

YUFE

Communication Strategy

Work Package 1: Management, Coordination and Institutional Development
D1.1 YUFE Communication and Marketing Strategy and action plan

Version No. 1 - 2024

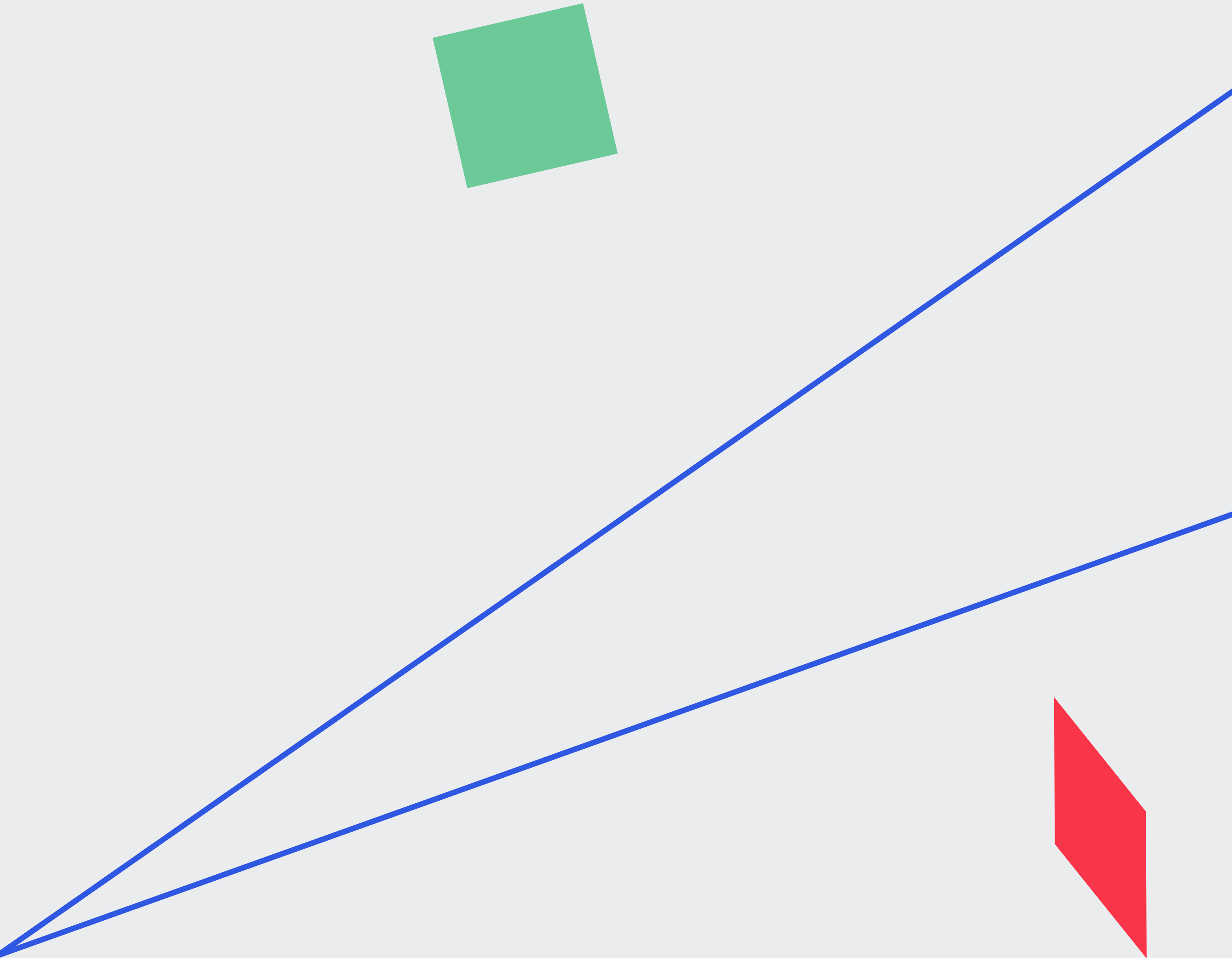
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Ask & Aim



The Ask

Create a communication strategy for YUFE, addressing overall goals, target groups and the specific channels/tools that the alliance will deploy to achieve the goals and optimally reach the stakeholders.



The Aim

YUFE masters the skill of venturing into the unknown. The organisation has been exploring the field of communication for the past few years and YUFE is now ready to land in a steady, modern headquarters.

The communication strategy introduces a brand identity and several content themes. Together they function as the homebase we can always return to during our many communicative missions.

From here, we set out different communication routes to reach our audiences and each other.



The Direction

Equipped with a communication crew, we are now able to map out the communicative needs that are currently on the radar.

This **living document** aims to get all YUFE Staff onboard and helps to steer us into a joined communicative direction for the next few years.

YUFE is getting ready for take off.



Brand History

Then

In 2017, the French president planted seeds in the heads of European policy makers around fostering a competitive European Higher Education market to enhance specialism and to reposition Europe on the global map of education.

The seeds were watered by the European Commission in 2019 via open calls for European Universities Alliances, in which partners were to improve their reputation through healthy competitiveness and by exchanging best practices.

One of the alliances that grew from these nourished seeds is YUFE.

Evolving

YUFE has been on the move ever since, exploring, iterating and experimenting in the fields of research and education, and in society. The alliance thrives on reinventing itself.

The past five years, YUFE evolved while pioneering in and co-creating the modern educational landscape.

Since the YUFE 2030 proposal was approved in 2022, YUFE is facing adolescence.

Now

Today, YUFE is a vital organisation with an impressive amount of energy running through its veins.

The driving force behind that energy comes from the combined efforts and the enthusiasm of the YUFE students, learners, staff, the partners' communities and YUFE Central Office, who passionately share their vision on the future of Europe:



