The Winner’s Brochure

THE 2014
HEIST
AWARDS

@heistawards
The 24th Annual Heist Awards

‘The Heist Awards’ are proudly brought to you by Havas People. Havas People are known for producing high quality research and insight into the education market. Insight we’ve used to create fully integrated international campaigns, social media strategies and award winning online marketing, local advertising, TV ads and radio.

Whatever we do, two things stay the same: we measure everything and we make sure it works. Find out more at www.havaspeople.com

The internationally recognised annual Heist Awards for Education Marketing have evolved over more than twenty years to become the premier awards programme for marketing in the further and higher education sectors. Over those years we have seen a vast change in the work that marketing functions perform and the Awards have also moved with the times to reflect this, with categories reviewed annually.

The Heist Awards exist to recognise and celebrate the professionalism, expertise and innovation that we find throughout the sector, from the smallest regional college, to global education brands.

There have been some fantastic entries this year giving the judging panel some tough decisions, but I am sure you will agree with me that we have some very deserving winners.

Congratulations to all the winners.
Keep growing with...

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Advertise your postgraduate programmes with us to reach an audience of 5 million students per year!

Proud sponsor of the 2014 Heist Award for “Best use of digital/social marketing”

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WHAT uni?

✓ Comprehensive course listings, KIS, rankings, open days and 27,500 independent student reviews
✓ Our users and your enquiries are better informed than any others
✓ Whatuni Insights for advertising partners - register interest in July

Over 45 million prospective students use the Hotcourses group of comparison sites each year:

For more information contact simon.emmett@hotcourses.com

www.hestawards.com
# The Categories

1. Best Undergraduate Prospectus  
2. Best Prospectus from a Specialist Institution  
3. Best Further Education Prospectus  
4. Best Postgraduate Prospectus  
5. Best Student Recruitment Campaign  
6. Best International Initiative  
7. Best Strategic / Branding / Corporate Campaign  
8. Best Use of Innovation and Creative Thinking  
9. Best PR / Advocacy Campaign  
10. Best Alumni or Fundraising Campaign  
11. Best Internal Communication Campaign  
12. Best Corporate Social Responsibility / Business / Community Engagement Campaign  
13. Best Use of Digital / Social Marketing  
14. Best Website  
15. Heist Awards’ Marketing Department of the Year
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The UK’s Premier Corporate Award website

www.ecawards.co.uk

Proud suppliers of the Heist Awards

www.heistawards.com
The Nominations are:

- Edge Hill University
- King’s College London
- Leeds Metropolitan University
- Loughborough University
- Manchester Metropolitan University
- Robert Gordon University
- The Manchester College
- Truro and Penwith College
- University Campus Suffolk
- University of Bedfordshire
- University of Huddersfield
- University of Leicester
- University of Surrey

And the Winners are:

**GOLD AWARD WINNERS**

**Leeds Metropolitan University**

Judge’s comments: “An excellent, well researched prospectus with evidenced success”

**University of Leicester**

Judge’s comments: “Well executed, beautifully on brand publication that displays research in an accessible way”

**SILVER AWARD WINNER**

University of Huddersfield

**BRONZE AWARD WINNER**

Manchester Metropolitan University
Best Prospectus from a Specialist Institution

The Nominations are:
Falmouth University
Hadlow College
Manchester Business School
Manchester School of Art
Royal Agricultural University
SOAS, University of London
The Glasgow School of Art

And the Winners are:

GOLD AWARD WINNER
Manchester Business School
Judge’s comments: “This is a creative publication but it is also very well executed. The seriousness of the subject matter is effectively matched with a lovely bit of design”

SILVER AWARD WINNER
Manchester School of Art

BRONZE AWARD WINNER
Glasgow School of Art

HIGHLY COMMENDED
SOAS, University of London
Best Further Education Prospectus

The Nominations are:

Preston's College
Rochdale Sixth Form College

And the Winners are:

GOLD AWARD WINNER
Rochdale Sixth Form College
Judge’s comments: “A bright, lovely publication which has a lot going for it!”

