

## The Johns Hopkins Bloomberg School of Public Health

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- Situation** The Johns Hopkins School of Public Health is the largest, oldest and most acclaimed School of Public Health in the world. Its reach extends globally through nine academic disciplines and over 45 centers and institutes. The School has over 1,500 students from 78 nations and is consistently ranked No. 1 by US News and World Report.
- The School had recently changed its name (from “Hygiene and Public Health” to the “Bloomberg School of Public Health”) and was about to embark on a major fundraising initiative but lacked a cohesive and coordinated brand identity. It sought a communications partner to manage an end-to-end re-branding program that would help develop a clear, coherent brand strategy for the School, lead to a better understanding of its mission and meaningfully differentiate it from the competition.
- Solution** We developed a multi-phased plan for the School. Starting with research, we designed and conducted a series of in-depth interviews with each of the School’s major constituents, including faculty, staff, donors, alumni and board members. We conducted a competitive brand benchmarking study to understand how other public health institutions and like-minded organizations position and brand themselves. We also conducted a communications audit of over 100 pieces of the School's existing marketing and communications materials. This led to the development of a full needs assessment for the brand, the results of which were used to craft several strategic positioning platforms for the School. The most compelling positioning was identified through focused testing and became the core message to be delivered in every medium.
- Once the positioning was established we created a new logo, tagline and a comprehensive set of brand guidelines and templates to ensure School-wide consistency of the new brand.
- Result** We established a strong positioning platform which was overwhelmingly embraced by other schools of public health in the US and became the core message of the Bloomberg School's donor outreach campaign. Our efforts created buy-in and consensus as well as an appreciation of the importance of branding among a disparate group. And we successfully launched the new brand at the start of the 2004 academic year. In addition, the identity and branding campaign won a prestigious CASE award.

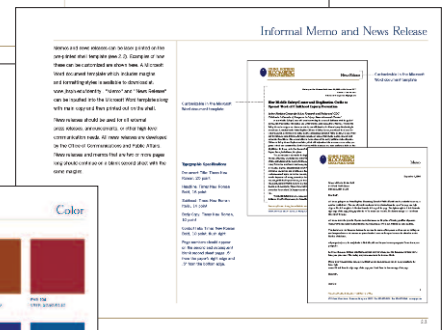
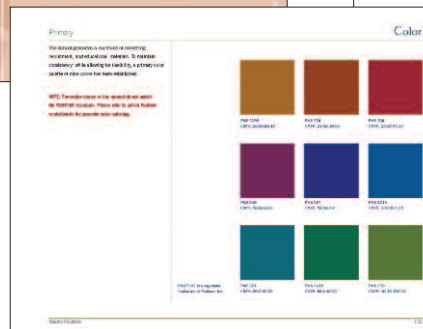
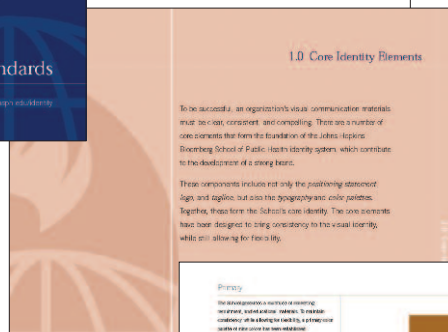
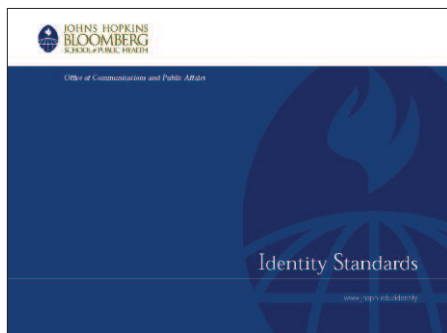
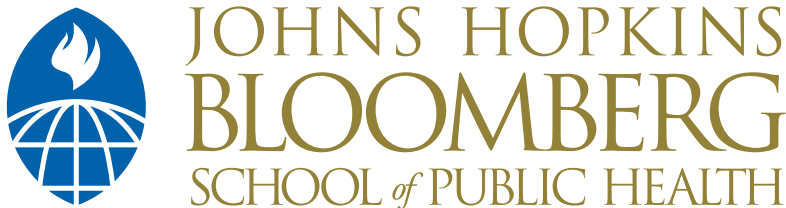
- o positioning statement and tagline
- o logo
- o brand standards manual

