

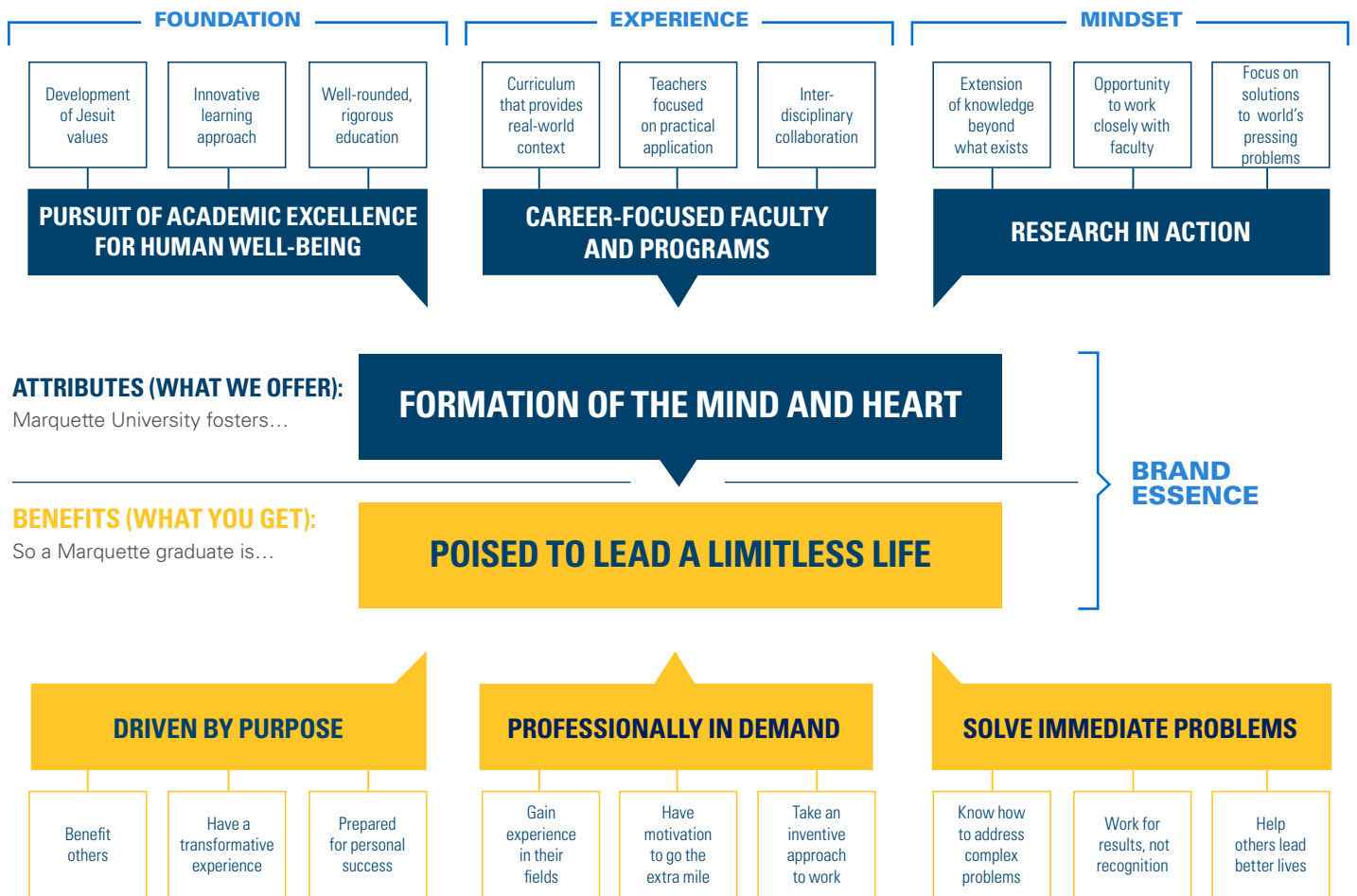
# WHAT WE SAY

## OUR MESSAGES

This message map acts as a narrative foundation for our story. When crafting communications, consult this map to determine how your content aligns with our brand messages. By grounding everything we say in these messages, we create compelling, authentic, and consistent communications.

## BRAND ATTRIBUTES

The top half of the map represents what Marquette offers. These messages support what we deliver to each of our audiences.



## BRAND BENEFITS

The lower half of the map describes what our audiences gain from the Marquette experience. It's never enough to simply state what Marquette offers. Every attribute should support something your audiences will receive. These benefits answer the reader's unasked questions: "so what?" and "why should I care?" Use these messages to give our attributes deeper meaning and relevance.