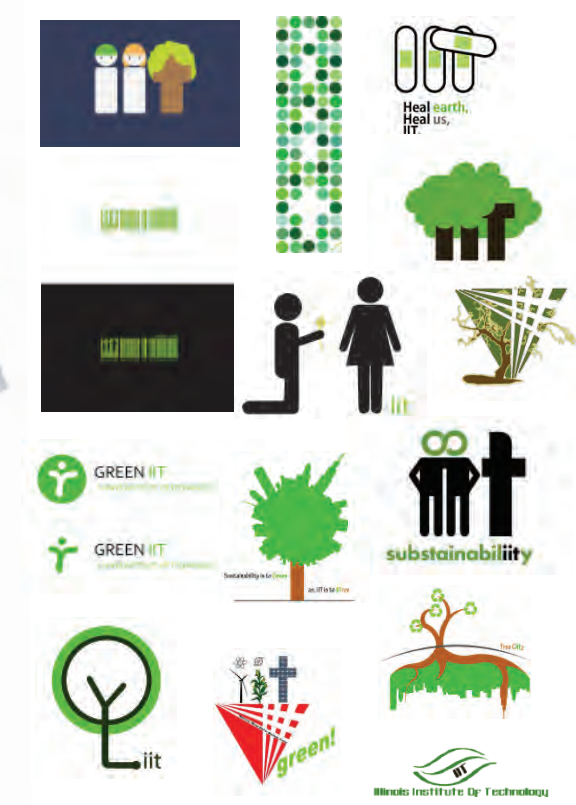


# Marketing Strategy

C Budzinski. G Fontes. V Mohan. M Toops

## Logo Competition

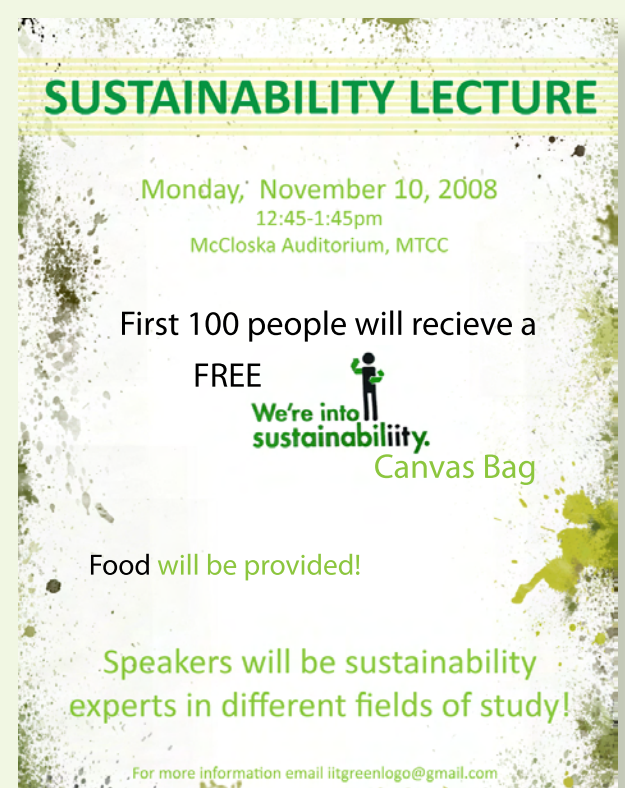


## Logo Competition

Open to all IIT students, faculty, and staff, this competition allowed participants to start thinking about sustainability in relation to IIT. We received over 40 excellent submissions; the winning submission is composed of the IIT logo turning over a new leaf, a dynamic logo that represents the process of greening IIT from the traditional red color to a new green. The secondary goal of this competition was to get students thinking about what sustainability is and how IIT is or should be sustainable, then we encouraged them to attend our green lecture to become better informed on the topic.



