Università degli Studi
della Campania
Luigi Vanvitelli

UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA LUIGI VANVITELLI

INTERNATIONAL CONTEST FOR VISUAL IDENTITY
REBRANDING AND CORPORATE IDENTITY DESIGN

Annex B - The University: Positioning and Reputation Analysis

aiap
associazione italiana design
della comunicazione visiva

Research into the reputation and image of Università degli Studi della Campania Luigi Vanvitelli (formerly SUN)

The pages that follow are a synthetic excerpt from the research carried out on behalf of SUN by Alphabet Research in 2016, aiming at helping comprehension and completing the design brief.

AIMS OF THE RESEARCH

1. To adopt a listening mode towards those who experience the university in the first person:
   > Students
   > Teachers

2. To identify values and criticalities with a view to planning instruments and strategies that may improve:
   > the quality of life within the university
   > the quality of teaching
   > the quality of research

3. To place SUN in a strategic, competitive position on the territory and on the international scene

ABSTRACT OF RESEARCH OUTCOMES

1. Synthesis of the University's **reputation**

2. Synthesis of the **positioning** of SUN
(today Università degli Studi della Campania Luigi Vanvitelli)

3. **Strengths and opportunities** of SUN
(today Università degli Studi della Campania Luigi Vanvitelli)

4. Investigation into the **perception of the University's new name:**
"Università degli Studi della Campania Luigi Vanvitelli"