Vision & Mission



Vision

**YUFE aims to shape a holistic and inclusive future for
European students and learners, and their society.**



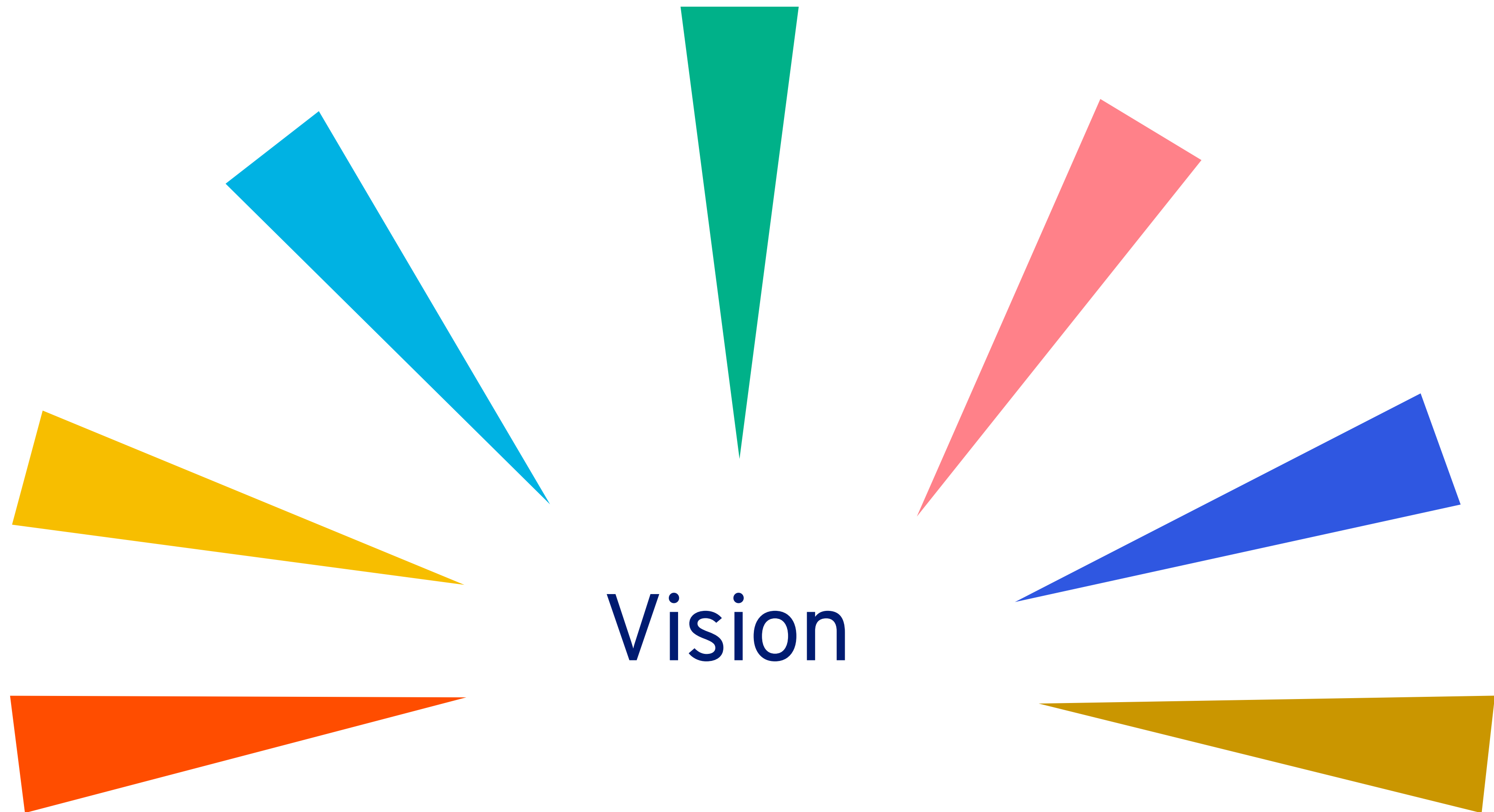
From flagships to pillars

YUFE is maturing and grew from a dynamic, project based organisation into a settled organisation that is firmly rooted in the higher education landscape.

Therefore, we are discussing to move from the concept of flagships towards pillars, which can provide us with a steady foundation for YUFE to evolve from in the upcoming years.

Vision rollout

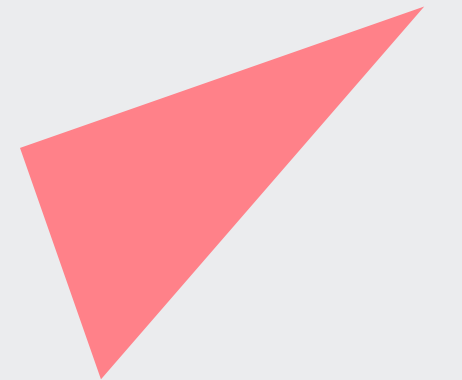
pillars as fundamental dimensions
that reflect our vision





Ambition

Be the frontrunning alliance of European Higher Education in which students, learners and staff are co-leaders, co-dreamers and co-creators.



Ambitions in action

Support **European students** and **citizens** to become **globally oriented lifelong learners**, equipped to make **meaningful contributions to the communities** in which they live, learn and work.



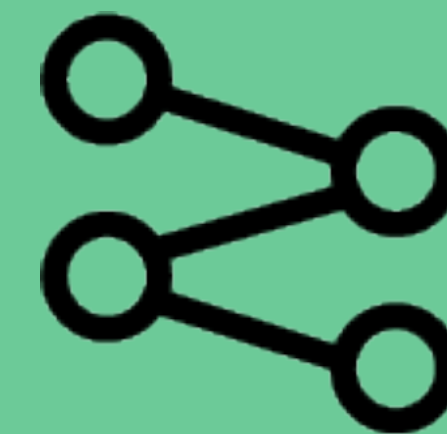
Community oriented

Remain at the forefront of **European innovation in higher education policy** in order to influence a long-term transformation that goes well beyond its partnership while strengthening the connection with students through our Student Forum.



Future proof

Establish a more equitable, flexible, diverse and societally impactful **European Higher Education and research system** by **strengthening structural collaboration**.



