

PanIIT BRANDING | A VISION DOCUMENT

PREPARED BY ARJUN SEN, PRESIDENT, ZENMANGO

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BRANDING IS EVERYTHING, AND EVERYTHING IS BRANDING.



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PanIIT: Purpose

The specific purposes for which this corporation is organized is to ensure ongoing public benefit from the Indian Institutes of Technology through programs and activities:

- (1) to promote and enhance the branding of IITs (Indian Institutes of Technology);
- (2) to provide forums for networking opportunities for alumni of IITs;
- (3) engagement with IIT governance and vision;
- (4) to further the best practices of various IIT organizations.

ZenMango P.O.V.:

Should the scope of PanIIT broaden to being more than “providing forums for networking opportunities for alumni of IITs”. If the scope remains as defined in the purpose document, the scope of branding is limited.

ZenMango suggests that the branding be broadened to include:



Source: Amended BYLAWS of PanIIT, Inc.

PanIIT BRANDING | SCOPE OF BRANDING

PanIIT Stakeholders

PAN IIT

A California nonprofit public benefit corporation.

**BRANDING
IITIANS &
IIT ALUMNI
(NOT IITS)**

GEOGRAPHIC SCOPE



USA



INDIA



GLOBAL

**IIT
(Institutions)**

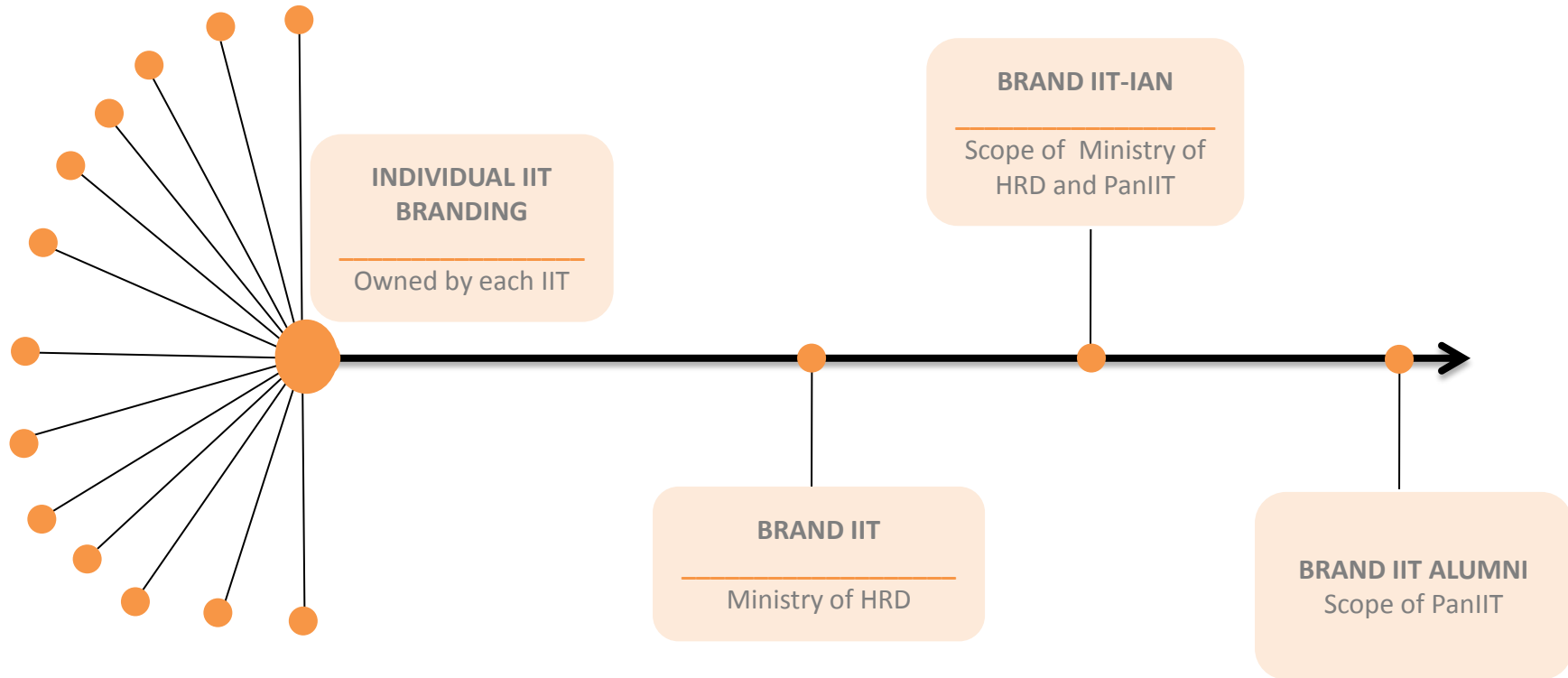
IIT ALUMNI

**GLOBAL
POSITIONING**

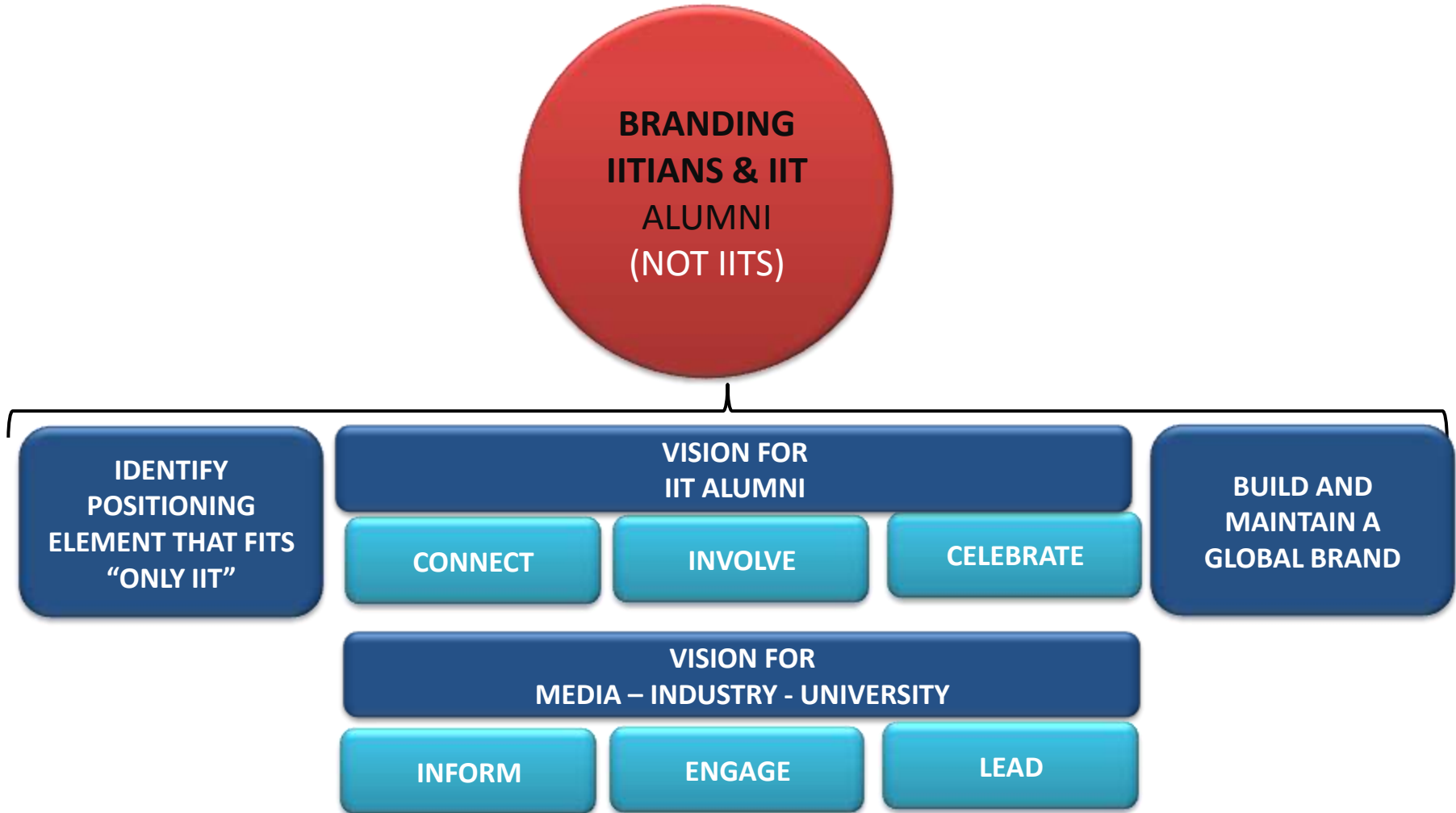
Sets guidelines

Government of India
Ministry of Human Resource Development
Department of Higher Education
(उच्च शिक्षा विभाग)