5. Identification of the **strategic positioning** elements that may contribute to a targeted communication

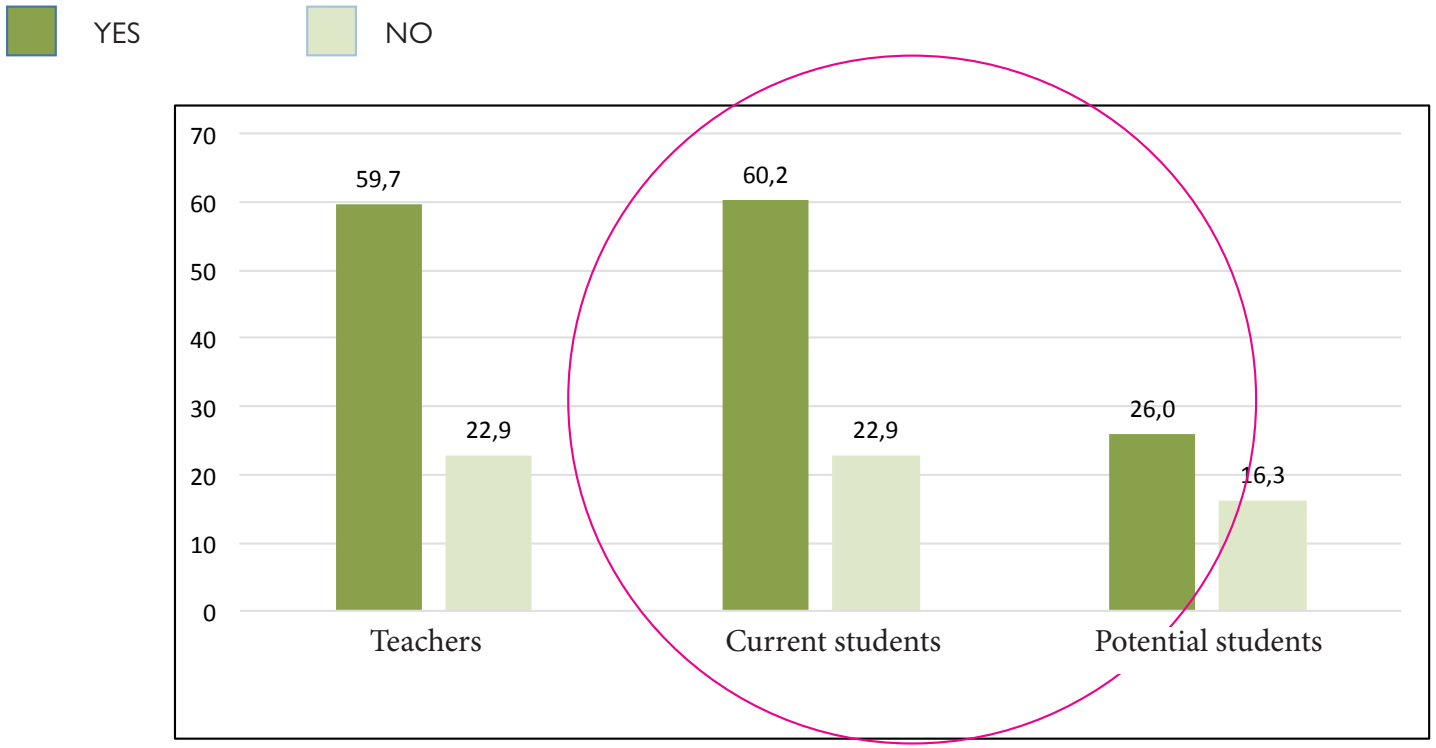
RESEARCH ABSTRACT

1. The University's **reputation**

VALUE OF UNIVERSITIES

According to the sample, Università degli Studi della Campania (formerly SUN) is a very valid, often underestimated university.

Percentages



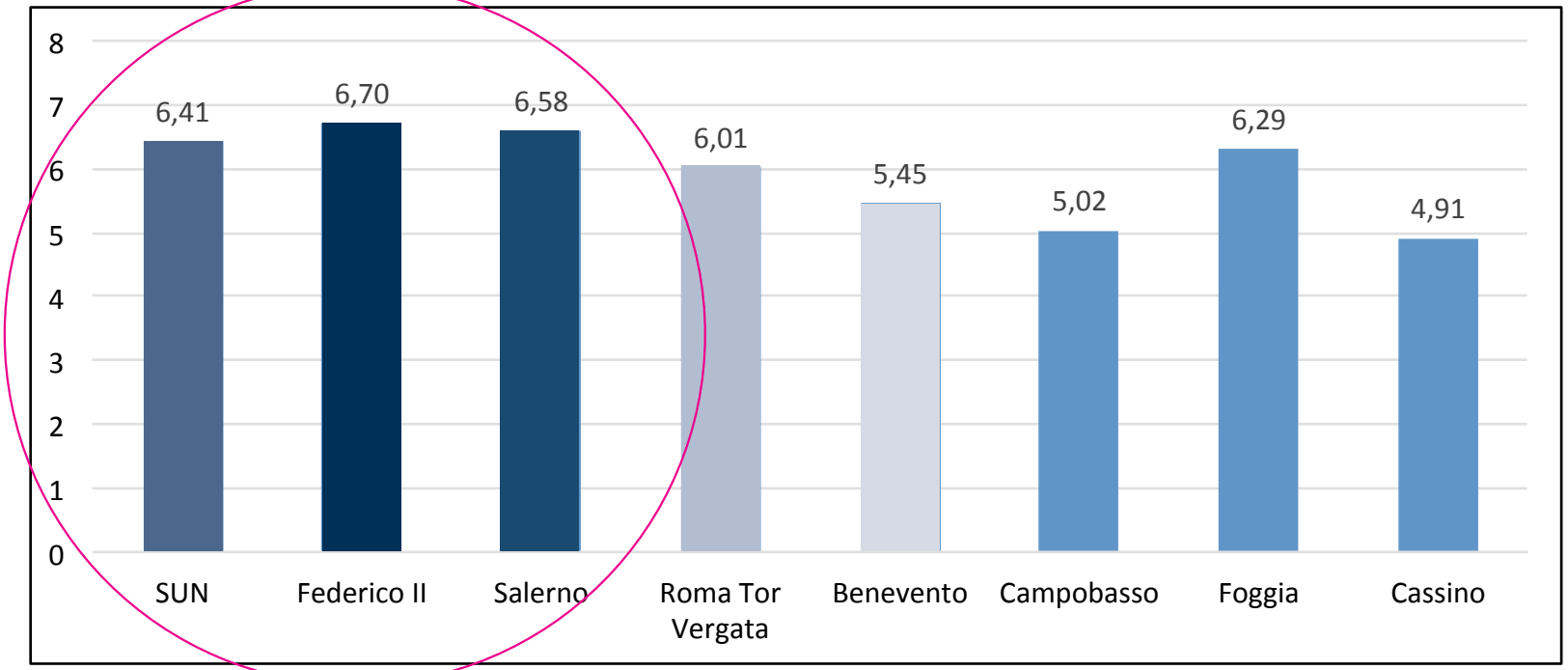
RESEARCH ABSTRACT

2. Synthesis of the University's **positioning**

OVERALL JUDGMENT

In the overall judgment of various universities expressed by teachers and students, Università degli Studi della Campania (formerly SUN) shares the top positions with other Universities of Campania in terms of reputation and recognisability.

