



Renewed brand strategy means changing the rules of engagement — precisely what Quodfatum brings to the London School of Economics.

We carefully assemble ideal talent and expertise for each assignment. Most importantly we anticipate the unique objectives and challenges of cultivating a new generation of leaders.

How can LSE be a lightning rod for the aspirations of today's best and brightest?

Every aspect of LSE's future stands balanced on five trends we've spotted:

1

Revenue is under pressure.

Demographics are driving lower enrollments. Economics are driving reductions in government aid. Higher education institutions will be challenged to deliver more innovation and more value with fewer resources.

2

Audiences demand ROI.

ROI is a new value differentiator for applicants and enrollees. Can graduates earn enough to justify the high cost? While a degree is some guarantee of higher earning potential, cost increases are putting the cost/value relationship under a microscope.

3

Transparency is absolute.

In an era of radical transparency where anyone, anytime, can know anything about you, stakeholders increasingly demand organizations deliver a clear ROI, real outcomes, and POV.

4

New delivery models gain traction.

Prestigious universities now explore and offer adaptive models: Three-year degrees, certificates, credits for high-school courses or real world experience, plus online and hybrid courses. It's time for LSE to explore more creative paths to prepare the best and brightest.

5

Globalization is accelerating.

Top-tier university brands must be relevant beyond country, continent and native language. Not only to compete for the best applicants but also to be relevant in an environment with increasingly fewer borders.

Quantitative Insights

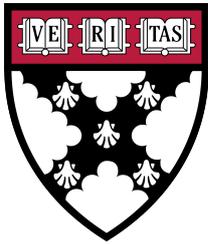
Qf will redefine the way LSE engages in both offline and online channels, resetting the rules of engagement — by not merely rethinking the brand identity and its positioning, but offering a fresh, entirely innovative perspective. Brand revitalizations today strive for a holistic, involved, immersive experience around shared meaning, interaction and values; and only a select few succeed. We understand the deep, wide and sometimes sublime link between business, culture, collaboration, and implementation. Today's dynamically mobile world sets the stage for continuous adapting in the now digital democratization of everything. Quodfatum knows that any successful brand transition will depend on a nuanced discovery of new answers for unique and universal challenges.

Metropolitan Museum of Art (The Met)



How do we take LSE to its next and new renaissance (resurgence/ revitalization/ rejuvenation) while respecting the sensitive balance of heritage, culture and innovation? The Met's recent change arose from increasingly inaccessible complexity that led to fragmented brand expressions, manifested throughout audience engagement. With incoherent brand identity and assets, its digital collection overwhelmingly difficult to navigate, audiences became confused and frustrated, stakeholders questioning the organization's ability to serve their needs.

Harvard Business School



LSE shares with HBS a rich heritage and desire to prevail at the forefront of global business, economics and society. Ubiquitous, adaptable, easy to access and understand. Pleasurable to interact with across all media and devices. Shared value through visual language and well-timed, suitable content. Easier to share. More exciting to share. Evolving, aspirational, a vibrant intersection of theory and real-world involvement. LSE must become this agile and irrefutably dynamic School, infused with immediacy, purposeful LSE core values and iconic heritage DNA.

The Guardian



How do audiences perceive LSE, through their lens of digitally branded engagement? Very similar to the goals of HBS' rebranding, The Guardian kept new platforms in mind. The Guardian departed with a 13-year-old brand identity that served the pre-digital and pre-social media age with the original aim of looking great in print. Now The Guardian has a new adaptive logo that works across all platforms and channels.

As a quantitative note, LSE has seen a marked decline in global interest despite an increase in site traffic. Global interest in Wharton is about 25% greater than LSE, which is about 25% higher than Harvard. In 2015 the gap was even more significant between Wharton and LSE. LSE's "challenger" position can be altered with an intelligent brand strategy that incorporates better delivery of global interest at a tactical level — understanding how to strategically communicate in each of the digital, community, academic and industrial channels.

Strategy for Transforming LSE

"Remarkable Experiences at LSE"

In his latest book "National Insecurity" FPGROUP CEO David Rothkopf poignantly refers to the problem that leaders today seem to lack a thorough grasp of "the bigger picture." LSE is poised to be a fulcrum for real change. Where the responsibility for shaping the future of economics, finance, banking, consulting and government service begins. LSE has a long tradition of cultivating new leaders, and those leaders require a new direction. Our firm will assist the London School of Economics to engage students, faculty and all stakeholders in the pursuit of knowledge through a new lens of innovation, community, collaboration and technology. From this framework — LSE will be more capable of identifying, organizing and distributing content in every digital and experiential touchpoint of influence relevant to their vibrant community.

What makes LSE remarkable?

We believe LSE can leverage these four core values more acutely in overall brand identity, content strategy and digital transformation:

1

Innovation:

Creating the content, attitude, and culture of thought leadership.

2

Collaboration:

Engaging a community of agile thinkers, both internally and externally providing a vast landscape of discourse, dialogue, and diversity.

3

Continuity:

Amplify the most meaningful aspects of LSE heritage to address new and oncoming marketplace challenges.

4

Vision:

Encounter and confront our connected mutual future as a species. Providing vision amidst growing fragmentation. Participate meaningfully in the transformation of business as we know it.

Quodfatum

A Consortium of Philosophers, Who Happen to Do Business...