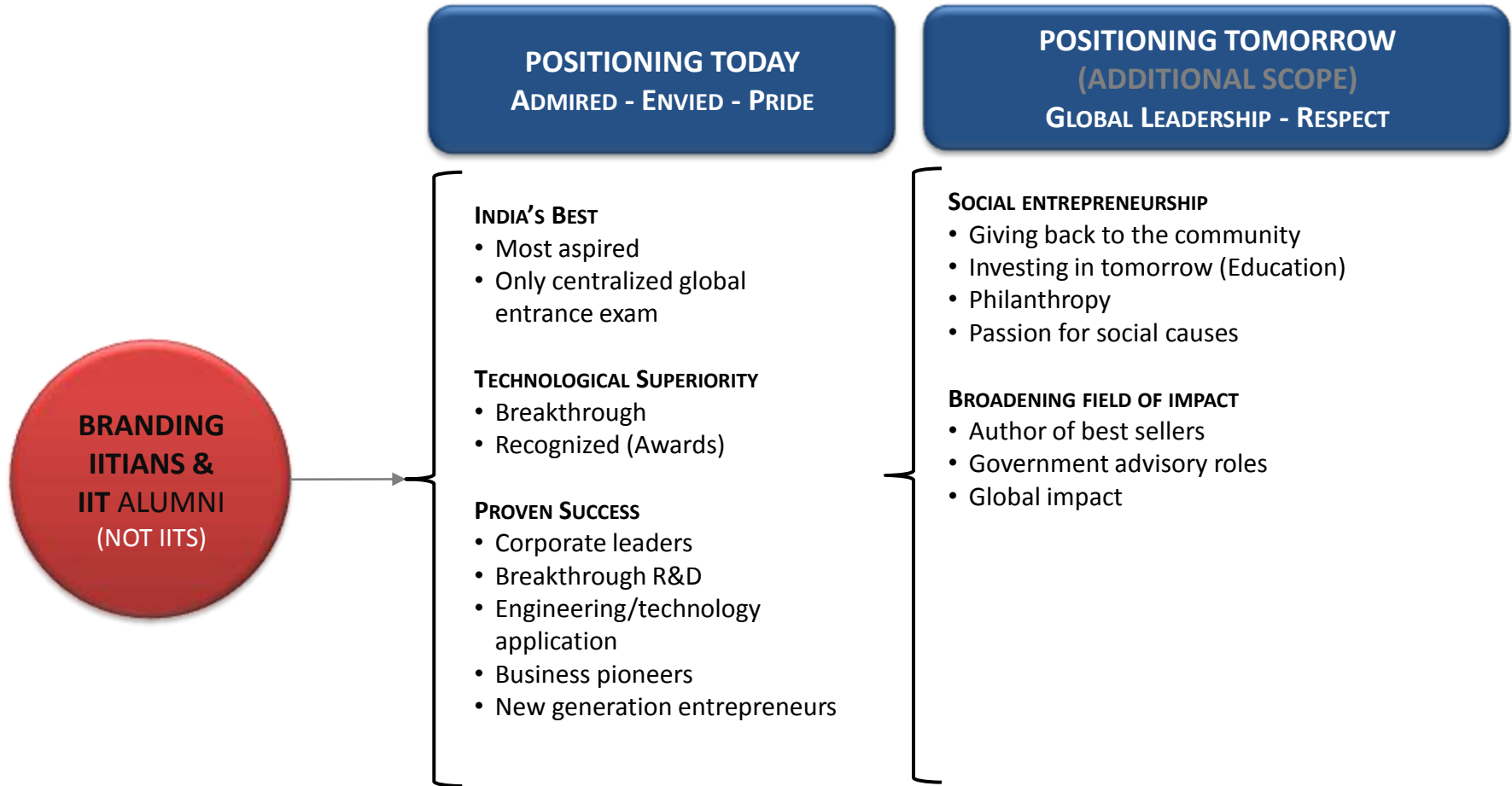
Scope of PanIIT Branding



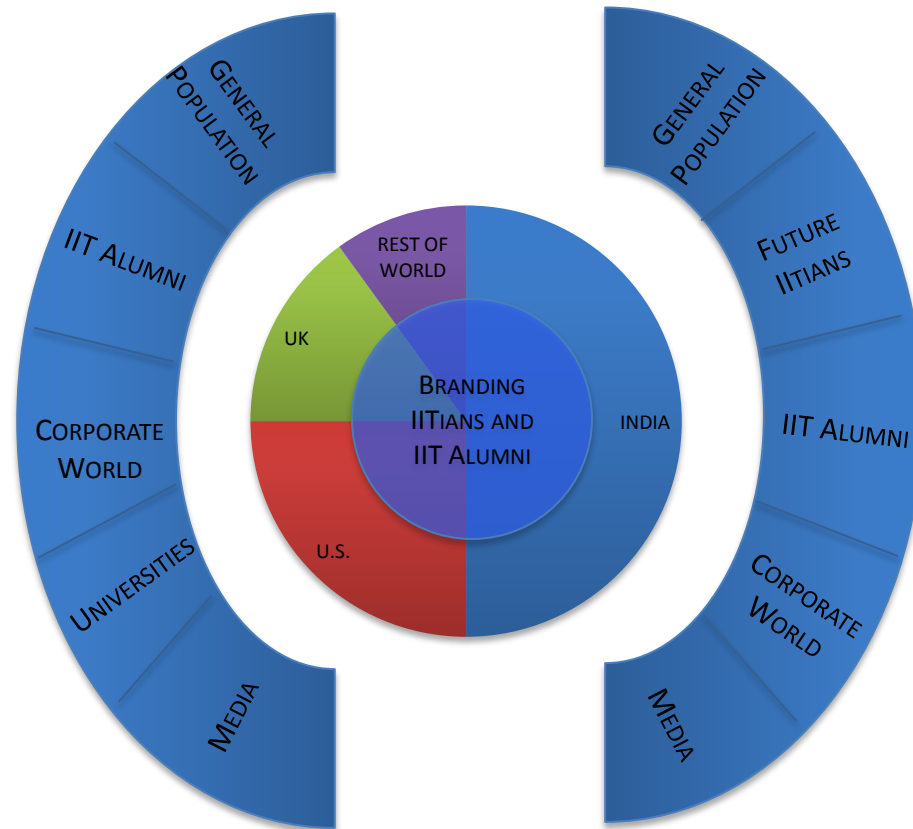
Scope of PanIIT Branding



PanIIT Brand Positioning



Branding IITians and IIT Alumni: Target Audience



PanIIT BRANDING | ROLE WITH INDIVIDUAL IITS

Individual IIT Brands: Current State



KHARAGPUR



MUMBAI



IIT Gandhinagar
GANDHINAGAR



KANPUR



ROORKEE



MADRAS



GUWAHATI



DELHI



BHUBANESHWAR



Location of the IITs: existing ones (green), new ones functioning from temporary campuses (blue) and proposed ones (red).

THE EXPANSION OF IIT CAMPUS

NO CONSISTENCY IN BRANDING

This makes it tough for an outsider to see the synergy of all IITs and feel the core of the brand that is consistently present in all IITs.

The departure and the inconsistency is magnified by the branding of IIT Gandhinagar as it is the first IIT not to have the full text of Indian Institute of Technology in the logo. This will limit the scope of IIT Gandhinagar within India or among those who know what IIT stands for.

Inconsistency is driven by non-uniform:

- Colors
- Shape
- Framework
- Language/text
- No common icons

BRAND EXPANSION OR DILUTION?

The rapid growth in IITs without the proper communication may lead to the perception of brand dilution instead of brand expansion.

Individual IIT Brands: Role PanIIT Can Play

- **ADVISORY ROLE:** (with Ministry of HRD and Individual IITs)
 - About the importance of brand consistency during this rapid growth phase.
 - In creating the message of brand expansion and not brand dilution.
 - Need for expansion
 - What is the IIT brand and level of commitment to excellence
 - How is the brand and the level of commitment to excellence preserved during the brand expansion phase.
- **ASSISTANCE ROLE:** (Assist IITs in events and activities)
 - Increasing participation of IIT Alumni
 - Sponsoring guest speakers who exemplify the IITian spirit
- **NETWORKING**
 - Industry connection to IITs
 - Use the PanIIT site to network IITians (current students and alumni) to network
 - For internships and employment.
 - Entrepreneurship networking:
 - Assist budding entrepreneurs in being successful
- **VISION LEADERS**
 - Champion the vision of first IIT Campus outside India.