As a leading international authority on public health, the Johns Hopkins Bloomberg School of Public Health is dedicated to protecting health and saving lives. Every day, the School works to keep millions around the world safe from illness and injury by pioneering new research, deploying its knowledge and expertise in the field, and educating tomorrow's scientists and practitioners in the global defense of human life.

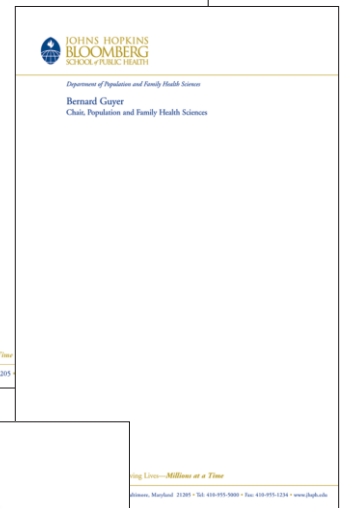
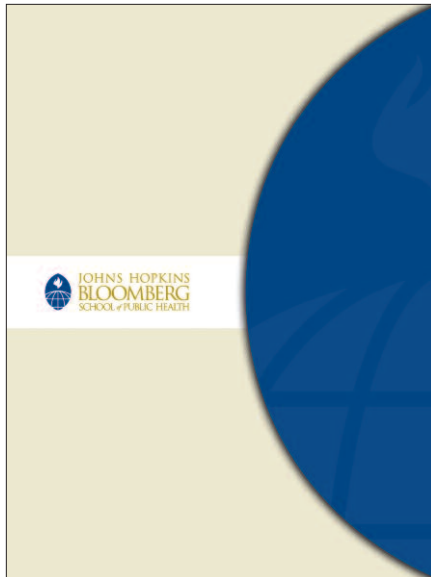
**Research Modes Used:**

- One-on-one interviews
- Competitive brand benchmarking
- Focus groups
- Communications audit

Protecting Health, Saving Lives—*Millions at a Time*



- o portfolio folders and stationery system
- o newsletter and magazine



# HOMEPAGE

THE NEWSLETTER OF THE JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH SPECIAL EDITION

**A New Look for the School**  
A little over a year ago the School announced that its name would be changed from the Johns Hopkins School of Hygiene and Public Health to the Johns Hopkins Bloomberg School of Public Health. This change afforded us the opportunity to renew our commitment to our mission and now that we would be reintroducing ourselves to the outside world—to think about how we should clarify and unify the School's communications.

Our goals—to attract the best and the brightest students; to recruit the finest faculty; and to gather critical support for research and the translation of discoveries into policy and practice—have always been at the forefront of our efforts to promote the School.

Fortunately for us and the rest of the Johns Hopkins family, the University's name recognition is strong and well established, partly because of the branding process that the University undertook in 1991 when the telephone area codes changed and all stationery needed to be reprinted. As with us, this was an opportunity to make sweeping changes to a system in need of rebranding and consistency.

This consistency of images and text from the School will reinforce our reputation as a top-tier institution. In all the diverse ways we present ourselves to the outside world—from publications and our website, to PowerPoint presentations and one-on-one conversations with people who know nothing about us—reaching our goals ultimately depends upon our reputation and our pursuit of excellence, as well as the promoting of those to the individuals and groups who can contribute to the process.