Quadruple helix



Mission

**Become a successful model of a socially responsible
European University.**



Goals touch-points during our mission

Steady learner flow

4000 applications
in 2027



European Bachelor

Joined European
degree



Governance & organisation

Sustainable structures
with a central,
impartial steering
wheel

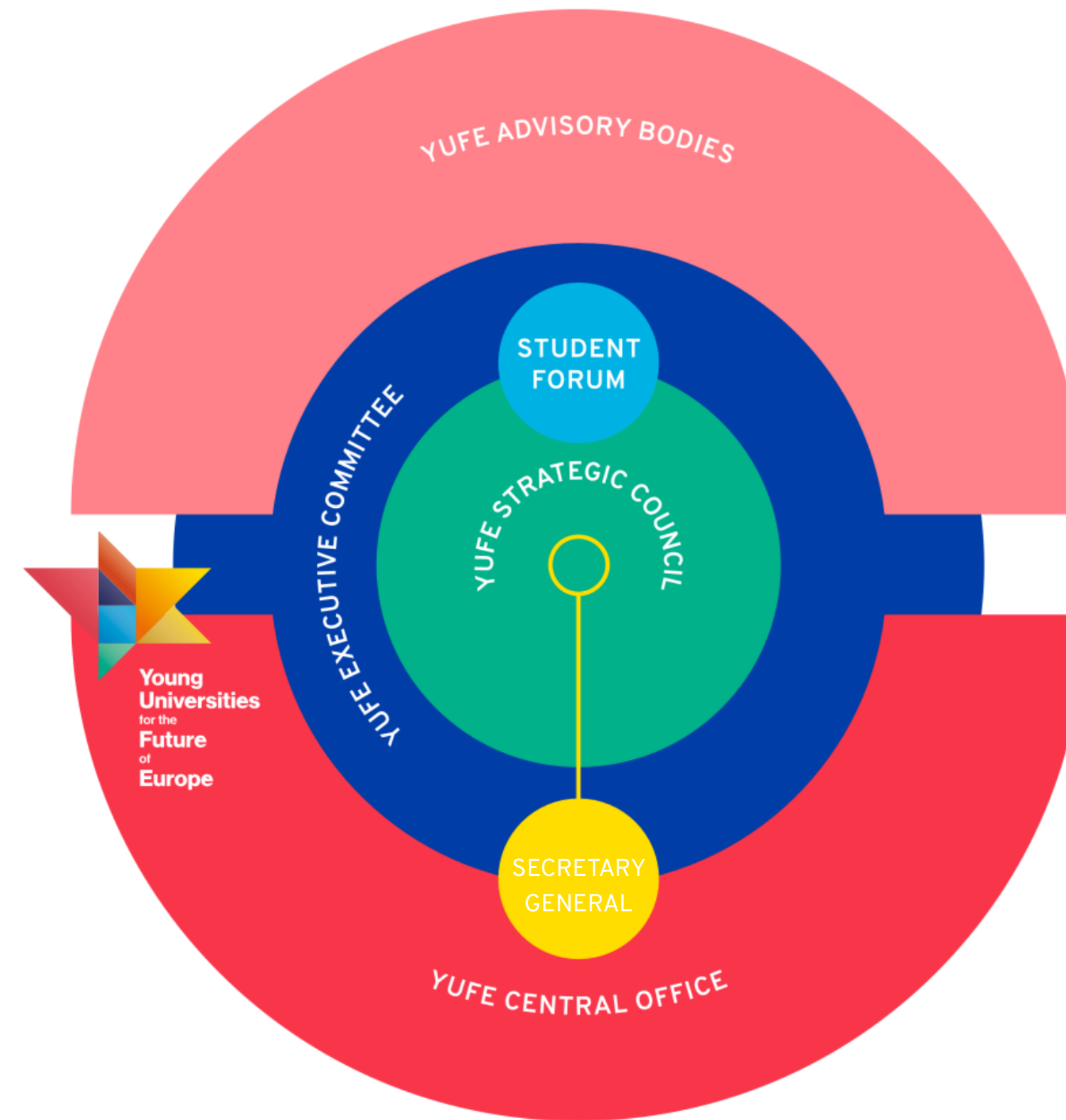


Open course access

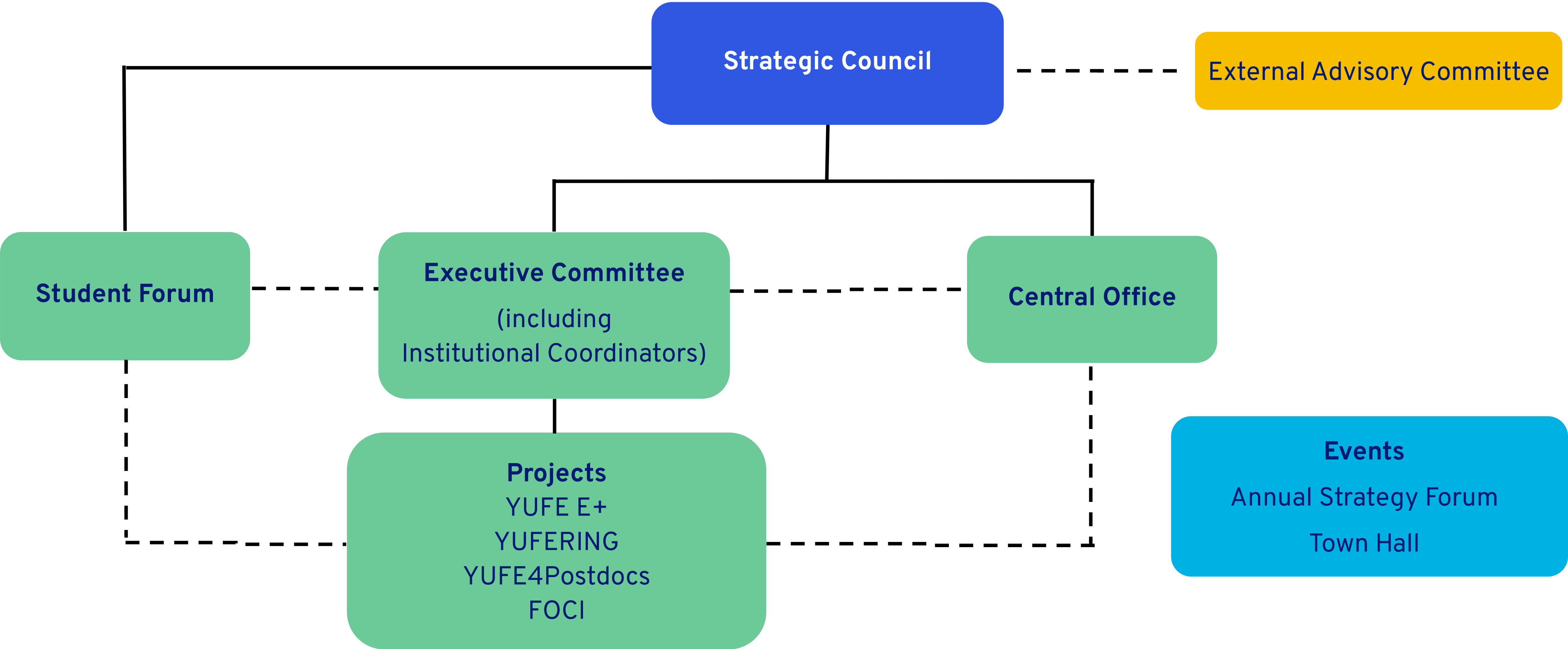
For non-alliance
learners to enhance
lifelong development



Governance Structure



Organigram



Brand Personality

A large orange inverted triangle graphic is positioned on the left side of the slide, pointing towards the center. It contains a list of values in blue text.

Values

Open & Accessible

Inclusive & Equal

Qualitative

Engaged

Holistic

Archetypes

Archetypes are described as universal ideas and thought patterns engraved in our collective unconscious.

Psychoanalyst Carl Gustav Jung introduced them in the early 20th century as the base of themes and symbols that accure in myths, stories and dreams across cultures and are thus recognisable for a broad, international audience.

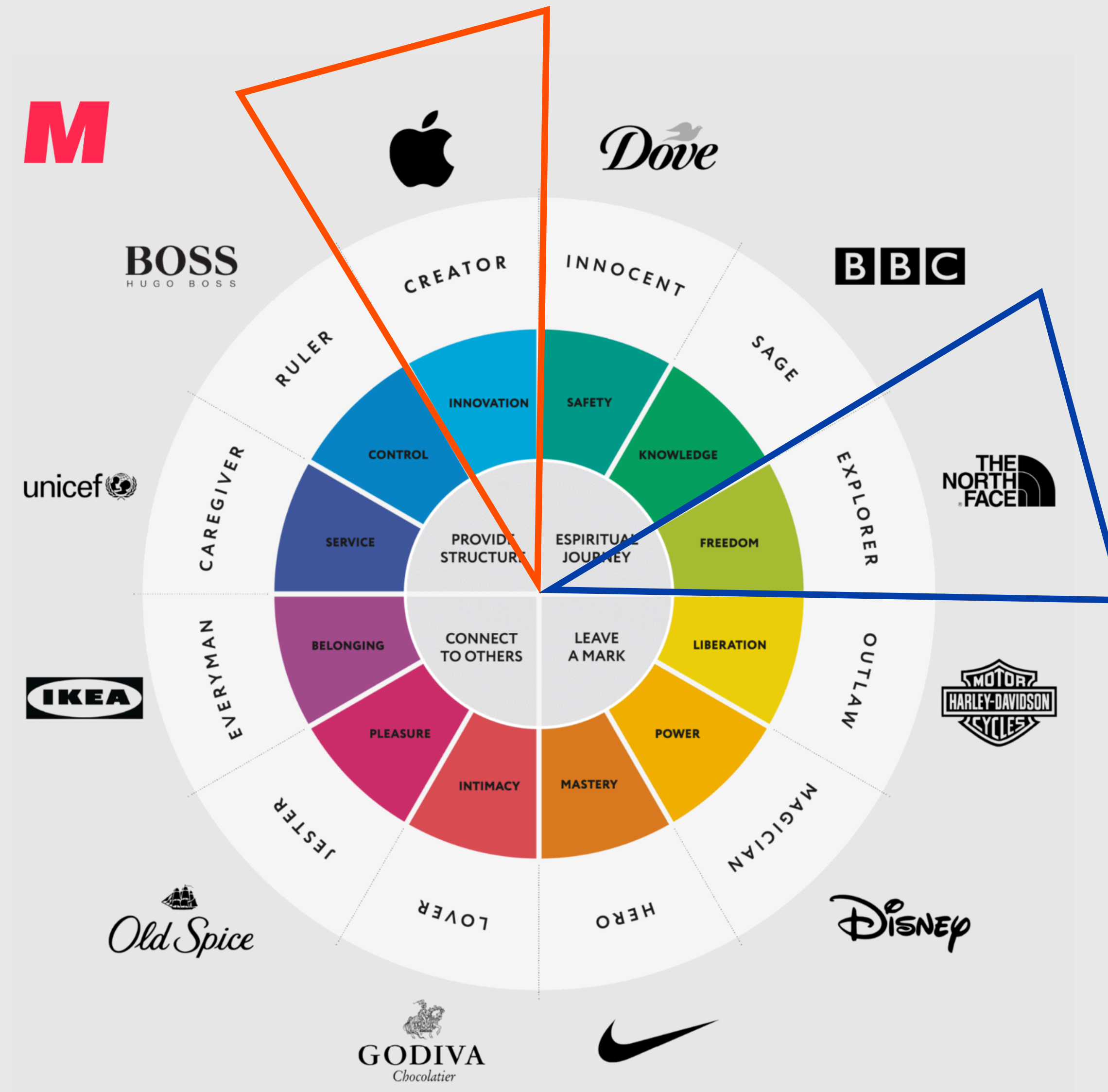
Archetypes in Branding

Author Carol Pearson applied the concept of archetypes to communication, enabling brands and organisations to define their personality and deepen the connection with their target audiences through storytelling.



The creator has a vision and a desire to create an **enduring** product or experience which realises their vision. They are innovators and non-conformists and are often the first to realise a concept and push the boundaries of creativity and design. They empower others to think creatively and express themselves through the products they produce and the experiences they create.

Desire: Create the perfect product/service
Goal: Innovation
Strategy: Use creativity to solve problems
Brand Message: “Think different”
Traits: Innovation, Originality, Expression, Vision, individualistic
Fears: Stagnation, Duplication, Familiarity, Disillusion, Indifference
Brands: Apple, Lego, Adobe, GoPro, Crayola*



The Explorer archetype is driven by the desire for freedom and independence and are not restricted by typical boundaries. They are similar to Rebels but tend towards exploration rather than disruption. Explorers hate conformity and prefer to push themselves into uncharted territory where new challenges and goals arise. They are adventurous and brave and are on a continuous journey of discovery.

