

Heist Awards

showcasing the *best of the best* in education marketing

ENTRY PACK

Contents

Entry Rules	3
FAQs	4
Categories and Criteria	5
Key Dates	13



Entry rules

Who can enter?

We welcome entries from all organisations offering further and/or higher education or operating within the sector, regardless of geographical location.

Agencies or suppliers may enter on behalf of clients. The client must be 'organisations offering further and/or higher education' but any award will be made in the name of the client. Your client must be fully aware and in agreement with the entry. Agencies and suppliers to the sector may not enter their own marketing initiatives. Havas Education reserve the right to refuse any entry without any further recourse.

What do I need to do to enter?

You must submit entries online at www.heistawards.com on or before midnight on Friday 24th February 2023. Entries by any other means will not be accepted. Late entries will only be accepted with the discretion of Havas Education. We would strongly advise that you make your entry before the closing day. Havas Education reserve the right to extend the entry deadline in exceptional circumstances.

Specifications

For all categories, you must upload your entry as a PDF document (which can include illustrations and /or links to the work) and attach a high-resolution logo of your institution. The submission should not exceed the specified word limit for each category (see categories for details).

Judges will be looking for and giving a score for creativity across all categories.

Please ensure that any objectives you list are SMART – Specific, Measurable, Achievable, Realistic and Time Based.

What time period would my work have had to run in?

Your entries must be based on publications/ materials/projects that are both recent (live within the past 12-18 months) and also fully evaluated.

Supporting materials

For campaign categories, you may submit, online with your entry, supporting jpegs/pdfs of any creative work to support your entry. Please ensure these are of the highest quality as they may be used for display purposes including marketing material produced by Havas Education for print, social media or online in connection with the Awards. No other supporting material may be supplied, but if the judges require any clarification you will be contacted.

Word counts

A total word count limit has been set for each category. These word count limits are specific to each category and should be adhered to. Suggested word count limits for each element of the category criteria have also been provided, which can be used as a guide on how to split your entry and as an indicator to where the

2023 HEIST AWARDS

judges are looking for the most detail. Any entries submitted that surpass the total word count may be disqualified.

Entry fee and deadline

The early bird entry fee is £180 plus vat per entry, per category. This fee will be valid until Tuesday 31st January. Entries submitted after Tuesday 31st January will be £205 plus vat.

Judging

Initial judging will be undertaken online by the judging panels between March - April 2023 before the panels meet to decide the final winners in May. Once this has been undertaken, the shortlist will be published online.

The judges' decision will be final and we regret neither Havas Education nor the judges can enter into discussion about individual cases or the selection of winners.

Shortlist and winners

The shortlist will be announced on Friday 19th May 2023. You will be informed via email if your entry has been shortlisted, and you may be asked to supply further material to showcase your entry.

The winners will be announced at the Heist Awards 'Gala Dinner' on 13th July 2023.

FAQs

Can my company enter more than one project into the same category?

Yes, you may enter any number of categories and make more than one entry in the same category where appropriate.

Can the same entry be entered into more than one category?

Submitting the same entry into more than one category is also allowed. However, each entry **must be tailored** to the category's specific criteria, uploaded and paid for.

My institution is based outside of the UK, can I still enter?

Yes! The Heist Awards accepts entries from international institutions, as well as UK based institutions.

How can I submit my work?

You must submit entries online at www.heistawards.com on or before midnight on Friday 24th February 2023. For all categories, you must upload your entry as a PDF document (which can include illustrations and/or links to the work) and attach a high-resolution logo of your institution. The submission should not exceed the specified word limit for each category (see categories for details).

What is the maximum file size that can be uploaded to the online entry form?

You can upload up to 6 files to the online entry system, including a high-resolution logo for your institution and your PDF entry. The maximum size of the total number of uploaded files is 5mb.

Will I be able to provide physical support materials in addition to the digital collateral uploaded?

We no longer require physical support materials for any of our categories. Please use the portal to upload digital copies of any supporting assets you would like the judges to view.

I entered but have not received a confirmation email

It can take up to 24 hours for you to receive your entry confirmation email. If you have not received confirmation after 24 hours please contact The Heist Awards Team at heistawards@havaspeople.com.