PanIIT BRANDING | ROLE IN BRANDING IIT ALUMNI

IIT Alumni: Current State

The screenshot shows the IIT Alumni website with a navigation bar containing: About Us, Chapters, Conferences, Press, Books, News Letters, PITech, and Contact Us. The main header features the IIT Alumni logo and the text "Indian Institutes of Technology". Below the header is a search bar and a row of six images depicting various IIT campuses. The main content area is titled "PanIIT Chapters" and lists chapters across three regions:

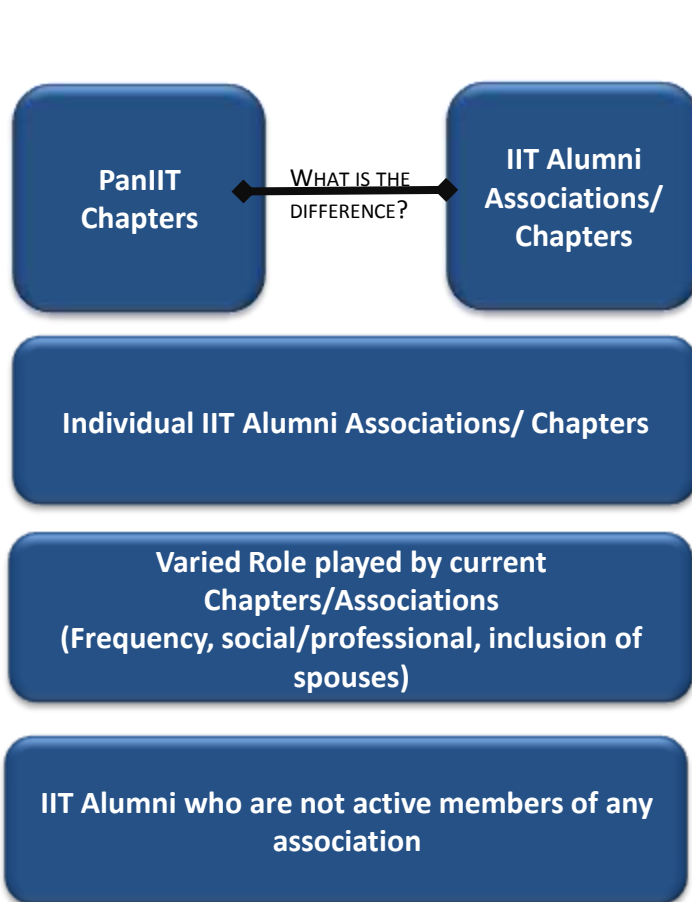
- North America**
 - IIT Society in New England
 - IIT Alumni Canada
 - IIT Midwest, Chicago
 - IIT Alumni Association of North Texas
 - IIT-GNY (Greater New York, NY-NJ-CT-PA)
 - PANIIT Chapter of the Carolinas
 - PanIIT Pacific Northwest Chapter
 - Pan-IIT of Tennessee
 - Pan-IIT Southern California, Los Angeles
 - IIT Southeast
 - Cap-IIT Alumni Association, Greater Washington DC
 - Pan IIT - Greater Houston Chapter
- Europe**
 - IIT-EU Alumni Association
- Pacific Region**
 - IITians Association of Australia
 - iitjapan : IITians in Japan
 - IIT Alumni Association, Singapore (IITAAP)

On the right side of the screenshot, there are icons for "NEWS" (IIT Newsletter Sign-up), "Linked in" (IIT Alumni Groups), "YAHOO! GROUPS", "orkut", and "You Tube" (IIT Alumni Channel).

ZM INSIGHT:
 PANIIT APPEARS WITHOUT ANY DEFINITION OR CONTEXT

ZM INSIGHT:
 WHAT IS THE DIFFERENCE BETWEEN SOCIETY, CHAPTER AND ASSOCIATION?
 WHAT IS THE DIFFERENCE BETWEEN ALUMNI AND PANIIT?

IIT Alumni: Current State



MULTIPLE BRANDING

As both PanIIT and IIT Alumni associations/chapters exist next to each other, without any clear definition of the “difference” between both brands, it is quite possible to confuse the local IIT Alumni and the community at large the role of each.

FRAGMENTED AND NO CONSISTENT OPERATIONS

As each organization is autonomous and meet-at-will organizations, some are highly functional and some are not.

PARTICIPATION LEVEL LOW

Not every IIT alumni is involved in a local or national association. The reasons for the low participation is primarily because the benefits of a strong local chapter is not demonstrated to IIT Alumni.

PanIIT: Role with IIT Alumni

MAXIMIZE THE EFFECTIVENESS OF LOCAL CHAPTERS (by integration efforts)

- Define vision of local chapters
 - Maximize enrollment
 - Best Practices
 - Professional activities
 - Social activities
 - Role and accountability of office bearers
 - Fund raising events
 - Support from PanIIT in getting speakers for local events
 - Job bank
 - Access to professional development tools
- Intra-chapter interaction
 - Regional events and activities
 - Support roles
- National and global events
 - Benefit of participation

Similar to a Franchise and Franchisor relation that includes:

1. Shared vision
2. Shared goals
3. Standards
4. Processes
5. Measures
6. KPIs

PanIIT: Role with IIT Alumni (Contd.)

INDIVIDUAL BRANDING OF IITIANS

- Individual accomplishments
- Excel in a differentiated field
- Own one big idea
- Distinguished personality



THE INDIVIDUAL BRANDING PROCESS

- The selection criteria
- The selection process
- PR strategy
- Measuring success



IIT ALUMNI



PanIIT: Role with IIT Alumni (Contd.)