The opportunity to make the School's message resonate with those people and organizations who can assist us in reaching our goals, and to get our message to those who have not yet heard it, was presented to us when our name changed. After a year of research and development, the result is a new look and identity that include a logo, a tagline, and a new statement that announces our mission to the external world.

Considerable time and effort have been spent developing these new tools—a process that involved all our key constituents. One-on-one interviews were held with faculty and deans, alumni, staff, board members, and

donors to identify and articulate the essence of our School.

We learned that those who believe that this is a place that makes a difference in the world; that a practical place that has a spirit of innovation; and positive impact on people's lives that we are a problem solver and responder; and that we need to make the message more tangible and in the outside world. The new logo, tagline, and mission statement developed to capture these attributes.

The new identity characterizes who we are, what we do, and where we are going. It is part of our vision of the School as a preeminent, dynamic, and credible institution whose different divisions share goals and objectives. The new articulates our mission and provides a system for all our forms of communication, thus allowing us to present a strong and cohesive front. This is an important step for the global reach, the scope of our educational activities, and significant impact we have on the world—as we protect health and save millions at a time.

SCHOOL CELEBRATION: A new building. A new book. A renewed commitment.

# JOHNS HOPKINS PUBLIC HEALTH

THE MAGAZINE OF THE JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH [WWW.JHSPH.EDU](http://WWW.JHSPH.EDU)

## SAVING LIVES MILLIONS AT A TIME

- o overview brochure
- o school fact card
- o departmental brochures

**The School in Brief**

15 in every 30 seconds

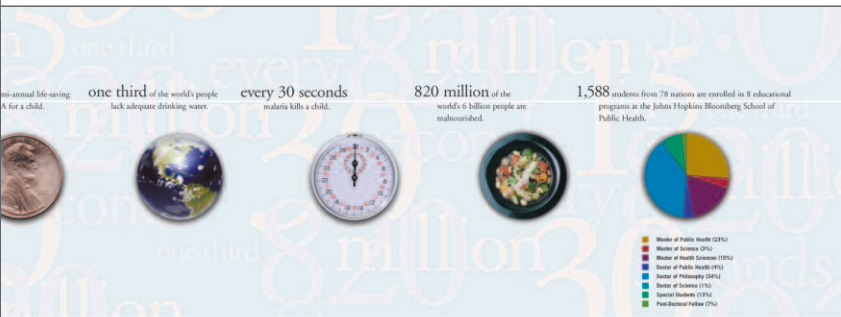
one third of the world's people lack adequate drinking water

every 30 seconds malaria kills a child

820 million of the world's 6 billion people are malnourished

1,588 students from 78 nations are enrolled in 8 educational programs at the Johns Hopkins Bloomberg School of Public Health.

Protecting Health, Saving Lives—Millions at a Time



As a leading international authority on public health, the Johns Hopkins Bloomberg School of Public Health is dedicated to protecting health and saving lives. Every day, the School works to keep millions around the world safe from illness and injury by pioneering new research, deploying its knowledge and expertise in the field, and educating tomorrow's scientists and practitioners in the global defense of human life.

**Quick Facts**

Founded: 1916 by William H. Welch and John D. Rockefeller

Dean: Alfred Sommer, MD, MPH

Students: 1,588 from 78 nations

Faculty: 452 full-time, 583 part-time

Research: Ongoing in 60 countries \$180 million research expenditures \$250 million total budget

Alumni: 11,300

**Students**

The chart above illustrates the current breakdown of students by program, for the fall term of 2001.

International: Twenty-six percent of our students are foreign nationals from 78 countries. Brazil and Uganda are each represented by nine nationals; the Netherlands and Bangladesh by five; and India by 56. Fifteen Thai, five Vietnamese, and three Malawians are also among the School's rich mix of international students.

**The School at a Glance**

As a leading international authority on public health, the Johns Hopkins Bloomberg School of Public Health is dedicated to protecting health and saving lives. Every day, the School works to keep millions around the world safe from illness and injury by pioneering new research, deploying its knowledge and expertise in the field, and educating tomorrow's scientists and practitioners in the global defense of human life.

