High profile campaigns and integrated communications

To reinforce brand

UPGRADE
YOUR
FUTURE

BIRMINGHAM CITY University

bcu.ac.uk

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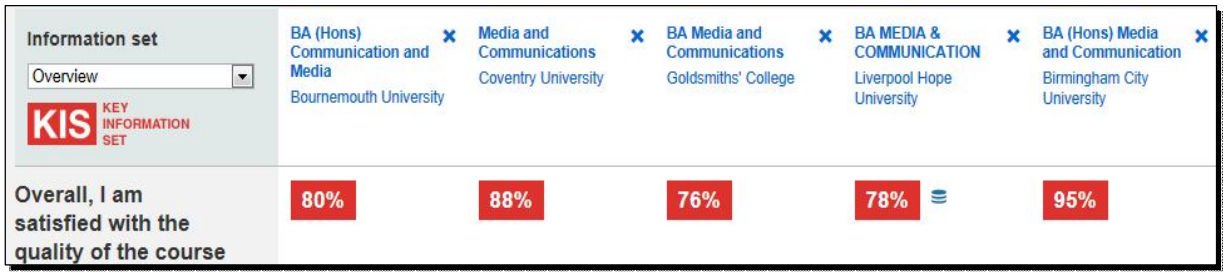
Why is marketing important?

Increasing competition

- Higher fees/UKBA = smaller pool of prospective undergraduate students = greater competition
- Higher fees = higher expectations = increasing consumerism of prospective students
- KIS = more transparency = focus on the ‘product’
- Impact of AAB/ABB policy (BBB?) on student choice



Information set: Overview (KIS KEY INFORMATION SET)	BA (Hons) Communication and Media, Bournemouth University	Media and Communications, Coventry University	BA Media and Communications, Goldsmiths' College	BA MEDIA & COMMUNICATION, Liverpool Hope University	BA (Hons) Media and Communication, Birmingham City University
Overall, I am satisfied with the quality of the course	80%	88%	76%	78%	95%

Why is marketing important?

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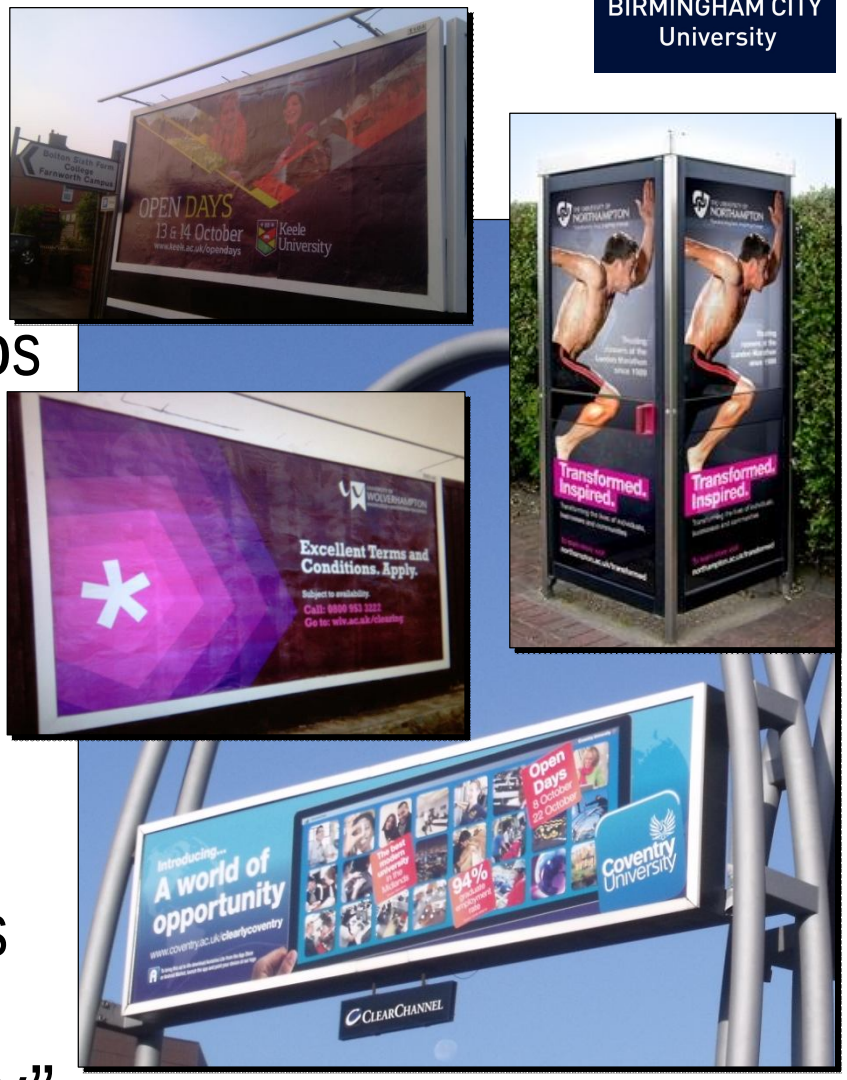
Standing out the crowd