IIT ALUMNI CONFERENCE

TODAY



ZM INSIGHT:

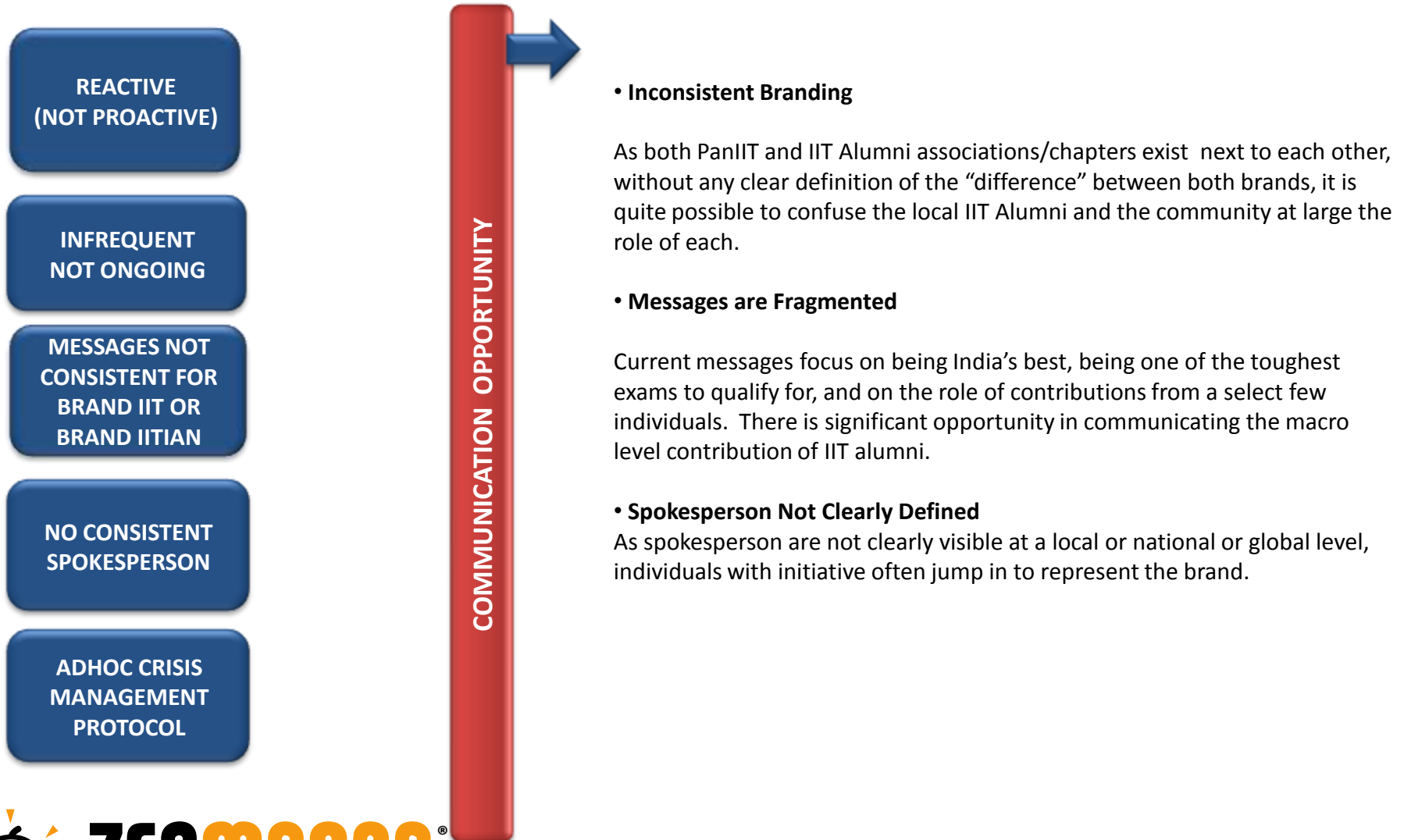
Inconsistent logo
 Inconsistent verbage
 No PanIIT mention, even though
 the url is paniit****.org and we
 all call it the PanIIT Conference.

VISION



PanIT BRANDING | ROLE IN GLOBAL POSITIONING

Global Positioning: Current State



PanIIT: Role in Global Positioning

- **CONSISTENT MESSAGE**

- Always uphold the IIT Alumni positioning element

- **ONGOING MEDIA PRESENCE**

- PR presence in mainstream media on an ongoing basis
- Create interest in IIT Alumni and IIT Alumni events

- **SPOKESPERSON**

- Identify spokesperson who are the face of the brand
- Ongoing training

- **PROACTIVE CRISIS MANAGEMENT**

- Plan for crisis
- Implement and communicate crisis management plan

PanIT BRANDING | DESIGN ELEMENTS

PanIIT Branding Scope: Logo and Visual Elements



powered by PanIIT

IIT Alumni Branding: Core Logo



CORE OF LOGO (CONSTANT)

COLORS
SHAPE
RATIO

PANIIT MENTION (CONSTANT)

COLORS
FONT
CAPITALIZATION

Primary Color Palette:

	#1C225E CMYK: 100 98 33 25 RGB: 28 34 94
	#DA251C CMYK: 9 98 100 1 RGB: 218 37 28
	#FFFFFF CMYK: 0 0 0 0 RGB: 255 255 255

Font Set:

Verdana Regular & Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lexia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXAMPLES OF INAPPROPRIATE USE OF LOGO



POWERED BY PANIIT

COLOR NOT APPROVED



Colorado Chapter

SHAPE NOT APPROVED
NO PANIIT MENTION



GRAPHIC NOT APPROVED
NO PANIIT MENTION



INDIVIDUAL IIT LOGO NOT APPROVED FOR U
NO PANIIT MENTION

IIT Alumni Branding: Chapter Logo



LOCAL CHAPTER MENTION (CONSTANT)
COLORS
FONT
CAPITALIZATION
LOCAL CHAPTER MENTION (VARIABLE)
CHAPTER NAME

EXAMPLES OF INAPPROPRIATE USE OF LOGO



NOT APPROVED
FONT



NO PANIIT
MENTION



CUSTOM TAGLINE NOT
APPROVED



Colorado Chapter

SHAPE NOT APPROVED
NO PANIIT MENTION

IIT Alumni Branding: Events/Initiatives



EXAMPLES OF INAPPROPRIATE USE OF LOGO



SHAPE NOT APPROVED
NO PANIIT MENTION



GRAPHIC NOT APPROVED

IIT Alumni: Proposed consistent Branding



PANIIT
BRANDING

IIT Alumni Chapters:

North America

IIT Alumni: New England Chapter

IIT Alumni: Canada Chapter

IIT Alumni: Midwest, Chicago Chapter

IIT Alumni: North Texas Chapter

IIT Alumni: Greater New York Chapter

IIT Alumni: Carolinas Chapter

IIT Alumni: Pacific Northwest Chapter

IIT Alumni: Tennessee Chapter

IIT Alumni: Southern California Chapter

IIT Alumni: Southeast Chapter

IIT Alumni: Greater Washington DC Chapter

IIT Alumni: Greater Houston Chapter



IIT Newsletter Sign-up

IIT Alumni Groups



IIT Alumni Channel



CONSISTENT USAGE
OF PANIIT AND IIT
ALUMNI BRANDING

PanIT BRANDING | MERCHANDIZING OPPORTUNITY



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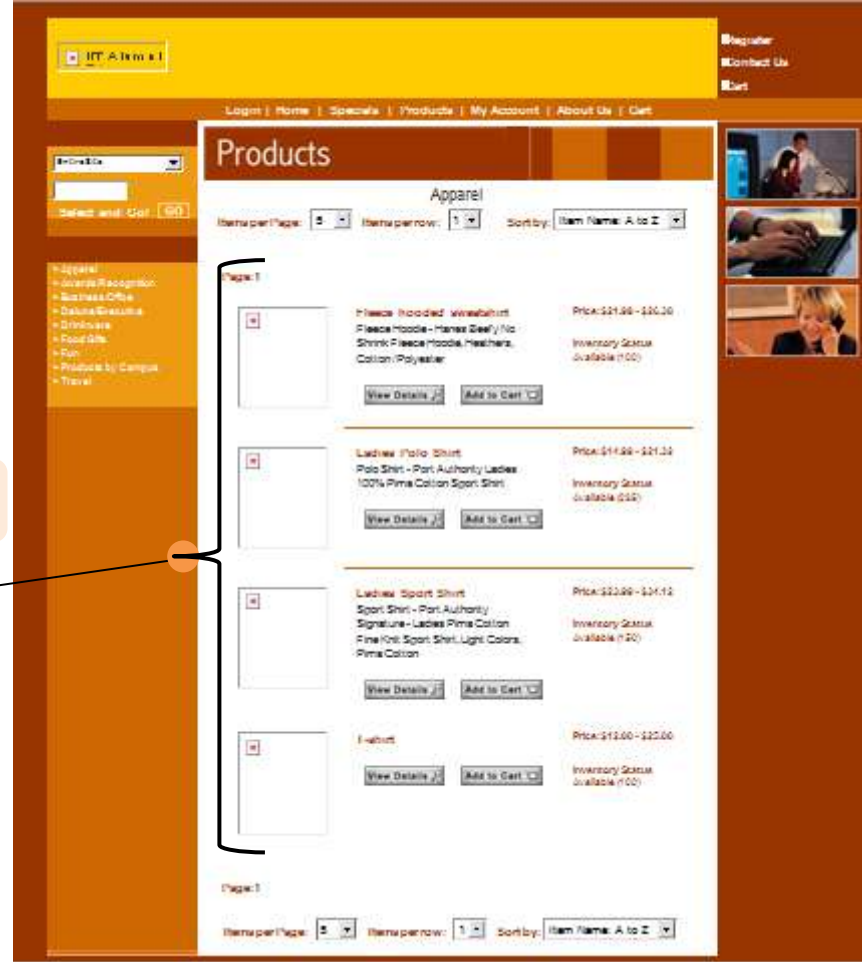
IIT Merchandising: Current State

IITSTORE.COM



ZM INSIGHT: GENERIC CLIPART
(DOES NOT COMMUNICATE INDIA'S BEST)

ZM INSIGHT: WEBSITE GRAPHICS NOT OPTIMIZED
(DOES NOT COMMUNICATE THE MESSAGE OF TECHNOLOGICAL SUPERIORITY)



IIT Merchandising: Current State

LALALAND.COM

ZM INSIGHT: ARE ANY OF THESE, ONLY IIT MESSAGE?

ZAZZLE.COM

The screenshot shows the Lalaland.com website with a navigation menu including Apparel, T-Shirts, Polos, Accessories, and Alumni. A grid of t-shirt designs is displayed, including 'Green Peace', 'Maroon 5', 'Binary Black', '2.2', 'IIT Kharagpur', and 'IIT'. A callout line points from the ZM insight box to the Maroon 5 t-shirt design.

The screenshot shows the Zazzle.com website with a search bar containing 'iit kharagpur merchandise'. The product page for 'iit kgp alum tshirt' is displayed, showing a black t-shirt with the text 'you can take a kgpian out of kgp but not kgp out of a kgpian'. The price is listed as \$33.30 per shirt. A callout line points from the ZM insight box to the t-shirt design.