SILVER AWARD WINNER
Preston's College
Fastest growing student-orientated site in the UK with 1,000,000 + visits per month.

400,000 + overseas prospective students per month.

Highly targeted advertising opportunities ensure superb response rates.

“Great service and channel with a positive return on investment.”

Liam Taylor, Digital Account Manager, SMRS

Sponsors of the 2014 Heist Awards

Best Postgraduate Prospectus

What have we been up to since last year?

Aside from the usual we’ve been working on some exciting developments:

Our new Postgraduate section offers a full guide to studying at this level, from why you should do it through to what it’ll cost, and everything in between.

Launched in May, the CUG Course Chooser allows you to search over 100,000 courses at more than 350 UK universities and colleges. Postgraduate or undergraduate, full-time or distance learning – we’ve got it covered.

ASK CUG gives prospective and current students a place to find the answers to their burning questions. From accommodation to fees, or indeed anything else about uni, our experts are on hand to provide tailored advice.

Using the Cost of Living Survey we aim to find out the average student living cost and how it varies across the country, taking into account factors such as rent, utilities and food.

www.thecompleteuniversityguide.co.uk
Best Postgraduate Prospectus
Sponsored by The Complete University Guide

The Nominations are:
Harper Adams University
Imperial College London
Leeds Metropolitan University
Manchester Business School
Manchester Metropolitan University
University College London
University of Huddersfield
University of Leicester

And the Winners are:

GOLD AWARD WINNER
Imperial College London
Judge's comments: “As close to a ten as it gets”

SILVER AWARD WINNER
University College London

HIGHLY COMMENDED
Harper Adams University
REVOLUTION VIEWING IS BUILT ON A SHARED ETHOS OF DELIVERING PERFECT PROJECTS WITH ADDED CHARACTER...

We enhance your student recruitment campaign by creating exciting videos, immersive virtual open days and interactive digital content.

“Before we had the virtual tour our targets were way off, however, since its implementation our recruitment level has increased and not only that, we are now 8% above target.”

Creative Multimedia Manager, Coventry University

+44 (0) 8448 112282
hello@revolutionviewing.com
www.revolutionviewing.com
Best Student Recruitment Campaign

The Nominations are:

University of Hertfordshire
Roadshow 2013

Anglia Ruskin University
Eyes on the Prize

Walsall College
Distance Learning Recruitment Campaign

University of Sunderland
Earned Marketing: Putting advocates at the heart of our strategy

Swansea University
#makingwaves student recruitment campaign

Northumbria University
I WANT Northumbria

Bournemouth University
Operation 2013: Confirmation & Clearing

Arts University Bournemouth
How marketing the AUB brand experience delivered 16% growth in applications

University of Central Lancashire
UCLan Autumn Open Days ‘Be Inspired’ Student Recruitment Campaign

Robert Gordon University
Better campaign

University of Chester
Welcome to the University of You

The University of Sheffield
Go Higher

University of Lincoln
University of Lincoln Conversion Campaign for 2013 Home/EU undergraduate

Manchester Metropolitan University
Bucking the trend on a budget: getting staff and technology working together

Westminster Kingsway College
Recruitment Campaign Summer 2013 16-19 year olds

Queen’s University Belfast
We are exceptional

SOAS, University of London
Meet the world at SOAS

Bucks New University
Bucks University

Teesside University
Undergraduate ‘Ready’

www.heistawards.com

And the Winners are:

GOLD AWARD WINNER
Manchester Metropolitan University
Judge’s comments: “Great results in terms of bucking the trend and turning around a daunting situation. A very strong campaign!”

SILVER AWARD WINNER
University of Sunderland

BRONZE AWARD WINNERS
Queen’s University Belfast
Robert Gordon University

HIGHLY COMMENDED
University of Chester
SOAS, University of London
**studyportals**

**3,600,000 Global visits per month**
Promote your courses to over 3 million students in over 200 countries simultaneously!