Desire: Freedom of discovery
Goal: Excitement and Fulfillment
Strategy: Take your own path
Brand Message: “Seek out new things and set yourself free”
Traits: Discovery, Adventure, Independence, Exploration, Pioneering
Fears: Aimlessness, Conformity, Safety, Confinement, Short Sightedness
Brands: NASA, Jeep, The North Face, Subaru, National Geographic*

YUFE: The Pioneer

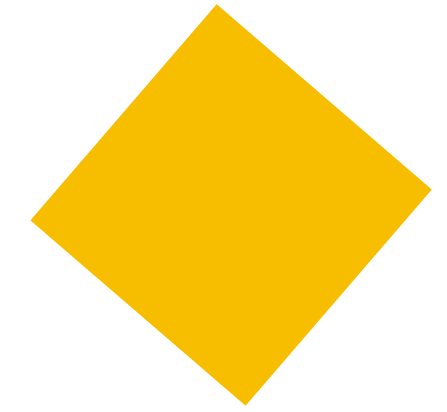


With the imaginative mind of **the creator** and the adventurous spirit of **the explorer**, YUFE reshapes the current higher educational landscape and envisions a future beyond existing grounds.

Pioneers are known to invite peers to these newly explored areas and dimensions, so everyone can learn and grow further, together.

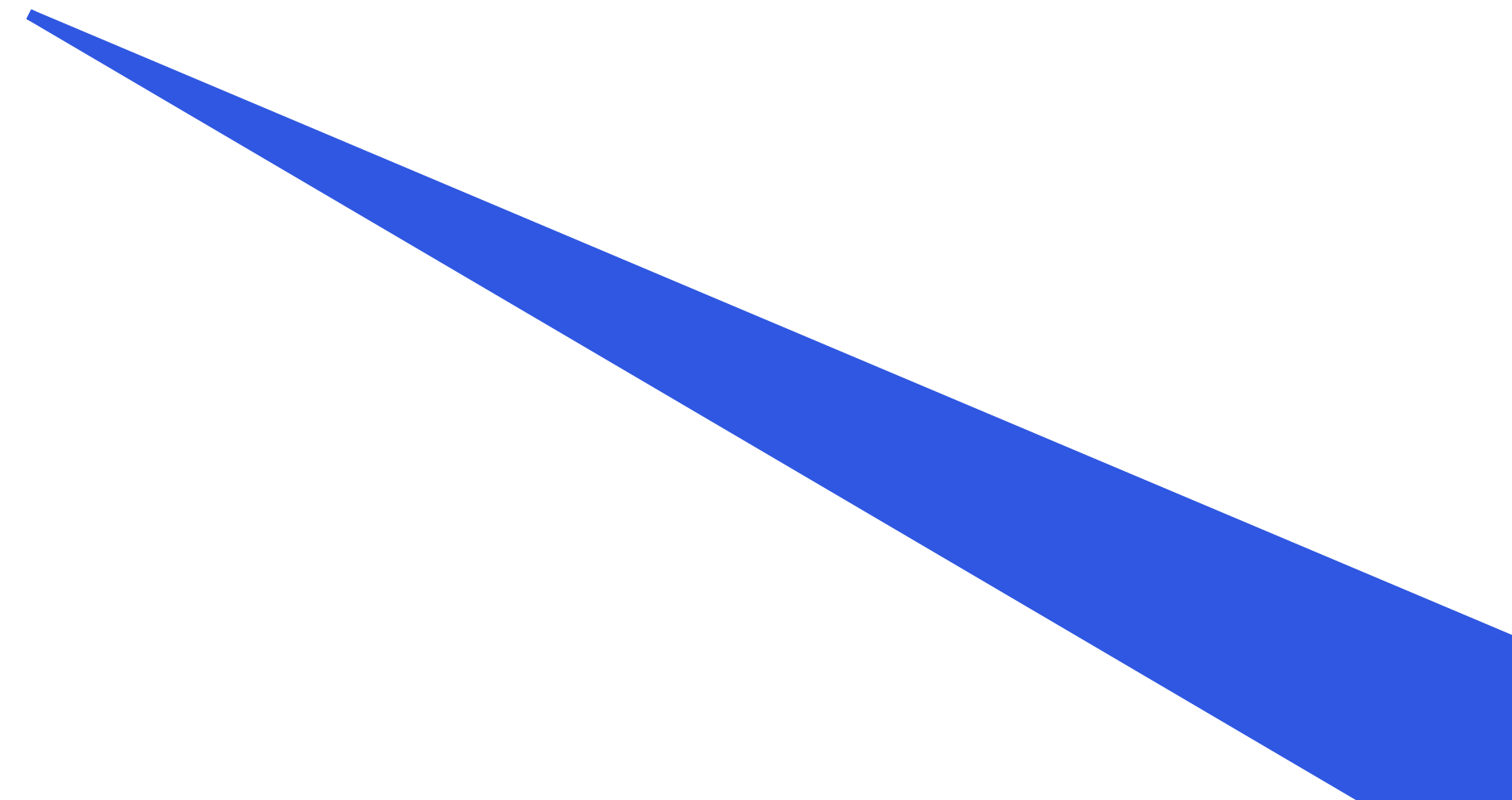
Target Audiences

Target Audiences and Stakeholders



For this communication strategy, the aim is to give a short overview of the stakeholders and to pinpoint the target audience.

A more in-depth stakeholders analysis and target audience analysis, as well as the creation of personas, will follow (see action plan).



Stakeholders

Partners and their staff

10 universities
2 businesses

European Institutions

European Commission &
Parliament,
National government
& governmental bodies,
NGOs

Potential partners

European organisations
and businesses, other
alliances, non-partner
universities

Learners

Students (Gen Z)

Bachelor and Master
students

18-25

**Early Career Researchers
(Gen Y / Millenials)**

PhD's and Postdocs

25-40

European citizens

Europeans who
want continue
learning

0-99

Individual

We invite learners to follow the unique path of their passions.

We welcome their talents, their cultures, their transdisciplinary interests. We provide students with the freedom to live out their full potential, enabling them to grow into the unique, holistic human beings they already are inside.

By opening up the borders of education between different the universities of this alliance, of this community, we hope to contribute to their proces of **individuation**.

Universal

YUFE enables students to explore and develop their talents and passions to become fulfilled, happy and thus healthy European citizens who are able to make a living out of their qualities and interests: out of their unique identity.

By expanding their talents and living out their holistic potential, happy and healthy European workers nourish and serve the universal good, co-creating a prosperous European labour market and educating European citizens based on shared values.

Proposition

USP's

Learner centredness

Learners are in control of defining and choosing their own education and can create their own curriculum.

Variety in offer

An offer ranging from academic courses to skills trainings and language learning, in ten different countries and cultures, all with in one European university.

Student Forum

Through this governance body, the voices and choices of students speak throughout our organisation. The Student Forum enables students to gain managerial experience and skills.

Young

All partners are young universities. We are not stuck in tradition or conservative values.

Proposition

Summarised, YUFE provides students and learners with **freedom**.

Freedom of creation, freedom of choice, freedom in identity and culture,
freedom of borders, freedom of tradition.

Pay-off



Since the students know best what attracts their peers, we launch a competition in which we ask them to co-create the YUFE Pay-off with us.

The communications crew, consisting of the communication staff of the partners, will decide on the winning concept.



Brand Passport

1 Identity	Vision YUFE aims to shape a holistic and inclusive future for European students and learners , and their society.			
	Mission Become a successful model of a socially responsible European University .			
	Ambition Be the frontrunning alliance of European Higher Education in which students , learners and staff are co-leaders, co-dreamers and co-creators .			
2 Brand	Icons Logo + Wordmark, Font, Colours, Graphic elements	Values Inclusivity & Equality Open & Accessible Quality Engaged Holistic	Personality Young and brave pioneer who is knowledgable and trustworthy, blessed with an open mind and social heart.	Pay-off
	Archetype The pioneer (creator + explorer)			Tone-of-voice Clear, inspiring and open.
3 Proof	Feat of arms Stars System, Student Journey, Postdoctoral tracks	Promise YUFE brings educational freedom and expansion.		Target audiences Students, PhD's, Postdocs, Researchers, European Citizens
	Biggest pitfall Institutional differences	Functional benefits Skills, knowledge, network	Emotional benefits Custom self development	
		Supporting proof Student and researchers testimonials.		
		Stakeholders Partners, EU Commission		

Concept by
©Martijn Kagenaar



Visual Style

Lifting it up by toning it down

After these years of exploration and play, YUFE is entering the phase of maturity.
This asks for some adjustments in the visual style.