- It's all about your brand – about much more than logos – you create 'personality'
- Key values: academic integrity, future employability and value of student experience
- "Students and their families are ever more canny in researching value for money"



Why is marketing important?

Evidence-based marketing is critical

- Market research to understand your ‘customers’ and monitor their perceptions/ satisfaction
- Understand your strengths – from the market’s perspective – and their advantage over competitors

Developing your brand

How BCU differentiates

- Understood and capitalised on our strengths – from the market's perspective – and their advantage over competitors
- Developed key messages at University, Faculty, School & course level – repetition & consistency

Campaign – messaging

Key messages within Upgrade your future

- You don't have to go far – proximity of location for Midlands region only
- Excellent facilities & investing £180m
- Research with impact and practical solutions for business

Campaign – messaging

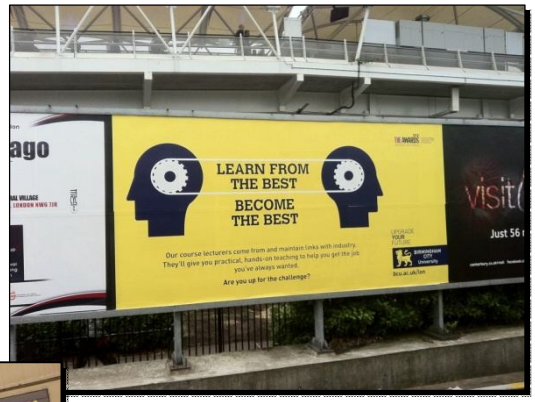
Key messages within Upgrade your future

- Outstanding student support and engagement
- Academic expertise – 'in touch' with industry & professions
- Employability – in top 30 for graduate level work, links with global brands Apple, CISCO, Cartier

Campaign – platforms

Regional and national routes to market

- TV/Outdoor advertising – positioning and profile
- Press/radio – call to action Open Days/Clearing
- Online – positioning, profile and call to action



London Underground campaign during 2012 Olympics

Campaign – platforms

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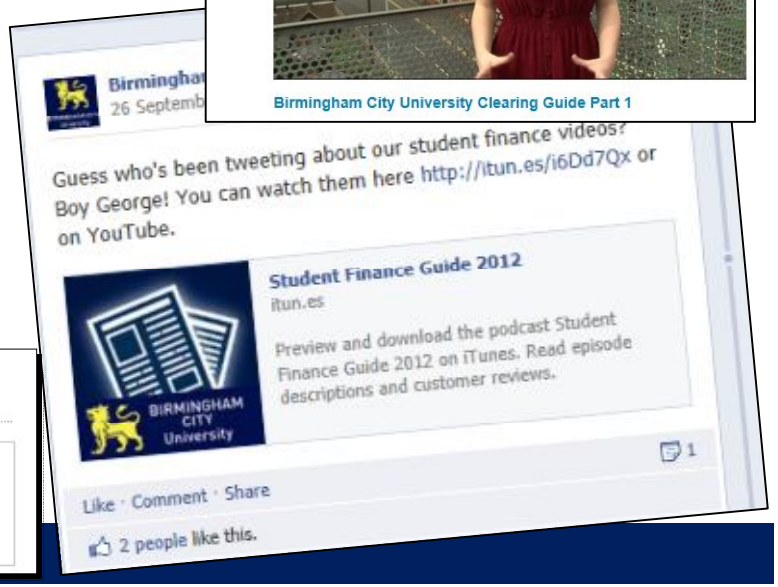
Media and PR

- PR works with brand themes – research with impact, leading creative practice, focus on employability