**310,000 UK visits per month**
Reach over 310,000 students in the UK who are actively searching for their perfect course.

**1,500 Participating institutions**
Currently helping over 1,500 Universities from 46 countries save money and resource in the recruitment of students.

**7 Tailored portals**
MastersPortal, BachelorsPortal, PhDPortal, ShortCoursesPortal, DistanceLearningPortal, LanguageLearningPortal, ScholarshipPortal

We can prove our marketing works by helping Universities track from ‘clicks’ to ‘enrolled students’.

Supported by the European Commission

[www.studyportals.eu](http://www.studyportals.eu) | +31 40 292 00 60

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**www.heistawards.com**
Best International Initiative

Sponsored by StudyPortals

The Nominations are:

University of Exeter
International Summer School

Arts University Bournemouth
Who are We? Who are You?

Robert Gordon University
‘The Challenge’ TV Show, Ghana

The Open University
The Open University in China

Cardiff Metropolitan University
Integrating EU funded projects with on campus recruitment

University of the West of England
International Student Recruitment

And the Winners are:

SILVER AWARD WINNER
Arts University Bournemouth

BRONZE AWARD WINNER
Robert Gordon University

www.heitawards.com
Supporting Heist. Supporting you.

The Guardian are proud to sponsor the best strategic/branding/corporate campaign - and excited to show you how our award-winning platforms can power your award-winning ideas.

Say hello to the Guardian team or email studentrecruitment@theguardian.com for more information.
Best Strategic / Branding / Corporate Campaign

Sponsored by The Guardian

The Nominations are:

Preston's College
Corporate re-brand and supporting marketing campaign

University of Bedfordshire
Begin, Build, Believe - The University of Bedfordshire cinema advert

South & City College Birmingham
Take a different look at South & City College

Leeds College of Art
Leeds College of Art - brand identity refresh

Harper Adams University
100 years in the making

The University of Manchester
The world works better with us

University of Sunderland
Re-branding the National Glass Centre - A Journey of Transformation

University of Central Lancashire
UCLan 'Be Inspired' Brand Campaign

Royal Holloway, University of London
Corporate Identity

Nottingham Trent University
NTU Fusion

The University of Manchester
The Manchester Welcome Campaign 2013

Teesside University
Building a business brand

And the Winners are:

GOLD AWARD WINNER
Sunderland University
Judge’s comments: “What a great story and project. I’m convinced!”

SILVER AWARD WINNER
The University of Manchester
(The world works better with us)

BRONZE AWARD WINNER
The University of Manchester
(Welcome Campaign 2013)

HIGHLY COMMENDED
Teesside University

www.heatstawaards.com
Best Use of Innovation and Creative Thinking

Sponsored by WhatUni

The Nominations are:

- **Arts University Bournemouth**
  Kscope AUB's Gift to the Curious

- **South & City College Birmingham**
  Take a different look at South & City College Birmingham

- **University of Hertfordshire**
  #HertsIsTheOne - 2013 conversion

- **University of Hertfordshire**
  Roadshow 2013

- **University of Birmingham**
  Doctoral Research Prospectus

- **The University of Nottingham**
  Vines, videos and vkontakte - student collaboration in marketing and communications

- **Nottingham Trent University**
  NTU Fusion

- **Bournemouth University**
  Who killed Rudolph?

- **Robert Gordon University**
  RGU does Doric

And the Winners are:

**GOLD AWARD WINNERS**

- **Arts University Bournemouth**
  Judge’s comments: “A brave and highly creative project. This goes beyond the standard practice used by universities and shows great marketing performance”

- **University of Birmingham**
  Judge’s comments: “A very well considered project with specific goals. The is innovation in a very difficult and niche market”

**SILVER AWARD WINNER**

- **Robert Gordon University**
  Robert Gordon University

**BRONZE AWARD WINNER**

- **Nottingham Trent University**
  Nottingham Trent University

**HIGHLY COMMENDED**

- **University of Hertfordshire**
Best PR / Advocacy Campaign

Sponsored by The Student Room

The Nominations are:

University of Winchester
The search for Alfred the Great

The Manchester College
50 in 5 - Apprenticeships Campaign

Leeds Metropolitan University

And the Winners are:

GOLD AWARD WINNER
University of Winchester
Judge’s comments: “This is a lovely project – turning the business of the University into great marketing. Also very well executed and excellent return on budget”

SILVER AWARD WINNER
The Manchester College

HIGHLY COMMENDED
Leeds Metropolitan University

www.heitawards.com
Best Alumni or Fundraising Campaign

The Nominations are:

University of Leicester
Lost Alumni Campaign

University of Hertfordshire
Alumni Insight Network

And the Winner is:

GOLD AWARD
WINNER
University of Leicester

Judge’s comments: “A thorough and well executed campaign”
Best Internal Communication Campaign

The Nominations are:

The University of Edinburgh
On the same page as you
University of Glasgow
Campus Communication
University of Bedfordshire
Ebooks on Demand
The University of Manchester
Our Voice, Our Manchester
University of East London
Stay on Track

And the Winners are:

GOLD AWARD WINNER
University of East London
Judge’s comments: “A great cause with good results and potential for learning in the future”

BRONZE AWARD WINNER
The University of Edinburgh

Stay on Track
On your way to graduation

www.heitawards.com
Best Corporate Social Responsibility / Business / Community Engagement Campaign

Sponsored by Revolution Viewing

The Nominations are:

Robert Gordon University
Offshore Europe 2013

Nottingham Trent University
NTU Fusion

Bournemouth University
Festival of Learning 2013

Leeds Metropolitan University
QU2

And the Winners are:

GOLD AWARD WINNER
Leeds Metropolitan University

Judge's comments: "A well put together campaign and outstanding results"

SILVER AWARD WINNER
Robert Gordon University

BRONZE AWARD WINNER
Bournemouth University
Best Use of Digital or Social Marketing

Sponsored by FindA University

The Nominations are:

University of Glasgow
University of Glasgow #Glaswow

University of Cambridge
The University of Cambridge Judge Business School Executive Education Twitter Campaign to Promote New Programme in Islamic Finance

South & City College Birmingham
Take a different look at South & City College Birmingham

University of Huddersfield
The conversation

Edge Hill University
Freshers’ Week Campaign

Robert Gordon University
Virtual Tour

University of Hertfordshire
#HertsIsTheOne - 2013 conversion

Solihull College
TYP Digimag

Middlesex University
Virtual Tour

Northumbria University
I Want Northumbria

University of the West of England
Engaging the Social Audience

Teesside University
Graduation Real Time

University of East London
Graduation 2013

And the Winners are:

GOLD AWARD WINNER
University of Hertfordshire
Judge’s comments: “A highly innovative idea that has been well-researched and executed”

SILVER AWARD WINNER
Solihull College
Congratulations to all of tonight’s winners and nominees!

The Student Room Group
Helping students be the best versions of themselves

The Student Room Group is a network of digital social learning sites with over 3 million members and 118 million visits a year. Thestudentroom.co.uk, GetRevising.co.uk and MarkedbyTeachers.com provide study resources and social platforms for peer-to-peer learning and engagement.

We also help HEIs understand and recruit prospective students. Whether you’re focused on Clearing, widening participation, student insights, or branding, we’ll work with you to reach out to our huge community and achieve fantastic results.