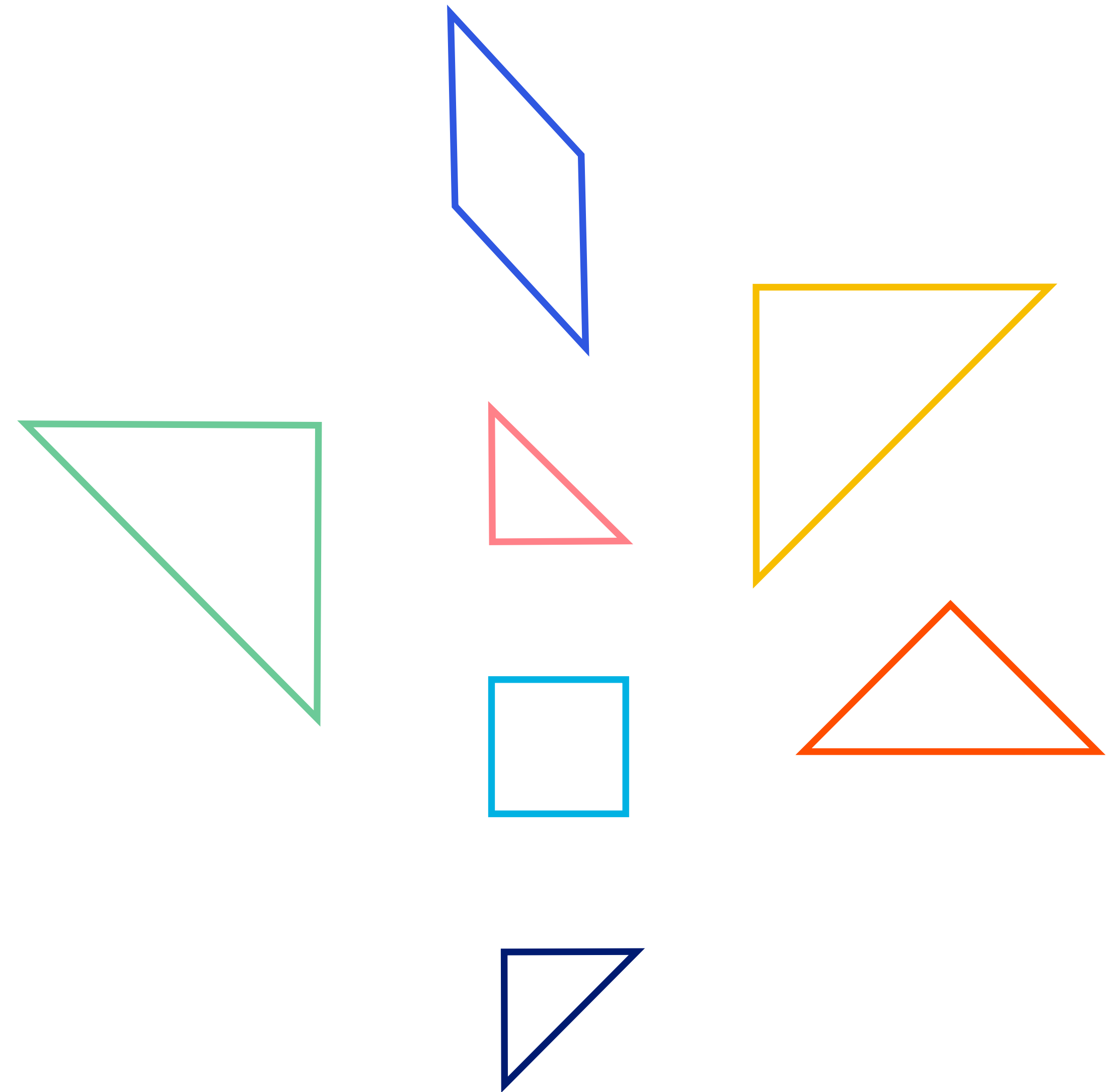
There is no need to break with our younger visual self. A couple of new combinations of graphic elements and colours from the current visual style guide is enough to claim adulthood and enter this new phase with a brighter face.

Time to suite up.



Form follows function

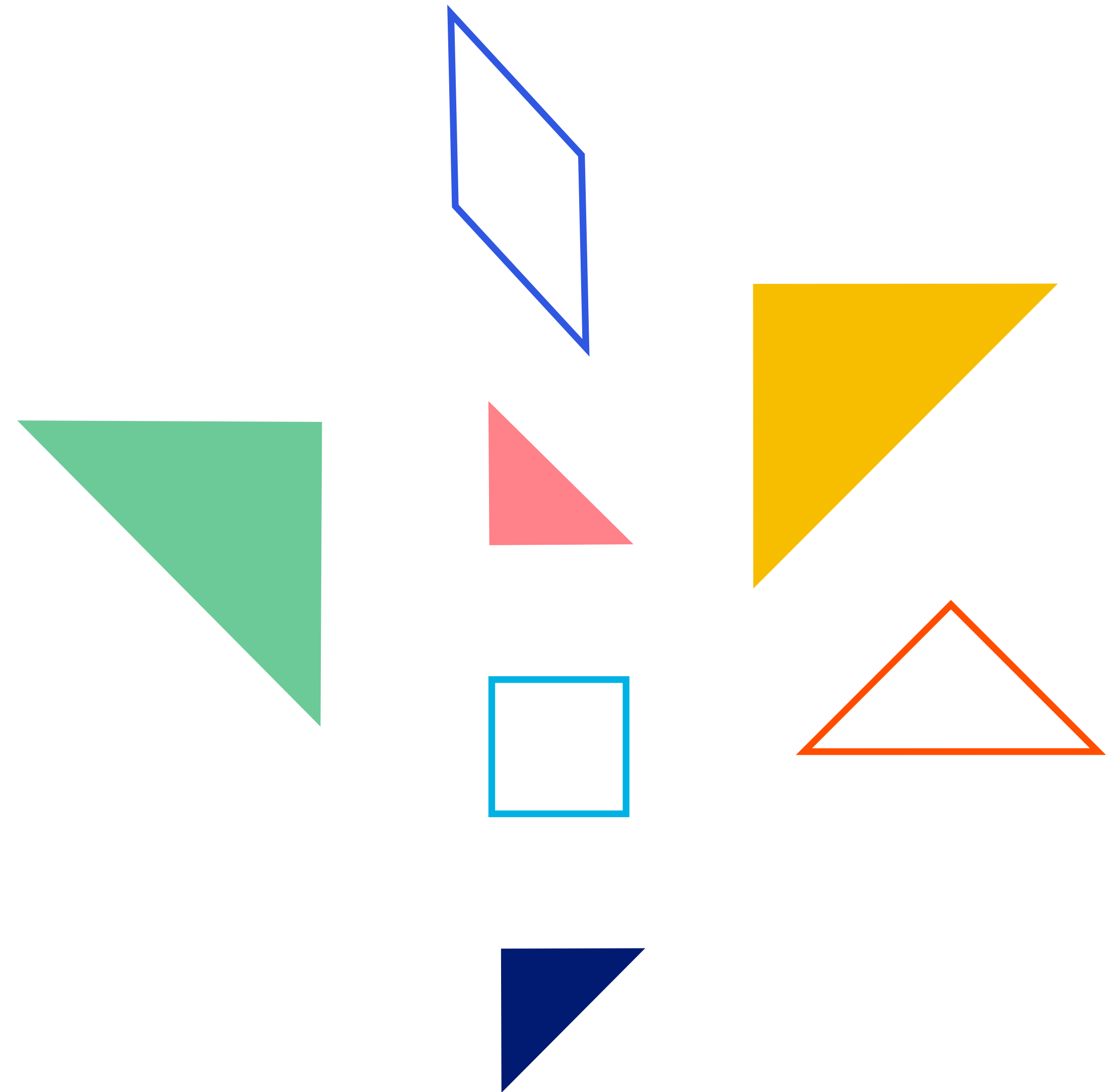
We use graphic elements to elevate and emphasise the messages we want to transfer. Simultaneously, they express our dynamic character that always aims to reach for the stars.