2023 HEIST AWARDS

Am I able to amend my entry after it's been submitted?

If you submit your entry before Friday 24th February, you will be able to log back into the system and amend your entry. However, once the portal closes on Friday 24th February, access will be blocked and you will no longer be able to amend any entries.

To amend your entries, log in and un-submit your entry. You can then amend and re-submit it.

Categories and criteria

2023 HEIST AWARDS

1. Best Undergraduate Student Recruitment Campaign

This award recognises campaigns that attract undergraduate students to apply and enrol for courses. We are looking for a clearly defined campaign aligned to the university's strategy to engage with its target audience, supported by a coordinated marketing campaign.

This category is open to undergraduate campaigns only, with entries being scored on their success in accordance to how they have met their individual objectives and their evidence of achieving a strong ROI.

What the judges want to know:

- The overall aim of your campaign (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of your campaign (How did you plan to achieve your objectives?) – *approx. 300 words*
- How did data and insight inform your decisions? – *approx. 150 words*
- What was the impact of the campaign?
 - A) What were the outcomes relative to each objective, including actual student numbers recruited versus target? – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1200

2. Best Postgraduate Student Recruitment Campaign (NEW!)

This award recognises campaigns that attract postgraduate students to apply and enrol for courses. We are looking for a clearly defined campaign aligned to the university's strategy to engage with its target audience, supported by a coordinated marketing campaign.

This category is open to postgraduate campaigns only, with entries being scored on their success in accordance to how they have met their individual objectives and their evidence of achieving a strong ROI.

What the judges want to know:

- The overall aim of your campaign (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of your campaign (How did you plan to achieve your objectives?) – *approx. 300 words*
- How did data and insight inform your decisions? – *approx. 150 words*
- What was the impact of the campaign?
 - A) What were the outcomes relative to each objective, including actual student numbers recruited versus target? – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1200

Categories and criteria

2023HEISTAWARDS

3. Best International Campaign or Initiative

Entries in this category should be campaigns or initiatives clearly aimed at markets outside the UK. This award covers all types of campaigns and could include student recruitment, brand awareness, strategy or alumni activity.

What the judges want to know:

- The overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of the campaign (How did you plan to achieve your objectives? What activity and channels were selected and why?) – *approx. 300 words*
- How did data and insight inform your decisions? – *approx. 150 words*
- What was the impact of the campaign?
 - A) What were the outcomes relative to each objective, including actual student numbers recruited versus target? – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1200

4. Best Use of Content

This award recognises innovative and creative thinking. We're looking for bold creative content ideas that push the boundaries in compelling ways. Any type of content can be entered – it could be a content series, a one-off video, a moving piece of copy or an entire campaign. Whilst this category doesn't require supportive stats, we are looking to see an outline of the problem that needed solving and evidence of how the idea was used to address the problem.

What the judges want to know:

- The overall aim of your project. (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project. (One sentence per objective) – *approx. 100 words*
- Details of your content. (How did you plan to achieve your objectives?) – *approx. 250 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- What was the impact of the content? (What were the outcomes relative to each objective? How did the content solution push boundaries?) – *approx. 300 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1000

Categories and criteria

2023HEISTAWARDS

5. Most Effective Use of Digital or Social

This category celebrates excellence in the use of digital platforms designed to attract and engage potential students. This could include anything from social media, an app or a website. All entries should show true innovation in how the chosen platform was used to meet your objectives and build the reputation of your institution. Please submit links to your work for the judges to view.

Please note, this category is not about content.

What the judges want to know:

- The overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of your project (How did you plan to achieve your objectives?) – *approx. 200 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- What was the impact of the chosen platform? **(Remember, this category is not about the content itself, but how and why it was delivered on your chosen platform!)**
 - A) What were the outcomes relative to each objective? (Did the campaign achieve the initial objectives and how well did it perform?) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1050

6. Best Brand/Reputation Campaign

This category celebrates excellence in creative brand reputation development. We are looking for the institution that demonstrates how their brand has raised awareness or enhanced their reputation. The campaign itself could be internal or external and could include PR campaigns.