## Lecture

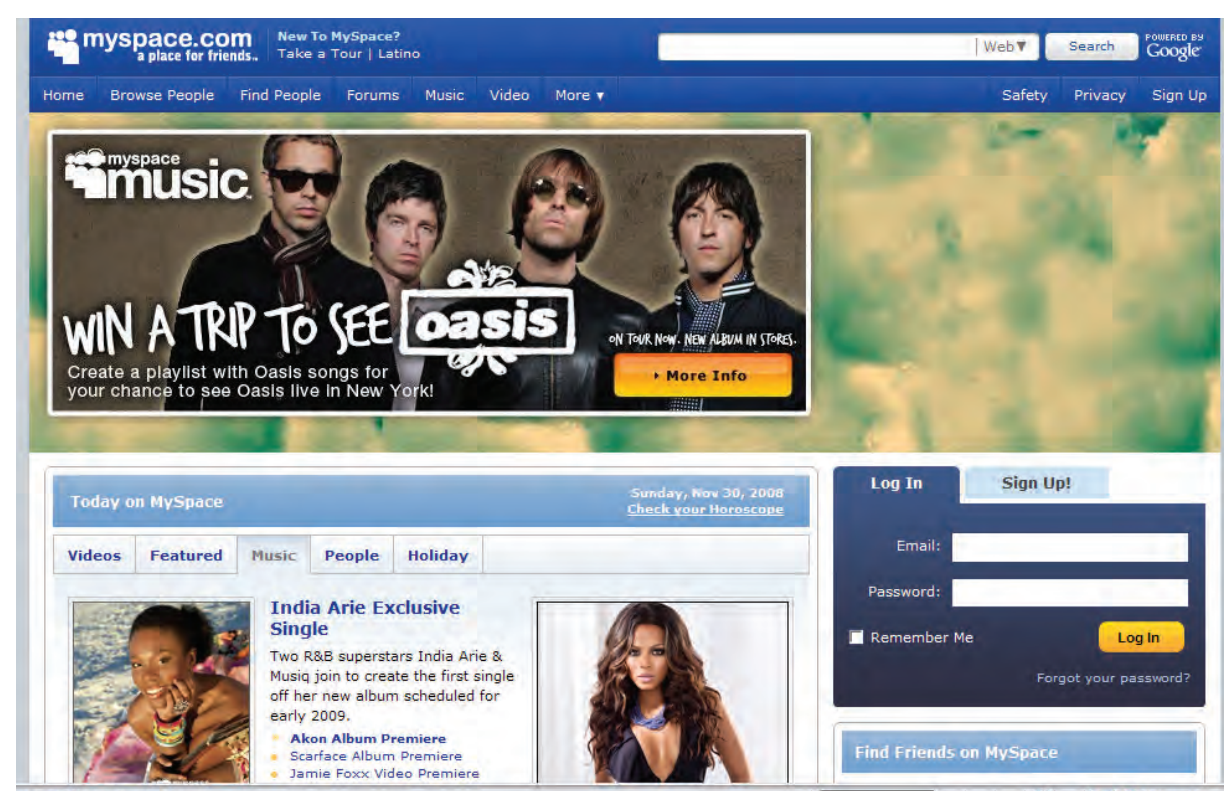


## Lecture

We created this lecture primarily to inform the students, faculty, and staff of a broad sense of sustainability, bringing in lectures from various fields, appealing to a wide variety of majors and interests. We had the honor of having three lectures, Nancy Governale-Hamill from the IIT department of Facilities, Susan Ask from the city of Chicago, and George Nassos from the IIT Stuart School of Business. Turn out for this lecture was so large and well received we have decided to create a green lecture series for future IPROs to carry out, bringing in new speakers to follow the diversity in interests to keep everyone on campus engaged. The success of this lecture can be measured in the follow up e-mail responses we received, expressing the excitement most people had to have the opportunity to learn more, and become more involved.



## Awareness Strategy

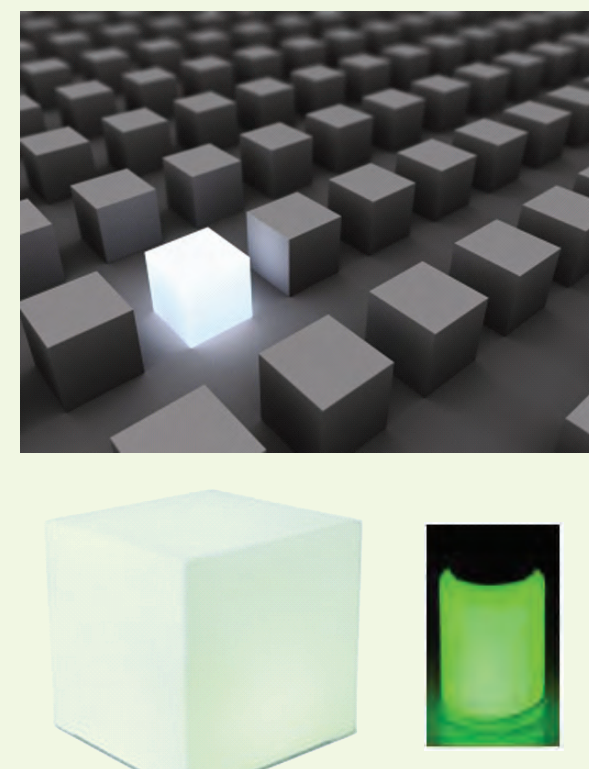


## Computer

In raising awareness through internet sites, we are eliminating paper waste and appealing to the younger computer savvy current and future student population. Sites like facebook and zeroenergylab blog allow students to express how they feel, develop new ideas, and have an open conversation about IIT and sustainability, students have even announced other sustainable events happening on campus. We used the IIT Sustainability Development facebook group to further publicize our Lecture and Logo Competition online to reach more students.