Averages on 10-point scales.

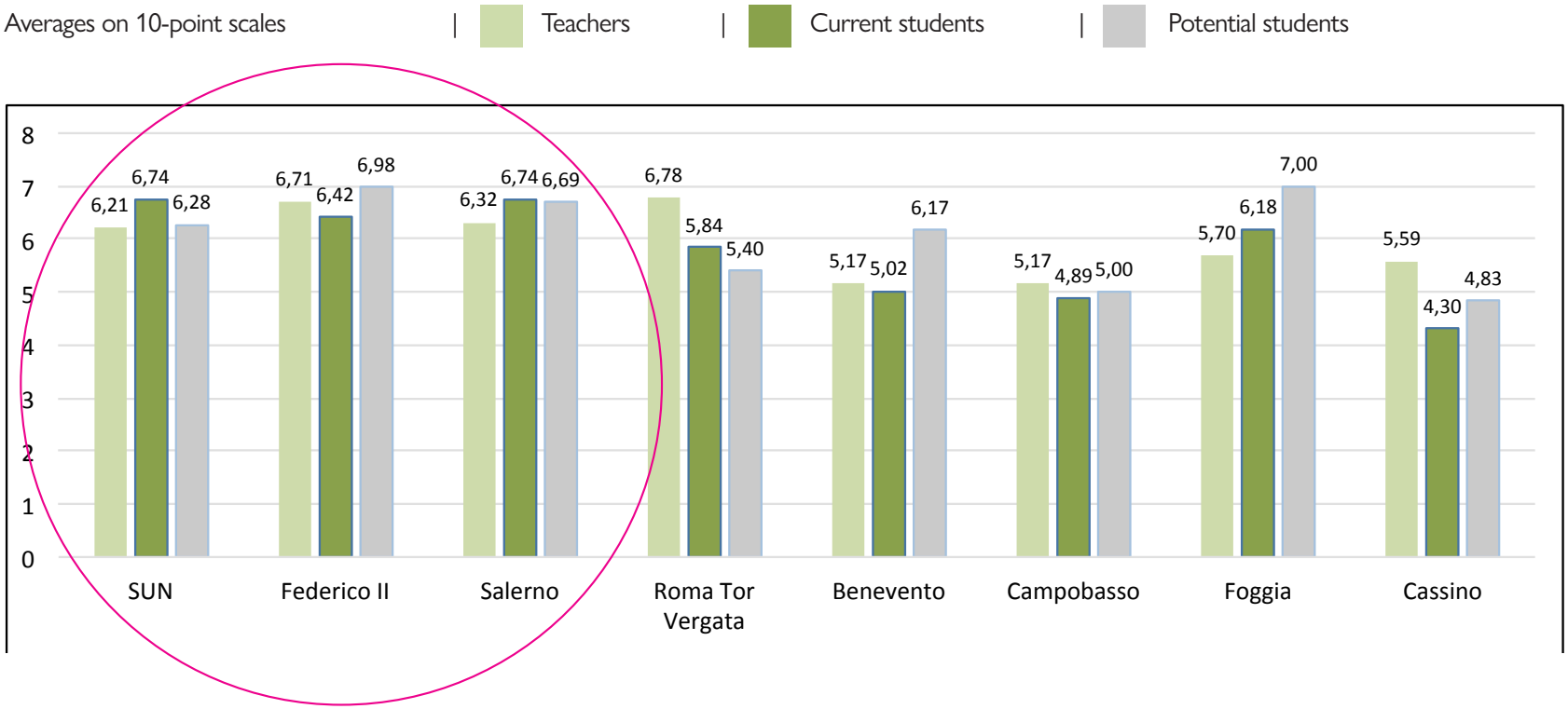


RESEARCH ABSTRACT

2. Synthesis of the University's **positioning**

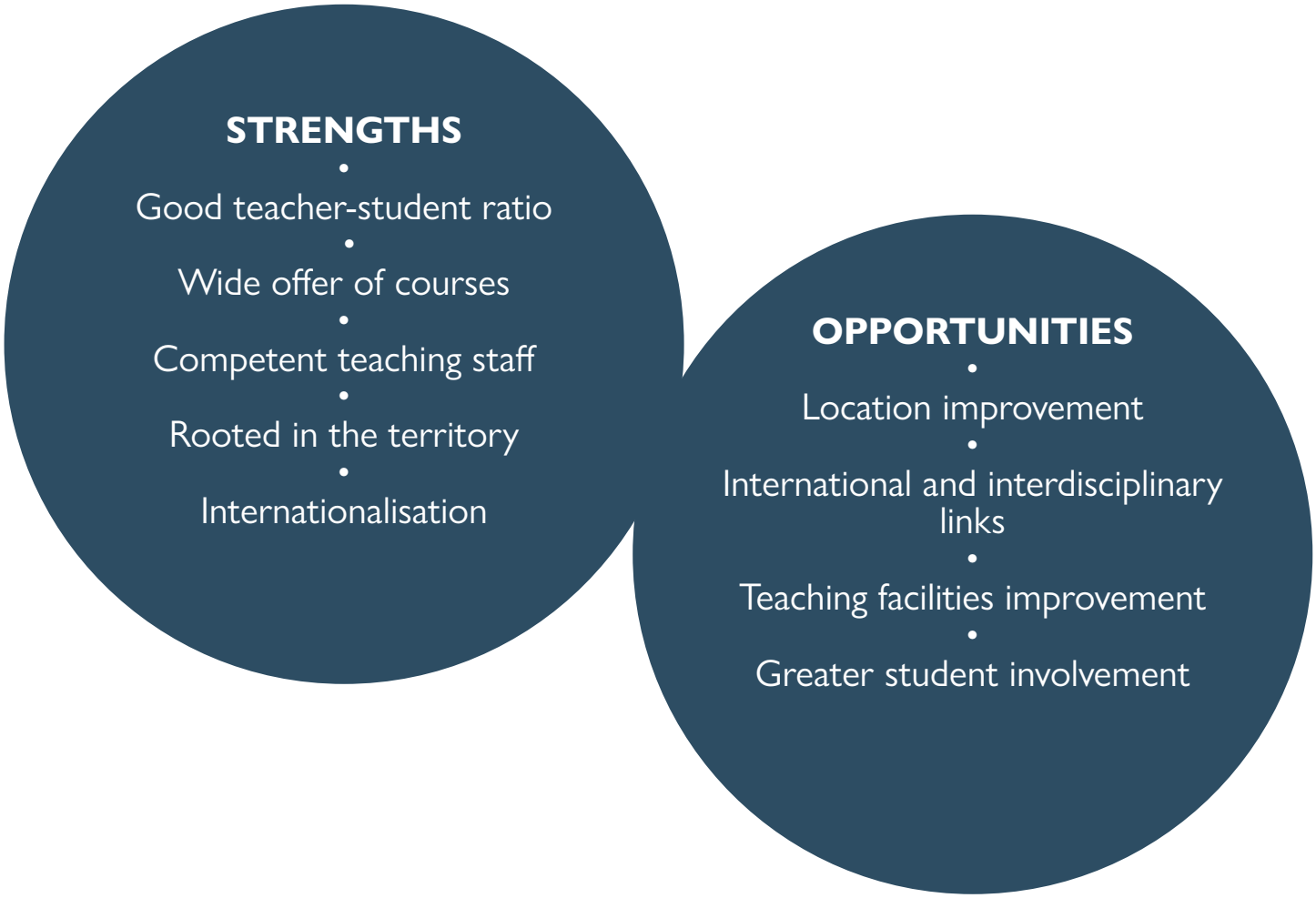
OVERALL JUDGMENT

In the overall judgment, split between teachers and students, of various Universities, Università degli Studi della Campania (formerly SUN) shares the top positions with other Universities of Campania in terms of reputation and recognisability.



RESEARCH ABSTRACT

3. Investigation into the perception of the University's **strengths** and **opportunities**



RESEARCH ABSTRACT

3. **Strategic factors** and **additional differentiating factors** from other Universities

