

## MY ATBU: A Rebranding Campaign Using Promotional Products

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**Abstract :** Promotional products take symbolic roles, they can become an emblem, and they can become part of a rebrand and even be a brand itself. Promotional products express both an institution's inspirations and its aspirations; it can reflect a continuum. This stimulates the interest of the study, which is to examine the impact of rebranding Abubakar Tafawa Balewa University, Bauchi-Nigeria, using promotional products. It examines the concept of rebranding with the aim to discuss the effectiveness of the promotional products in branding higher educational sector that needs to be assessed and measured. Therefore, some measures of branding activities are proposed. Conclusion suggests that university rebranding is effective and the use of a commercial approach can be easier.

**Keywords :** branding, higher education, promotional products, rebranding

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