



AUTM Rebrand Takes Bronze at the AM&P EXCEL Awards

WASHINGTON, DC, June 24 — AUTM, a global nonprofit whose Members work to advance ideas from research institutions into the marketplace to stimulate the economy and benefit society, has received a bronze EXCEL Award for its rebrand from the Association Media & Publishing. The EXCEL award recognizes excellence and leadership in nonprofit association media, publishing, marketing and communications.

“The award is a great confirmation of the success of the rebrand and the exceptional work executed by AUTM’s Marketing team, which shepherded this complex effort for more than two years, said AUTM CEO Stephen Susalka. “We are a more successful Association today because of this and other communications efforts that better engage our Members.”

In 2017, the Association teamed with a creative agency Bates Creative, to rebrand the organization. After a year of discovery, Member focus groups and a careful analysis, the Association unveiled in February 2018 a new name, logo, tagline, brand identity and messaging. In the end, the Association chose to shed its limiting identity as the Association of University Technology Managers and was renamed, simply, “AUTM.”

While staying true to its core academic membership, AUTM used the rebranding exercise as an opportunity to realign its vision to better embrace the changing profession and its people, a field that has evolved beyond patent licensing to include start-up and business creation, economic development, corporate engagement and social enterprise, governmental and hospital employees, industry, and other stakeholders.

AUTM’s new tagline is symbolic of that change — shifting from the (old) “Advancing Discoveries for a Better World” to the (new) “**Transforming Ideas into Opportunities**,” which is more representative of both the work the Association does to support the commercialization of academic research, and its Members.

The goals for the rebranding were to:

- Be more inclusive of Members’ professional tech transfer affiliations
- Heighten the Association’s reputation
- Increase brand visibility globally
- Broaden the reach and understanding of AUTM as an industry catalyst
- Energize membership affiliation

- Strengthen AUTM's brand story and messaging
- Create brand consistency

The reason behind the new mark and Association colors:

- AUTM's Members drive the innovation economy, so the Association's new hue is orange, a globally recognized color of innovation.
- AUTM shifted to lowercase in its logo for the collegial, friendly feeling Members experience being part of the Association community.
- AUTM's new mark is a "radar," which signals both the broadcast of technologies for the benefit of humankind, and the building blocks that help AUTM's Members "transform ideas into opportunities."

Part of AUTM's rebrand success is in how its members feel — with renewed confidence in their Association, which looks more professional and is clearer in its messaging across all of its platforms.

"I like the logo a lot," said Hilary Libka, who works for the Dana-Farber Cancer Institute and attended her first AUTM Annual Meeting in 2018. "The old logo was stodgy and corporate. The revision is more accessible," to all fields.

"The old logo was very corporate America," echoed AUTM 2018 attendee Paul Cox, who works for the University of Cambridge's technology transfer office. "The new AUTM is worldwide, global, lovely."

But the numbers speak for themselves. AUTM's rebranding efforts — including the reworking of more than 100 pieces of Association collateral — from email templates to a 900-page website — have created an environment that is attracting more people to the 3,000-Member Association, driving more people to the website, social media and meetings (attendance surged at AUTM's 2018 Annual Meeting) and helping AUTM engage better with online audiences in its mission to support and advance technology transfer globally.

About AUTM

AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals to support the development of academic research that changes the world and drives innovation forward. Our community is comprised of more than 3,000 Members who work in more than 800 universities, research centers, hospitals, businesses and government organizations around the globe.