1. STRATEGIC FACTORS

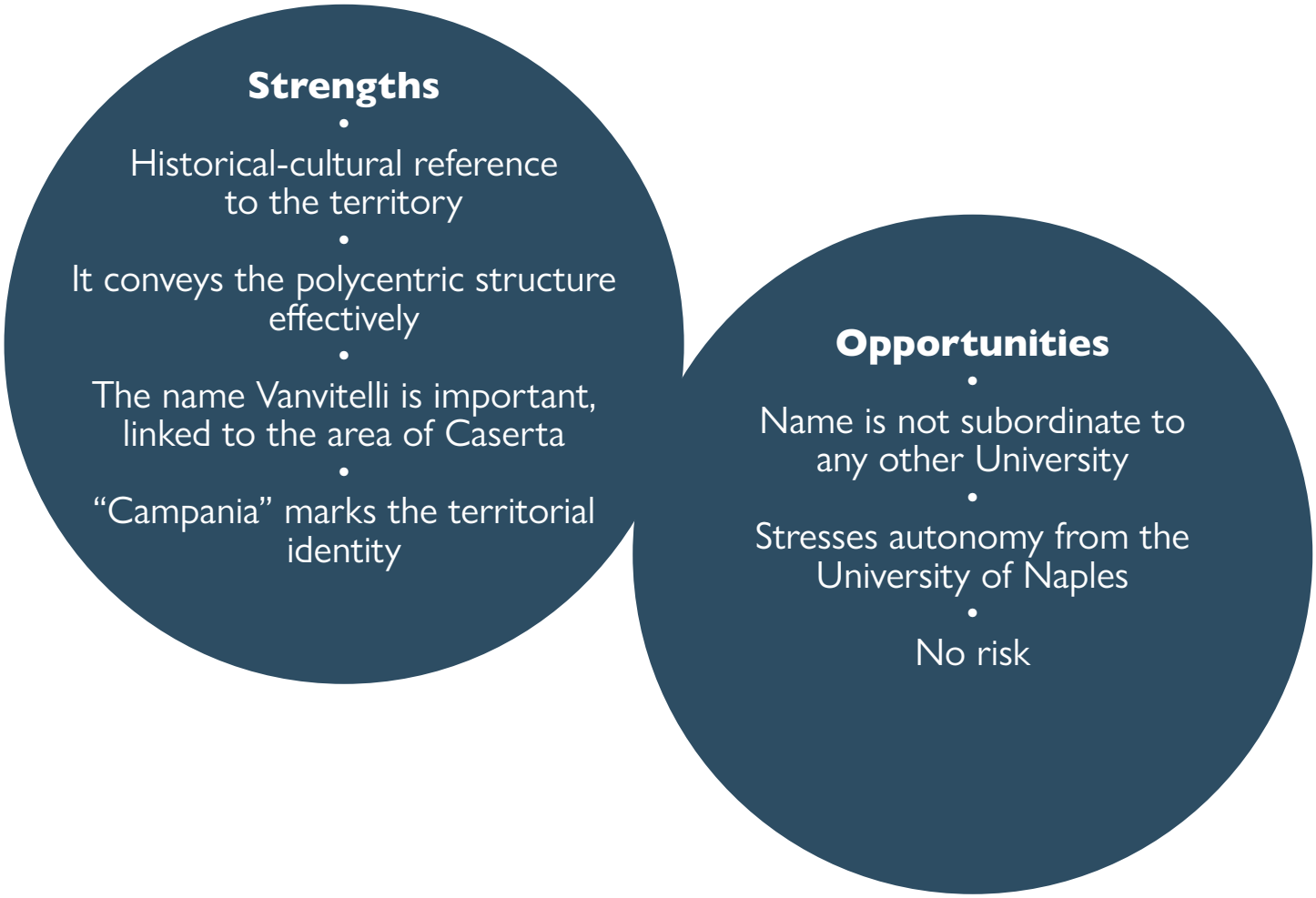
- Good quality of the teaching staff
- Excellent quality of scientific research
- Good reputation of scientific subjects teaching
- Excellent quality of students training
- Good teacher-student ratio
- Efficient registrar's office
- Financial support to students

2. ADDITIONAL DIFFERENTIATING FACTORS

- Useful, constantly updated website
- Good effectiveness, i.e. students with a good average of learning credits
- Ability to orient students
- Not all courses are restricted to a limited number of students

RESEARCH ABSTRACT

4. Investigation into the **perception of the University's new name**



RESEARCH ABSTRACT

5. Identification of **strategic positioning elements**

1. The University is attributed several areas of competitive strength, namely:
   > the value of the teaching staff
   > the excellent training experience offered to students
   > internationalisation

2. The shift to the new name, “Università degli Studi della Campania Luigi Vanvitelli”, is well understood in its ability to support the reputation and differentiation from other local and national universities

3. The shift to the new name, “Università degli Studi della Campania Luigi Vanvitelli”, is perceived as an essential tool to strengthen the University’s identity