YUFE follows forms

The forms that YUFE's logo star is created from can be used as graphic elements in communication.

Depending on the media outlet, we use them lightly in lines, or more intensely as filled forms.

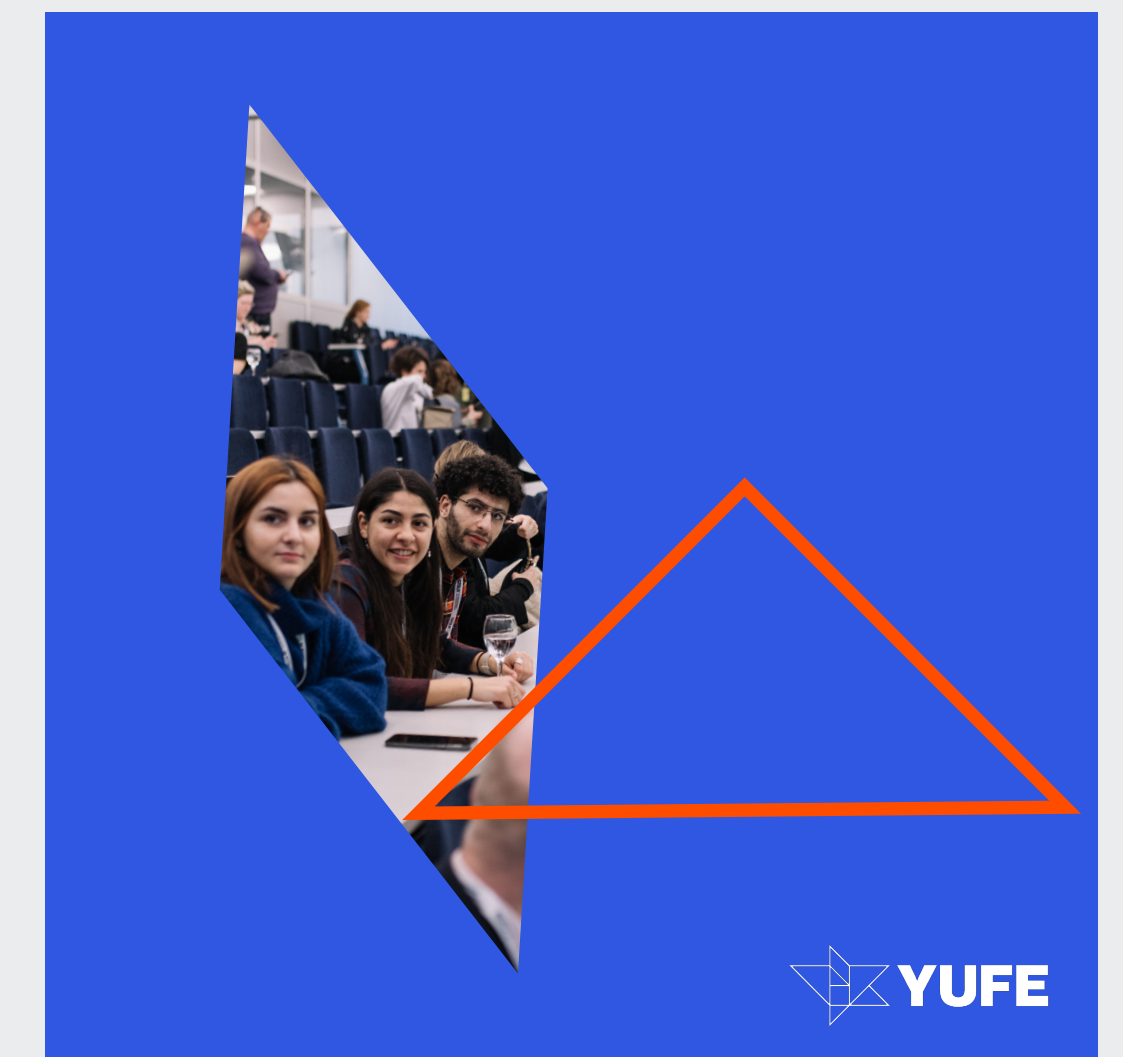
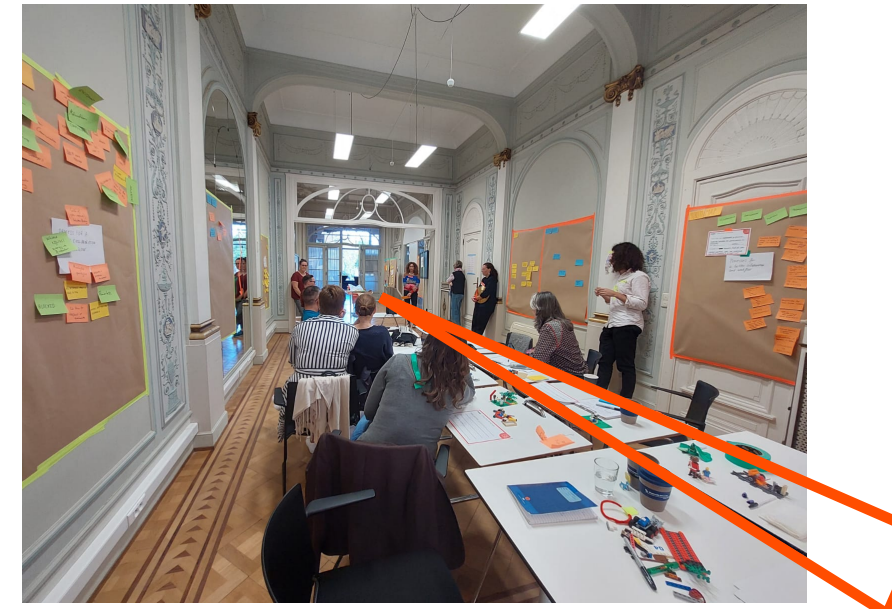


Form follows photo

If the graphic elements are used in photographic content, they support the expression of the person or the message.

For instance by following the gaze of the subject or by encompassing the main topic.

Or we use the shapes as masks within photography.



Photographic Style

Defining a YUFE Filter enables us to create a more unified style of photography. We always add the YUFE Logo at the bottom.

We aim to reduce stock photography and use real photos of real YUFE People.

Black and white photography in combination with colourful graphics can **occasionally** be used to add a calm element to the visual style and to create brand recognition, making YUFE stand out from other alliances.



Illustrations

We use illustrations for infographics to visualise our achievements and the outcomes of projects and research.