What the judges want to know:

- The overall aim of your campaign (What was it about? What is your institution's proposition? Who were your target audience? What challenge had been identified?) – *approx. 200 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of your project (How did you plan to achieve your objectives?) – *approx. 200 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- Evidence of how the content effectively promotes your institution. How effectively have students, target audiences and influencers been engaged? – *approx. 150 words*
- What was the impact of the project?
 - A) What were the outcomes relative to each objective? (Did the campaign achieve the initial objectives and how well did it perform?) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1300

Categories and criteria

2023 HEIST AWARDS

7. Best Event Experience

This category is your opportunity to showcase what makes your Event Experience stand out from the crowd. The judges would like to understand how you created an experience that enhanced your target audiences' perception of the institution and communicated the essence of your brand and unique offer. This category is open to physical, virtual and hybrid open day entries, but also other events too. How did you drive your audience to a destination at a certain time for an experience, and how did you deliver a unique, effective experience for them?

What the judges want to know:

- The overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of your plan (How did you plan to achieve your objectives? How does the event fit into your wider strategy?) – *approx. 200 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- Details of your entire Event Experience, from sign up to post event – *approx. 300 words*
- What was the impact of the project?
 - A) What were the outcomes relative to each objective? (Did the campaign achieve the initial objectives and how well did it perform?) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1350

8. Best Widening Participation Initiative

This award recognises the most innovative marketing project or activity that promoted diversity and encourages people from non-traditional backgrounds to enter further and/or higher education, or extends the reach of the institution to new audiences.

What the judges want to know:

- The overall aim of your project. Describe the background and context of your widening participation or outreach initiative (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 150 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- How did you achieve your objectives? – *approx. 350 words*
- What was the impact of the project?
 - A) What were the outcomes relative to each objective? (Did the campaign achieve the initial objectives and how well did it perform?) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? How does your initiative differ from standard practice in the sector? Is it transferable as an example of good practice? – *approx. 250 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1250

Categories and criteria

2023HEISTAWARDS

9. Best Use of Data, Insight or Marketing Research

This award seeks to recognise innovative marketing activity routed in data-driven customer and market insight. Have you used data to drive a business outcome for the institution (for example student recruitment, portfolio development, reputation or an alternative motivation)? The winning work will show how data and insight was used to contribute to an improvement in institutional performance or reputation and will celebrate those who have put in place data driven initiatives with measurable results.

What the judges want to know:

- The overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- How did you achieve your objectives? Demonstrate how the application of data and insights facilitated smarter campaign decisions and performance – *approx. 350 words*
- What was the impact of the project?
 - A) What were the outcomes relative to each objective? (Demonstrate how the use of data and insight improved institutional performance or reputation) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1100

10. Best Community/Business Engagement Campaign or Initiative

Entries in this category should include initiatives or campaigns to engage with your local community, businesses, or the corporate community. They will usually involve a range of integrated activities and use of different marketing/ PR techniques and communication channels.

What the judges want to know:

- The overall aim of your campaign (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of the campaign or initiative (How did you plan to achieve your objectives? What activity was selected and why?) – *approx. 250 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- What was the impact of the project?
 - A) What were the outcomes relative to each objective? (Did the campaign achieve the initial objectives and how well did it perform?) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1100

Categories and criteria

2023 HEIST AWARDS

11. Best Student or Alumni Engagement Initiative

This category seeks to recognise a specific campaign or initiative addressing an identifiable challenge or objective. It could include campaigns covering activity for current undergraduate students, postgraduate students or alumni. Any work specifically produced for institutions wishing to communicate with their current or past students can be entered including on-campus activity, newsletters, apps, websites or a one-off communications project, including wellbeing initiatives **(please note this is not for student recruitment activity, or business/community engagement campaigns).**

What the judges want to know:

- The overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of your initiative (How did you plan to achieve your objectives? What activity was selected and why?) – *approx. 250 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- What was the impact of the project?
 - A) What were the outcomes relative to each objective? (Did the campaign achieve the initial objectives and how well did it perform?) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1100

12. Best Low Budget Initiative (under £15k)

This category gives you the opportunity to showcase real value for money. Based on a maximum budget of £15k including staff costs (but excluding VAT), what fantastic initiative have you implemented?