YOU CAN TAKE A KGPIAN OUT OF KGP BUT NOT KGP OUT OF A KGPIAN

IIT Merchandising: Current State

ZAZZLE.COM

POSTERS



POSTAGE STAMP



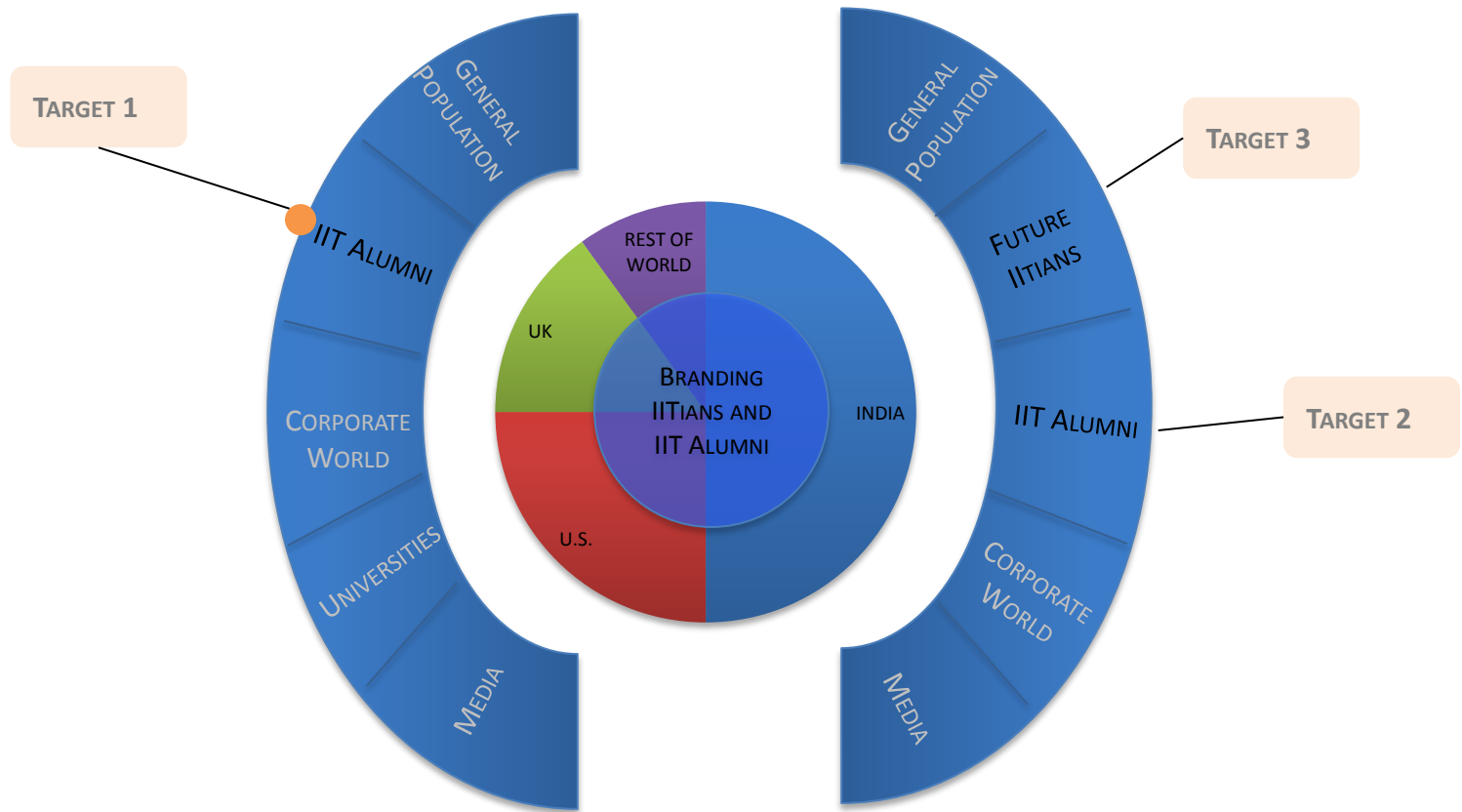
MUGS



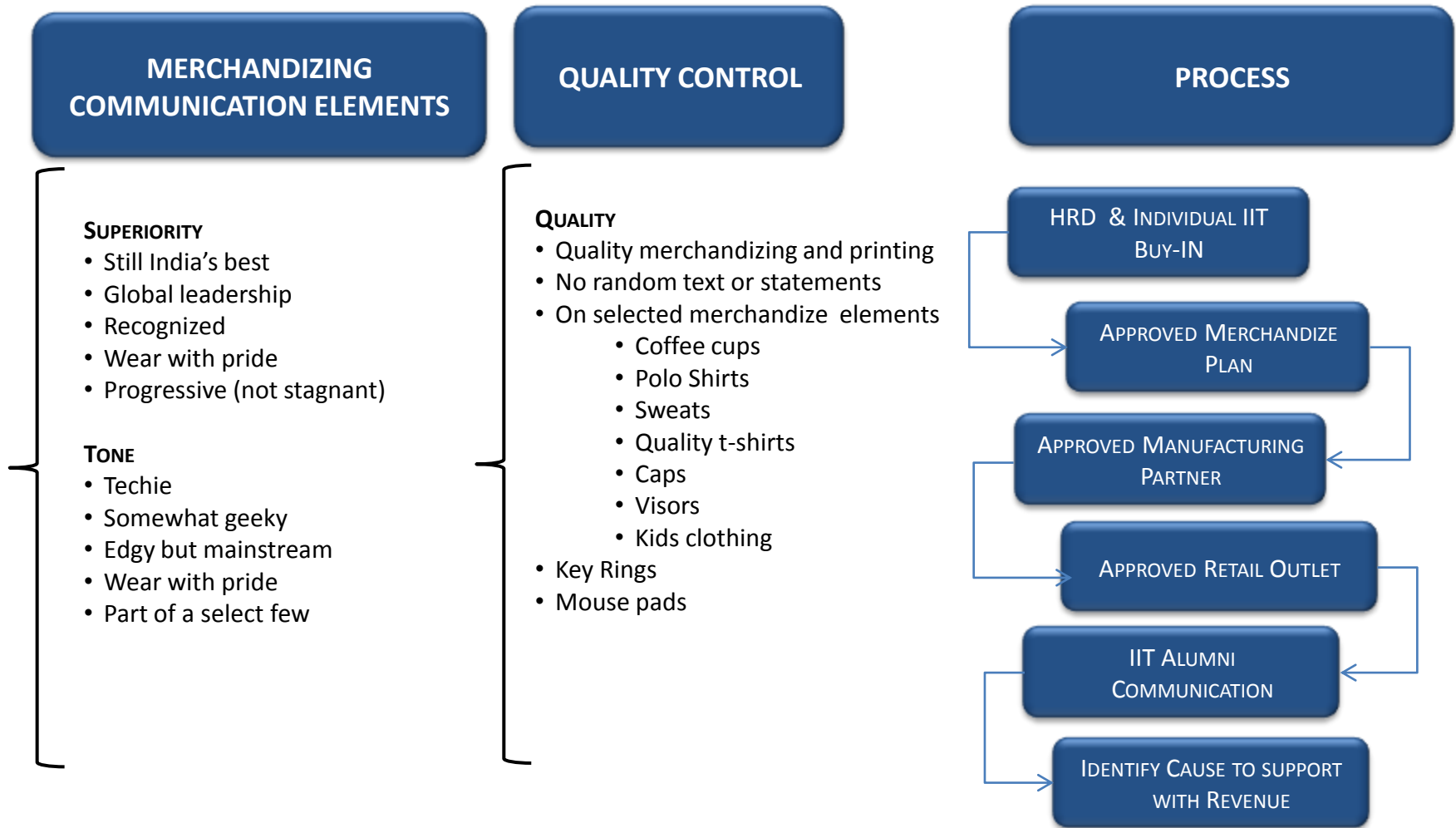
ZM INSIGHT: IIT INSIDE STORIES
(THE DDEPAWALI OR THE RANGOLI
ARE NOSTALGIC BUT DOES NOT
COMMUNICATE INDIA'S BEST)