Campaign platforms

Web & social media

- Launched dedicated microsite www.bcu.ac.uk/upgrade
- Used social media to listen, engage and push messages/rich content
- Video/podcasts – very effective at promoting specific subjects and outstanding student support eg. Clearing, Student Finance & Starting Out videos



Campaign platforms

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CRM with prospective students

- Launched Hobsons Connect Nov 2011 – **329** separate comms in 2011/12
- Send out **18** monthly subject-specific newsletters & ad hoc advice pieces

bcyou! ...UPGRADE YOUR FUTURE

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There's still time to get a place through clearing

Hi {First name}

If you're still wondering about next year, places are still available on our {subject area} course at Birmingham City University via Clearing. If you have changed your mind about which course you want to study, or if you did not quite get the grades you needed for your first choice, please give us a call to find out how we can help.

The latest information about Clearing is available via your 'VIP portal' on our website. To access your portal, please click here and enter your login details. Your username is as follows:

Username: {#LoginI}

If you need further help or advice at any time, please contact our student enquiry service Choices using the course enquiry form or call 0121 331 5595.

Best wishes

bcyou! ...latest news

BIRMINGHAM CITY University

Welcome to this month's edition of our newsletter, featuring the latest developments concerning our courses in Engineering, and the wider University.

Don't forget, you can get the latest news every week on your BCYou web page.

Students design and build their own car to race at Silverstone

The BCU Racing Formula Student Car 2011

We believe in giving our students as wide a range of

Giving students real-life experience of the workplace

Boosting the employability of our students is a top priority for the University, and one of the ways we can give you a real-life insight into the world of work is through our mentoring schemes, run in partnership with leading businesses from across Birmingham and beyond.

One of these schemes – Inspiring Futures – has created more than 150 mentoring relationships

bcyou! ...latest news

BIRMINGHAM CITY University

Welcome to this month's edition of our newsletter, featuring the latest developments concerning our courses in Art, and the wider University.

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Student wins at Art for Autism competition

Esther Whitney pictured with her winner's certificate

At BIAD, you will always be supported to succeed in every way you can and, with the help of our Student Services team, a student from our School of Art recently turned an artistic eye on herself to win a national art competition for people with autistic spectrum disorders.

Esther Whitney, who is in the final year of her BA (Hons) Art and Design degree and has Asperger's Syndrome, was one of the winners of the 'Create Art for Autism' competition run by Beechwood College in Cardiff.

Learn more about university from our experts

Choosing a university always involves a great deal of research and there's now more information available than ever. You may have spoken to your careers adviser, checked out our website or been to an Open Day, but if you still have any outstanding questions, our virtual chats are a great way of finding out the answers.

Running approximately every month, each chat lasts for around two hours and provides you with a great opportunity to 'talk' in real time with those in the know about any queries you may have, from a place that's convenient to you.

Each session will be focused on a particular topic, with the University's experts from that area on hand to help, but we will also be happy to answer any other questions on higher education generally or Birmingham City University in particular.

And to help you get an even

Campaign – platforms

Internal communications

- Dedicated pages on staff intranet explaining rationale of campaign with examples of artwork and schedule of advertising
- ‘Didyouknow?’ emails to staff & students

Campaign – platforms

Internal communications

- Launched ‘Tell Us Your Story’ awards for staff and students to build pride and ‘engage’
- Shared evidence that demonstrated the living brand and made it ‘relevant’ to them
- Complemented key messages: outstanding student support & excellent learning and teaching

Campaign – results

Impact on 2011, 2012 and 2013

- UCAS applications peaked in 2011 – at **28,559** vs **18,854** back in 2008; dipped **6%** as of June 30 2012 on a par with national decline (still over **27,500**)
- Went into Clearing 2012 with **1,000+** places – to date **144** of target
- October Open Days for 2013 entry saw **4,446** prospective student visitors – up **14%** on 2011

Campaign – results

Impact on 2011, 2012 and 2013

- Clearing/Kickstart your career/Starting Out/Finance Guide videos have had **10,500** views on YouTube
- Facebook likes from **3,000** in 2011 to **9,274** – we made **1,085** posts in 2011/12, of which **73%** were 'liked', **19%** commented on and **18%** shared
- @MyBCU twitter followers have grown from **1,900** in 2011 to **6,615**

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And finally…a first for the UK

http://upgrade-your-future.bcu.ac.uk/

Thank you for listening

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