What the judges want to know:

- The overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives (One sentence per objective) – *approx. 100 words*
- Overall budget including staff costs (for example: Hourly rate x Number of hours spent working on the project x Number of staff members involved) – *approx. 50 words*
- Details of your initiative (How did you plan to achieve your objectives? What activity was selected and why?) – *approx. 250 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- What was the impact of the initiative?
 - A) What were the outcomes relative to each objective? (Did the campaign achieve the initial objectives and how well did it perform?) – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

Please note any campaigns that exceed the £15k budget or do not evidence staff costs will be disqualified.

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1150

Categories and criteria

2023 HEIST AWARDS

13. Best Prospective Student Journey/Experience

This award recognises institutions that offer an outstanding, consistent, and distinctive experience for every prospect/student, from the point of initial engagement through to application and offer or decline. We are looking for evidence of a well-planned and executed experience across multiple stages of the student journey (for example, this could include how you kept applicants warm with digital marketing or printed materials, buddy and ambassador schemes, events or your welcome activities). The campaign should bring to life the brand of the institution whilst engaging students throughout the process. Any form of campaign can be entered, but it must demonstrate continuity in look-and-feel, engagement and alignment to the institution's objectives.

What the judges want to know:

- The overall aim of your campaign (What was it about? Who were your target audience? What challenge had been identified?) – *approx. 100 words*
- SMART Objectives and overall budget for the project (One sentence per objective) – *approx. 100 words*
- Details of the campaign (How did you plan to achieve your objectives? What activity was selected and why?) – *approx. 250 words*
- How did data and insight inform your decisions? – *approx. 100 words*
- How does the campaign demonstrate consistency and alignment to your brand? – *approx. 150 words*
- What was the impact of the project?
 - A) What were the outcomes relative to each objective? – *approx. 300 words*
 - B) ROI (include figures & calculations) – *approx. 100 words*
- Why should you win? – *approx. 150 words*

The judges will be particularly looking for demonstration of sector-leading innovation, outstanding creative and evidence of how EDI, accessibility and sustainability have been considered.

Total word count: 1250

14. Rising Star Award

This category will acknowledge emerging talent in the industry, recognising those who go above and beyond in their professional role. The Award is not about young versus old; it is simply about celebrating and recognising the achievements of those at the beginning of their career in the sector – shining a spotlight on their success and championing the institutions that do the most to foster and develop new talent in the industry.

Institutions and individuals are welcome to submit nominations for consideration (please note self-nomination entries will not be accepted).

What the judges want to know:

- Description of the individual role played by the candidate and the resulting positive outcomes in projects, publications, activities or initiatives that demonstrate exceptional early and ongoing achievement
- Evidence that the contributions of the candidate are having a sustained and positive impact on the institution and/or the profession
- Evidence that the candidate's portfolio of work and resulting successes points to increasing levels of responsibility

In addition, the judges will also look for evidence that supports:

- Significant innovation
- Uniqueness and impact of the candidate's contributions

Total word count: 1000

Categories and criteria

15. Marketing Team of the Year

The jewel in the crown – prove to the education sector why you have the best FE or HE marketing team. This category is your chance to sell your team, the work you have done and how it has impacted on the wider business needs of your institution.

What the judges want to know:

- The number of people in your team
- The different roles you have within your team
- The types of work that your team manages
- Projects undertaken in the last 12 months
- And most importantly, what makes your team eligible to be called 'Marketing Team of the Year'.

Total word count: 1000



Key Dates

Early Bird deadline for entries:
Tuesday 31st January 2023

Final deadline for entries:
Friday 24th February 2023

Online scoring:
March - April 2023

Judging day:
Friday 12th May 2023

Shortlist revealed:
Friday 19th May 2023

Awards ceremony:
Thursday 13th July 2023

For entry queries, please email
in the first instance:
heistawards@havaspeople.com
or call **07572 579 222**

2023HEISTAWARDS