IIT Merchandizing: Target Audience



PanIIT: Successful IIT Merchandizing



Why ZenMango?

PROVEN EXPERTISE

Unmatched insight and focus on marketing and operations working together.

FULLY INTEGRATED

Fully integrated service provider. Every part of a project from research design to survey programming and reporting is done in-house.

LEADING EDGE ACTIONABLE RESULTS

Every brand's problem is unique and deserves a unique solution.

LONG TERM PARTNERSHIP

Assisted many Fortune 500 brands from the time the problem is defined to the time the solution is implemented and beyond.

MARKETING RESEARCH

- Custom Marketing Research
- Ongoing Tracking Studies
- Focus Groups
- Online Surveys
- Data Mining
- Interviews
- Leaky Bucket® Studies (Patent pending)
- Food Actually™ Studies
- Rapid Ad Feedback™
- Rapid Concept Research
- Ad Claim Substantiation

STRATEGY

- Local Store Marketing
- Down Store/Market Turnaround
- Customer Satisfaction
- Customer Segmentation
- Key Performance Indicators
- Competitive Reconnaissance
- Profitability Maximization
- Strategic Planning
- Team Member Satisfaction
- 360 Degree Feedback
- Customer Loyalty

SPEAKING ENGAGEMENTS

- Yourness™: Marketing Yourself
- The Leaky Bucket®: The Secret to Eating an Elephant
- 5 Ah-ha's of Success for Franchising:
- Defining Your Brand's Key Performance Indicators
- Make Your Brand Marketing Team Research Savvy
- Wow 1 More™: Create Loyal Customers the Right Way

RETAIL BRANDS

Recent Clients: Pepsi, Coke, Tres Pecos, Turano Bread, Boston Market Frozen Products

What We've Done: Assisted brands to determine their consumer positioning, communication plan, and enhance their connection to consumers.

STATE BODIES

Recent Client: Colorado Division of Wildlife

What We've Done: Measured awareness and perception on an ongoing basis to get Colorado resident feedback on future marketing ideas. The same products are being used by political teams to fine-tune their messages for maximum effectiveness.

RESTAURANT BRANDS

Recent Clients: Quiznos, Chipotle, Boston Market, Long John Silver's, and Smashburger

What We've Done: ZenMango's restaurant arm, Restaurant Marketing Group, has used its proprietary research methods to help hundreds of restaurants reach greater profitability with over 15 years of team experience.



NATIONAL COUNCIL

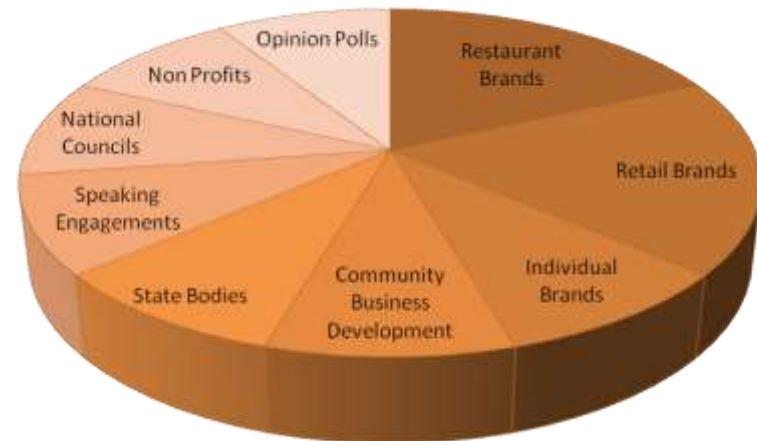
Recent Client: Mushroom Council

What We've Done: Determined target audience, competition, and what messages work best in connecting with the growers, retailers, and consumers. In addition we performed a volumetric projection of mushroom production by type.

OPINION POLLS

Political Clients

What We've Done: We identify a candidate's strengths and opportunities compared to his/her rival and assisted in developing actionable strategies.



NON PROFIT

Recent Clients: America's Road Home, Millennium Promise

What We've Done: Assisted non profits to define donor profile, competition, and analyze what messages work best in connecting with the potential donors.

COMMUNITY BUSINESS DEVELOPMENT

Local Clients

What We've Done: ZenMango™ has developed a wide variety of products to help small businesses understand simple concepts to run a business and make being small an advantage.

SPEAKING ENGAGEMENTS

Recent Clients: University of Colorado Boulder, National Restaurant Association, religious congregations, NABC presentation in Houston

What We've Done: Thousands have been mesmerized by Yourness™: Marketing Yourself seminar which showcases Arjun's fun-filled, introspective, story-telling style of speaking.

INDIVIDUAL BRANDING

Local & National Clients

What We've Done: We assist individuals in building their personal brands with relevant, sustainable differentiation.

"Many people in our industry can describe or complain about a problem. Arjun Sen's team is one of the few capable of solving it in a way that makes action seem inevitable."

— Lane Cardwell, former Chief Administrative Officer, Brinker International

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