## IIT Smokestack

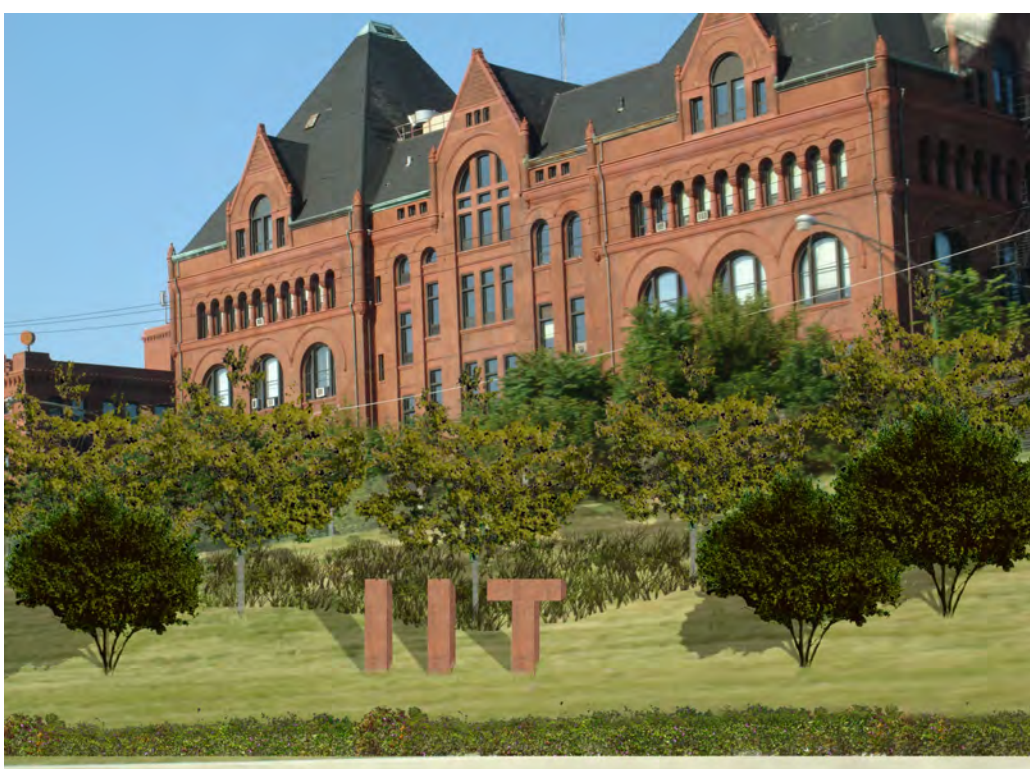


## Smoke stack

The smokestack, which no longer is used to expel hazardous smoke from IIT's power plant, is still seen as a negative symbol for the university. It is the second tallest structure on campus (after IITRI tower) and it has 'IIT' painted on it. The smokestack can be seen from US Cellular Field, the Metra trains, the Dan-Ryan expressway, both Red Line and Green Line CTA trains, and from most of the surrounding area, making it a potentially positive green marketing device. Our proposal is simple, but an extremely effective one. We intend to plant ivy at the base of the smokestack letting the ivy take over the structure, literally making it a green smokestack. We would maintain the 'IIT' letters on the smokestack, but instead, they would be made into 3D shapes (to prevent the ivy from covering them) which would be painted with glow in the dark paint. The letters would look white during the day, and glow at night without the need for electricity or any maintenance allowing for year round advertising.



## DanRyan Embankment



## Main Building

Today the land located just in front of the Main building viewed from drivers by on the Dan Ryan is not being used to its potential. Because of the high amount of traffic from motor vehicles and trains, the site lends itself as a strategic marketing position. We are proposing a beautification project of this site. The beautification includes a new landscape, IIT sign, lighting for Main Building, and reactivate the flag poles on the North side of Main Building. The proposed IIT sign would bring attention to IIT's campus like the existing one on the 35th bridge does. Because Main building is not always associated with IIT, the sign will make those passing by know IIT's buildings. The proposed landscape will bring a positive perspective, give back to the community's beauty, and act as a sustainable effort. The proposed flag will also let people who are unaware know that Main Building is a part of the campus. The lighting proposed would be powered by solar panel energy collected during the day. While beautifying and bringing attention to our campus's landmark, the lights would also be sustainable and advertise year round.

