevant and contemporary
- Alignment of all communication material to a consistent look and feel
 - Typography, color, imagery and style

Presentation of Brand IIMB

- Consistency in content and style
- Stationery
 - Business cards, letter heads, envelopes, brochures, CDs and give aways
- Indoor and Outdoor Signs
- Print Advertising
- Presentations
- Website

Thank You!