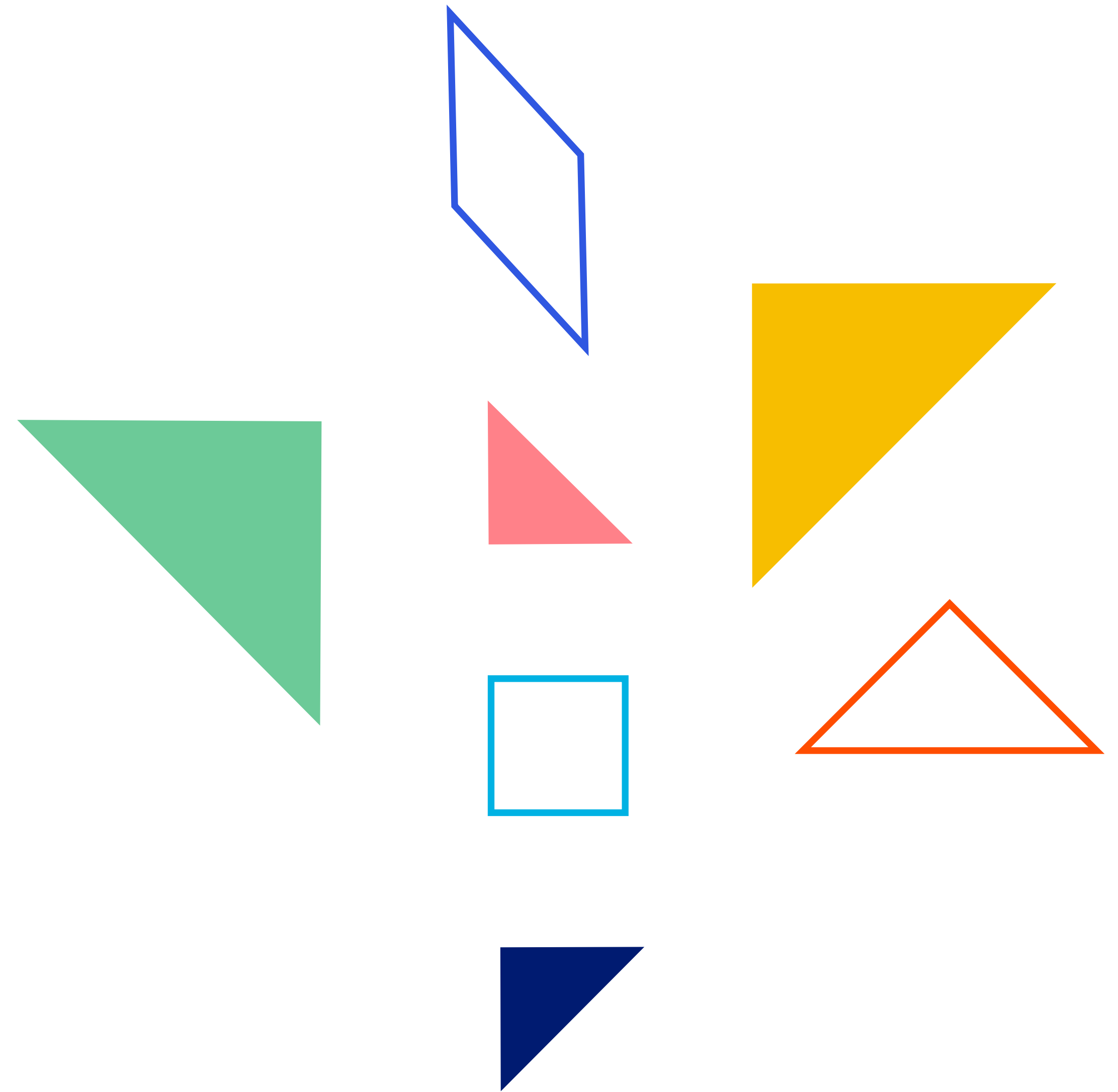
We can start using the illustrations in external communication too. They help create more brand recognition and enable us to communicate complex information in a clear, visual form with a wide audience.



Movement

GenZ, our student target audience, grew up with videos and enjoys calm movement.

In moving content, we use the graphic elements to keep the beholder engaged, and we implement more videographic content, both UGC and in always on content.



Content

Content Themes

Need
Aim
Tool

Products

Make the 600+ catalogue snack-able to me.

Inform

Illustrations & graphics

Partners

Make me feel at home, everywhere.

Brand awareness, sense of belonging

Photography and video

Learners

Show me what I will experience

“What is in it for me?”

Text & quotes, photography, video, presentations

Events

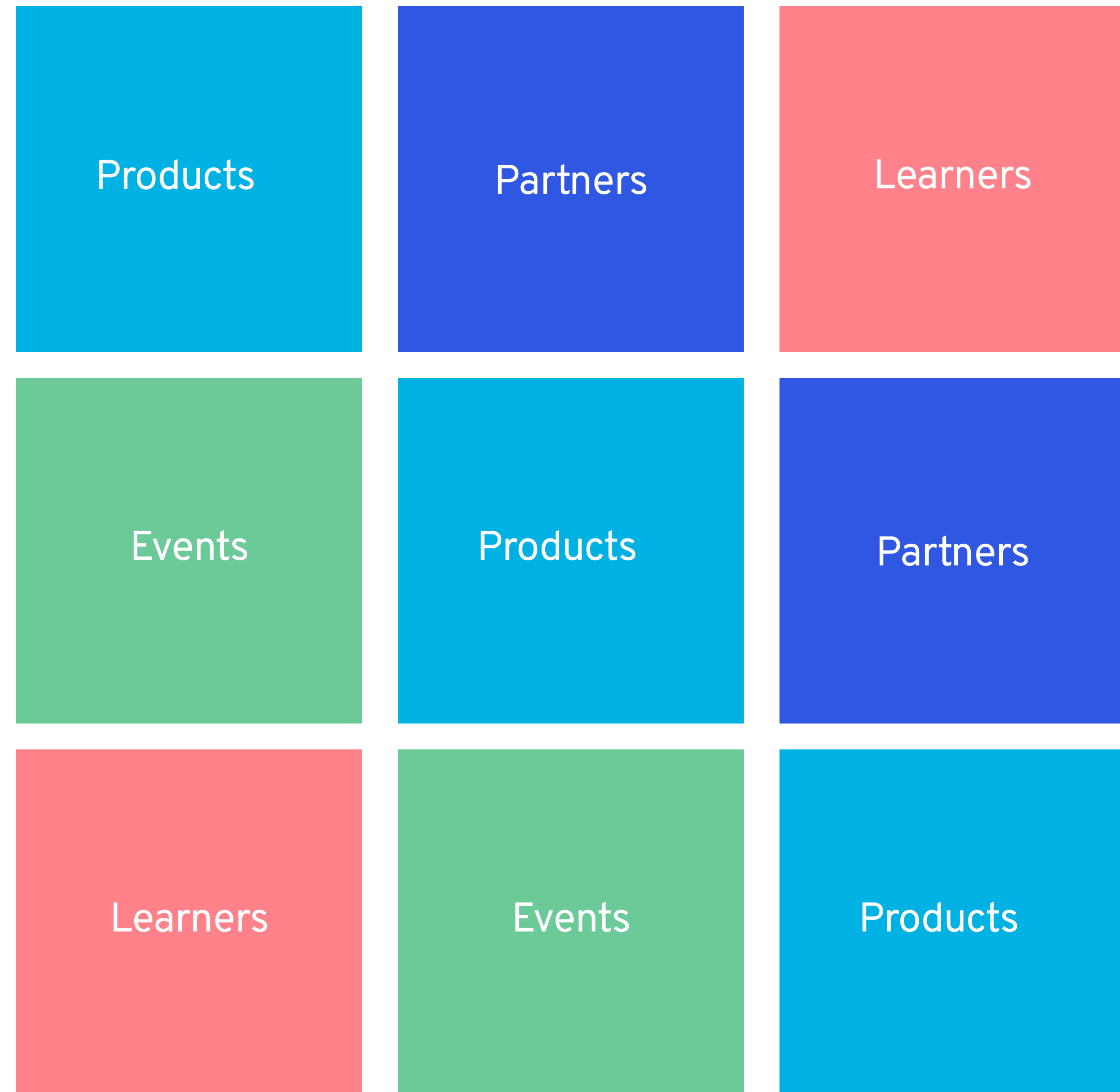
Connect me to and get me informed by the YUFE community.

Inform, brand awareness

Photography & graphics

Content Rhythm

To give the audience different and new content and to build a content planning, we can choose to create a certain rhythm.