For more information please contact Rob Hardy on 01273 646 311 or Adam Mitchell on 01273 646 348.

www.tsmatters.com

www.heistawards.com
Best Website
Sponsored by The Student Room

The Nominations are:

Norwich University of the Arts
Norwich University of the Arts website

University of Exeter
Responsive Undergraduate

University of Huddersfield
www.hud.ac.uk

Leeds College of Art
New website development

Arts University Bournemouth
Building on success: Re-inventing a Heist award-winning website

Falmouth University
Building a new Falmouth University website

The University of Sheffield
Website Redesign Project

Stoke on Trent College
New website with online enrolment

Bangor University
New Website

Cranfield University
Cranfield University website

London South Bank University
Website redevelopment project

Open University
International Website

Leeds Metropolitan University
Sport and Active Lifestyles Website

And the Winners are:

GOLD AWARD WINNER
Arts University Bournemouth
Judge’s comments: “Really impressive mix of creativity and business performance”

SILVER AWARD WINNER
Falmouth University

BRONZE AWARD WINNER
The University of Sheffield

HIGHLY COMMENDED
Norwich University of the Arts

GOLD AWARD
Arts University Bournemouth
Judge’s comments: “Really impressive mix of creativity and business performance”

SILVER AWARD
Falmouth University

BRONZE AWARD
The University of Sheffield

HIGHLY COMMENDED
Norwich University of the Arts
The first Student Tracker report of 2014 is out now. It’s packed with up-to-the-minute research, monitoring changing attitudes to HE study, costs and funding.

Specifically, this edition includes:

• How are students reacting to unconditional offers and discounts?
• Is there growing interest in alternatives to full-time degrees?
• Parental engagement and influence.
• Information sources and comparison sites.

If you still haven’t signed up to receive the Tracker, there’s still time. Produced twice a year, it’s a low cost way to get the picture on the ever-changing and increasingly competitive undergraduate market.

To join and get the latest report and data, or if you’d like to learn more, please get in touch with either:

John Callen, Callen Associates
john.c@callen-associates.com
07903 757739

Graeme Wright, Havas People
Graeme.Wright@havaspeople.com
0207 022 4169
Heist Awards’ Marketing Department of the Year

Sponsored by Havas People

The Nominations are:
Manchester Metropolitan University
University of Sunderland
University of Huddersfield
Harper Adams University
Arts University Bournemouth
South & City College Birmingham
The University of Northampton
Leeds Metropolitan University
Teesside University
SOAS, University of London

And the Winners are:

GOLD AWARD WINNER
Teesside University
Judge’s comments: “A cutting edge, innovative department that implements a marketing-centric ethos throughout the University”

SILVER AWARD WINNER
Arts University Bournemouth

BRONZE AWARD WINNER
University of Sunderland

HIGHLY COMMENDED
University of Huddersfield
Take a weight off your mind and let us take care of your bulk prospectus distribution. You’ll save time. You’ll save money. Not to mention all of the hassle. Your prospectus will only go to people who have asked for it.

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If you’d like us to give you a quote or you want to chat about how we can meet your individual requirements, please get in touch.

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E: nicola.kippax@havaspeople.com
W: www.havaspeople.com

Reliability. That’s the least you’d expect from Havas People’s ‘Heist Distribution’ service. And it’s true: we can make sure your undergraduate marketing information gets to the right people at the right time: be it schools, colleges, libraries or careers offices, here in the UK, or anywhere in the world.

**UNDERGRADUATE PROSPECTUS DISTRIBUTION 2015**

**UK Despatch 1**
Delivered by 23 March 2015
Request quotation and confirm participation by:
30 January 2015
Warehouse open for deliveries: (storage is chargeable)
2 - 13 February 2015
Warehouse open for deliveries: (storage is free)
16 February - 6 March 2015
Prospectuses MUST be at our warehouse by:
6 March 2015

**UK Despatch 2**
Delivered by 22 May 2015
Request quotation and confirm participation by:
22 April 2015
Warehouse open for deliveries: (storage is chargeable)
23 March - 24 April 2015
Warehouse open for deliveries: (storage is free)
27 April - 8 May 2015
Prospectuses MUST be at our warehouse by:
8 May 2015

**International Despatch**
Delivered in June 2015
Request quotation and confirm participation by:
22 April 2015
Warehouse open for deliveries: (storage is chargeable)
23 March - 24 April 2015
Warehouse open for deliveries: (storage is free)
27 April - 8 May 2015
Prospectuses MUST be at our warehouse by:
8 May 2015