



**UniKL**  
UNIVERSITI  
KUALA LUMPUR



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## SILVER

### HOW is the company coping in the current economic climate without compromising its brand presence?

A strong brand, like UniKL, appeals to different stakeholders – the students, the parents, sponsors, employers, our affiliates – both local and international etc. Our brand presence is felt by our stakeholders because we live up to and go beyond their expectations. It is about connecting well with people. It is about developing the potential of each student and the staff. As a university, we have the advantage of having our customers with us for a long time, say at least three for the degree students. Thus, there are many touch points in which we can deliver value and build our brand. Our strong focus on providing an enriching university experience, for example, is already embedded in our delivery system. Thus, even in trying economic times, we can build our brands without compromising brand value.

### Should brands be packaged differently, not only demographically but emotionally?

Certainly. Brands represent and reveal who we are. A university provides a sense of belonging and therefore emotions play a

big role in student recruitment.

Prospective students choose a university because they appeal to them intellectually as well as emotionally. A positive university experience will create an emotional, and in some aspect a spiritual bonding between a student and the university. In UniKL we promote that sense of belonging through our 'WE ARE UNIKL' mantra, and instilling the UniKL DNA in every student.

### What is the most significant aspect of creating powerful, effective branding?

Knowing what you stand for and honouring your promise to give the best value you can give to your customers. Ultimate power comes from being true to your brand, continuously improving the elements of the brand to the point that you no longer need to shout your brand which is now echoed by your satisfied customers.

### In an increasingly transparent world, how can brands strengthen their brand equity?

By continuously connecting with supporters of your brand, delivering value beyond expectation and honouring promises. Brand equity takes a long time to build. You need to be focused in your

vision, clear about your mission and meticulous in rolling out you plans to achieve your goal – which must be always be in the best interest of your customer. It is important to put our ears on the ground to listen to what matters to your customers and stakeholders, and then wholeheartedly work towards achieving success for all.

### What makes a brand memorable given the short attention span and all sort of content screaming at customers?

Authenticity, simplicity and representative of all the values we uphold. A good brand belongs to all. Brand familiarity garners support from stakeholders, which in turn motivates us to serve our stakeholders better. Our students and affiliates remember us because it is our aspiration to build their sense of belonging by instilling the UniKL DNA in them. We do not have to scream for attention because our business is in societal development. Our satisfied customers will do the screaming for us.