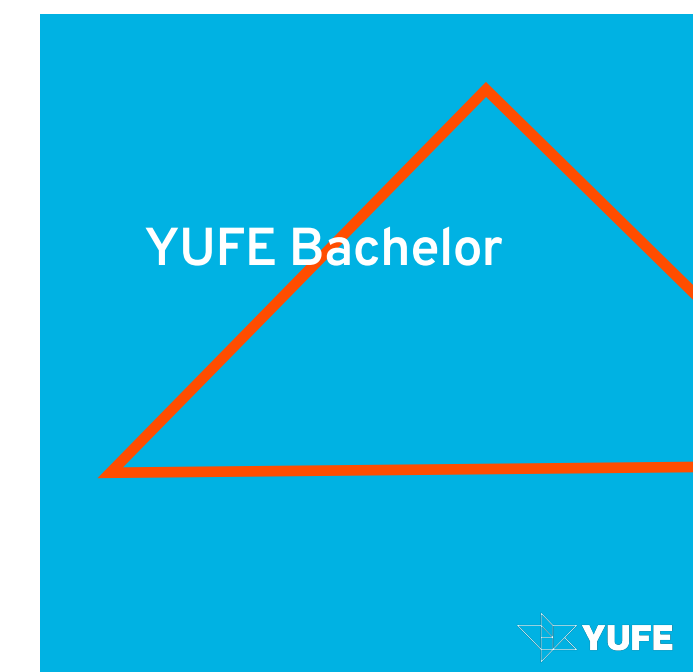
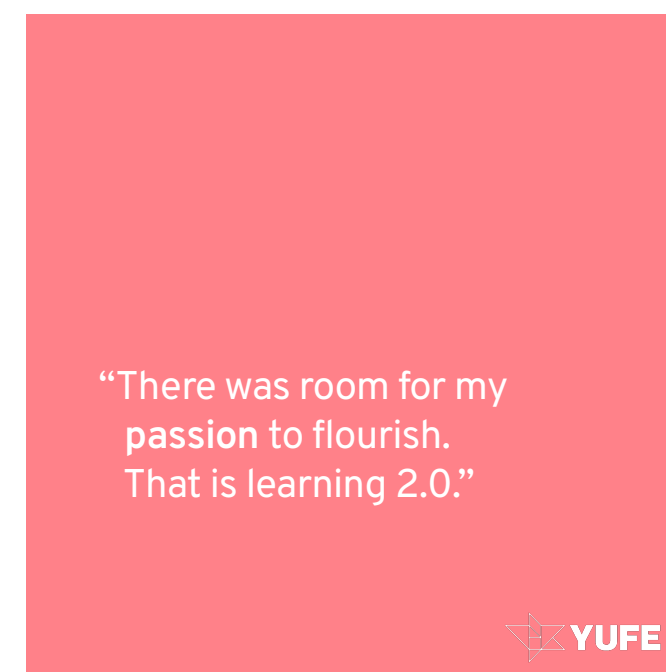
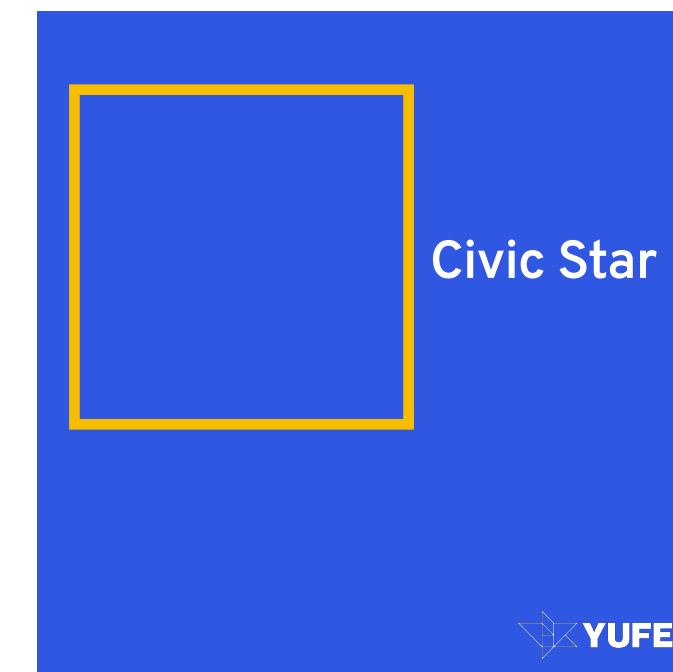
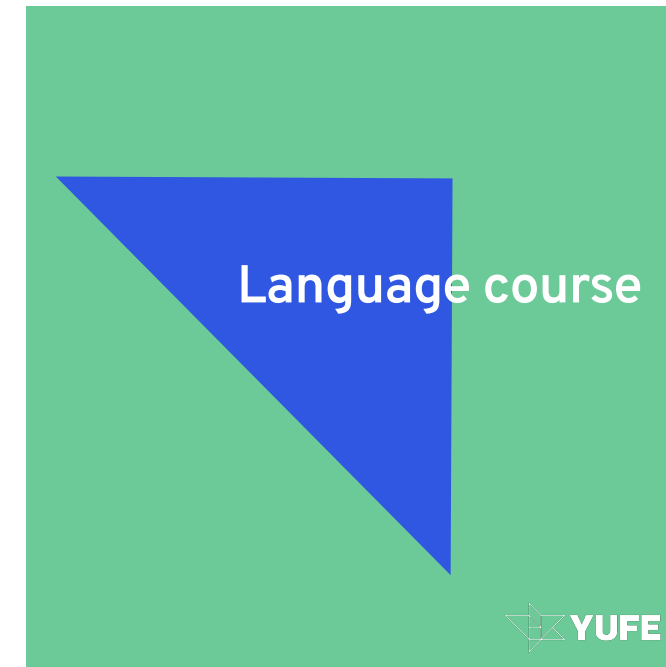


Impression

Space.

Consistency.

Geometry.



Channel & Themes

	Products		Partners		Learners		Events	
YUFE Website	●		●		●		●	
Virtual Campus	●		●		●		●	
Instagram	●		●		●		●	
LinkedIn	●		●		●		●	
Twitter	●		●		●		●	
Facebook	●		●		●		●	

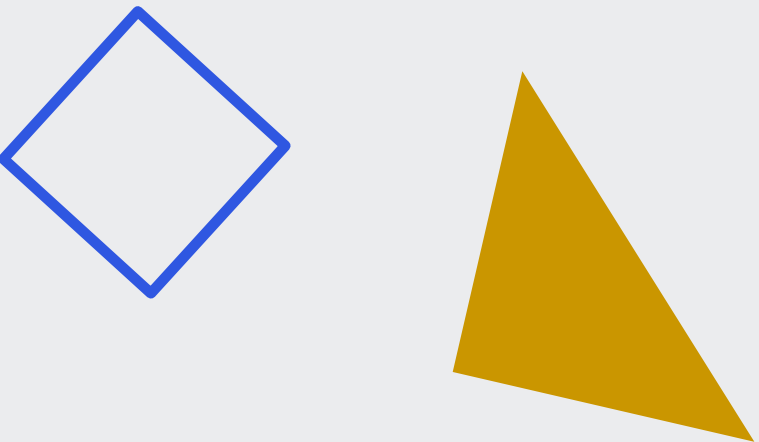
Action Plan 2024

Action plan 2024

- * Launch of new website with creative agency ATELIER dada
- * Open YUFE Campaign
- * Further development and operationalisation of Communications
 - ◆ Brand Voice
 - ◆ Extended analysis of the target audiences
 - ◆ User research
 - ◆ Competitive analysis
 - ◆ Extending Channel & Content Strategy
- * Templates and guides for all media outlets based on the toned down visual style, starting with:
 - ◆ Factsheets of the main YUFE Activities
 - ◆ Webinars
 - ◆ Presentations
 - ◆ White papers
 - ◆ Policy papers
- * Coordinate and create brand identities & style guides for new internal initiatives like research groups

- * Exploring and expanding YUFE Communication Crew
 - ◆ Build the internal structure and workflow for together with the communication staff members from all partners in the alliance
 - ◆ Inventory of **existing** and **needed** communication outlets, workflow and staff at partners & WP's
- * Partner communication
 - ◆ Campaign to communicate YUFE's added value amongst staff at partners

Action plan 2024 | Timeline



STAFF CAMPAIGN						Research	Concept campaign	Develop campaign	Production campaign	Launch		End
COMMS STRATEGY			- Template Presentation	- Brand voice - Factsheets inventory	- Factsheets write & design - Templates - Brand id's new initiatives		Content strategy	Always on	and on	and on		
WEBSITE	Wireframes	Design	Built	Copy	Launch							
OPEN YUFE CAMPAIGN		Meeting WP1 + WP2		Concept campaign & Always on	Develop campaign	Production campaign		Campaign	Launch			
TA ANALYSIS			Meeting WP1 + WP11	- Meeting Student Forum - Develop personas	- User research	Target Audience Guide /Rapport						
COMMS CREW		- Introduction - First contact		- First meetings - Inventory of staff	- Second meeting - Inventory of needs	Develop & discuss workflow document		Start monthly meetings				
	January	February Q1	March	April	May Q2	June	July	August Q3	September	October	November Q4	December



YUFE

Let's voyage.

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