The business of the philosopher is to make ideas available, not to impose them on people.

We don't buy into trends, tech-marketing jargon or what the "social gurus" are selling.

We believe in creating meaningful, creative business solutions for human beings.

Qf was founded to help clients make sense of disconnectedness in the marketplace. We exist to help our clients address media fragmentation, ease attention deficit and reduce clutter.

Louis D. Lo Praeste | Qf CEO & Founder

Louis D. LoPraeste is a former corporate strategist (2003-2012) and founder of www.quodfatum.com. After nearly fifteen years of consulting to consumer brands, his firm now specializes in strategic communications and solutions architecture for the educational, financial, energy, and high-tech sectors. His unique approach is shaped by a strong theoretical sensibility, practical market experience in investment and strategic settings along with insights from systems theory, computational intelligence and behavioral economics. Presently, his firm is organizing the branding and strategic communications for an alternative energy initiative in collaboration with the Argonne National Laboratory at the **University of Chicago**.

Chris Garrity

Chris Garrity is a passionate partnership strategist with 20+ years creating customers for global brands: Apple, Netflix, Levi Strauss and served as Head of Innovation for **Super Bowl 50**. Specialties include business and partnership development, deal valuation, experience design, retail marketing, creative leadership, marketing strategy, program development, spokesperson partnerships and cultural engagement strategy.

David Shor

David Shor is a veteran technologist, marketer, and analytics expert. He brings financial modeling, analytics & search engine marketing, digital media, marketing automation, social media and lead generation expertise to our LSE Team. David and his team have served a wide variety of education organizations include **USC Marshall School of Business, UCLA Anderson School of Business, Pepperdine Graziadio School of Business**, and many other businesses such as General Electric, Procter & Gamble, Chase Bank, Disney, Siemens, Kaiser Permanente, and Medtronic. He has lead our teams to deliver thoughtful data-driven digital marketing analysis and strategy in verticals including financial services, energy, CPG, healthcare, entertainment, SaaS and lead generation.

Michael Jacobs

Michael Jacobs is Managing Partner, Executive Creative Director. of our True North, a transmedia company focused on cross platform storytelling, native content, and documentary film. He is also a founding partner of 8315 Media, a digital consultancy that is developing innovative software solutions for the mobile market. He is a veteran of the startup and agency worlds, having successfully launched and sold a startup in the entertainment space with Jimmy Iovine and has held executive positions with McCann WorldGroup, Digitas and irgonomic. His work has been recognized by all the major domestic and international award shows and he is an executive board member of the **National Academy of Digital Arts and Sciences**. His clients include American Express, MasterCard, Chrysler, General Motors, Intel, Nikon, Verizon, Charles Schwab, Merrill Lynch, Pfizer, ABC, HBO, Cisco, UbiSoft and the US Army among others.

Russell Volckmann

Russell Volckmann is the Grandson of US Special Forces founder, Retd Brigadier- General Volckmann. Russell's innate and proven strategic acumen may be found in empowered not-for-profits, education, plus small, medium, and global enterprises. With over 20+ years of experience, he has a diverse portfolio spanning Europe, North America, and Asia that includes **Bishop's College School**, **University of California**, E*Trade, Millward Brown, Bank of America, Charles Schwab, the San Francisco Asian Art Museum, Yerba Buena Center for the Arts, FCB, Landor Associates, Emirates Airlines, Air Canada, McDonald's, Pacific Business Group on Health, Rainforest Action Network, CNN, L'ORÉAL Paris Japan, AT&T Japan, Tetra Pak, Ziff-Davis, Sun Microsystems, Hewlett-Packard, Shipley Energy, Palm, the Grateful Dead, Pink Floyd, KM Disney, Inc., and many more.

Greg Sieck

Greg Sieck is a brand marketing expert who has worked in advertising, marketing operations and consulting for a variety of consumer and B2B brands. His most visible work prodded beer drinkers to "Stop and Taste the [Miller] High Life", cell phone users to "make their [AT&T] Wireless phone their only phone" and fast food fanatics to "Think Outside the Bun" at Taco Bell. As VP Brand and Advertising at Intel, Sieck led the global launch of the Centrino brand. At FCB, he launched Avaya and the Mazda Miata. Greg is a member of the CMO Council, IAF and AMA and is often quoted in the press for his opinions on branding and marketing.

Ryan Ray Medina

Ryan Ray Medina is a Creative Director and Creative Consultant with over 10 years of experience. Ryan has had the honor of working with top-tier brands, agencies, and individuals. Ryan has an entrepreneurial spirit with Fortune 500 experience. He specializes in design (from branding to site & app UI/UX), project management (site & app development), e-commerce (UI/UX), and video production (art direction and production management). Ryan's unparalleled work ethic allows him to create dynamic communications that capture the imagination. Dependability, creativity, reliability, and modesty are his best traits. His client list includes Capital One, Cisco, Discover, Ford Fiesta, Ford Mustang, Harley-Davidson, Hungry-Man, Klondike, Lincoln, Original SWAT, SAB Miller, Snickers, TapouT, ThinkThin, Trojan.

“It must be remembered that there is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than a new system. For the initiator has the enmity of all who would profit by the preservation of the old institution and merely lukewarm defenders in those who gain by the new ones.”

— Niccolò Machiavelli