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**Departmental Goals and Objectives**

Research and Public Health Practice

Education

Public Health Practice

Research and Public Health Practice

Education

Public Health Practice

Research and Public Health Practice

Education

Public Health Practice

**Training Programs**

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**Introduction**

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**Programs Emphasis**

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**Psychopathology**

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**Biostatistics**

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**Center for International Emergency, Disaster and Refugee Studies**

**Improving the Lives and Health of Under-served Populations and Victims of Conflict and Disaster**

**Children's Safety Center**

**Helping to Keep Every Child Safe**

**Office of Student Career Services**

**Your Journey to Success Starts Here**

November 2007

**Department of International Health**

**Educational Programs**

November 2007



The Johns Hopkins Bloomberg School of Public Health presents

# Good News/Bad News: What Makes News ?

**Dianna K. Sugg**  
Health Reporter, The Baltimore Sun

**Sidney Wolfe, MD**  
Director of Public Citizen's Health Research Group

**Sheldon Rampton**  
PR Watch editor, Center for Media and Democracy, Author of Trust Us, We're Experts

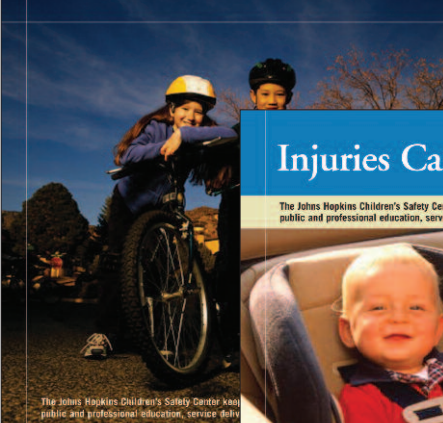

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Monday April 30, 2002  
4:00 pm  
The Anna Baetjer Room  
School of Public Health  
615 North Wolfe Street  
Reception to Follow




# Injuries Can Be Prevented

The Johns Hopkins Children's Safety Center keeps our communities' children safe through public and professional education, service delivery, product distribution, and advocacy.


# Drug Policy: Myth and Reality




Optional Title

Thursday, October 12, 2000  
4:00 p.m.  
Becton Dickinson Lecture Hall

Sponsored by the Center for a Livable Future



# Drinking Water: An Endangered Necessity?




**Program**  
January 23, 2001  
9:00 a.m.—5:00 p.m.  
Anna Baetjer Room  
W1020 Hygiene

Sponsored by the Center for a Livable Future

BRIEFING THE LATEST IN CANCER SCREENING AND OUTREACH

# Research Matters

A Conference on the Statewide Academic Health Centers Cancer Initiatives



Sponsored by The Maryland Cancer Research Fund  
Presented by The University of Maryland, Division of Cancer Control and Prevention, Comprehensive Cancer Center

November 29, 2000  
Johns Hopkins Comprehensive Cancer Center  
Winning Auditorium



The Johns Hopkins Bloomberg School of Public Health presents

# New Developments in Gerontology:


## Youngest Challenge

Second Annual  
Laura E. Barry Lecture  
Panel Discussion  
New Research, Implications of  
Health Policy and Management

THURSDAY, FEBRUARY 23, 2002  
4:00 p.m.  
BECTON DICKINSON LECTURE HALL  
SCHOOL OF PUBLIC HEALTH 615  
NORTH WOLFE STREET  
RECEPTION TO FOLLOW



The Johns Hopkins Bloomberg School of Public Health presents



# Promoting Public Health:

## A Dose of Creative Marketing

**Chris Jones**  
Former Chief Executive Officer,  
J. Walter Thompson Company

Friday, February 23, 2002  
6:00 pm  
Becton Dickinson Lecture Hall  
School of Public Health  
615 North Wolfe Street  
Reception to follow







- public website
- identity standards intranet site

