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# HEIST AWARDS WINNERS BROCHURE

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[www.heistawards.com](http://www.heistawards.com)

 [#heist25](https://twitter.com/heist25)

# 25 YEARS OF EXCELLENCE IN EDUCATION MARKETING

## THE HEIST AWARDS 2015

'The Heist Awards' are proudly brought to you by Havas People. Attracting the best students has never been more important. Finding your voice - and the tools to tell your story - is crucial. From initial strategy and messaging to media planning, creative, digital and even events, we'll partner with you to provide a complete service, right through to measuring your results and helping you understand them.

The internationally recognised annual Heist Awards for Education Marketing have evolved over twenty five years to become the premier awards programme for marketing in the further and higher education sectors.

Over the last 25 years there have been many changes in further and higher education institutions and we have witnessed many changes in the output of marketing functions in these organisations.

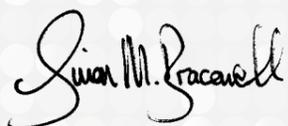
The Heist Awards have also moved with the times to reflect this, with categories reviewed annually and being added to and removed. I am sure that 25 years ago nobody could have predicted a Best Digital / Social Initiative and would have probably been shocked if we had suggested asking what the student body thought of the marketing they were using and whether the university lived up to the promises it had made in marketing to those students.

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.

We would like to thank all of our sponsors this year especially Revolution Viewing and The Student Room, our flagship sponsors.

Congratulations to all the winners and good luck for the next 25 years.



Education and Public Sector Director  
Havas People

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## THE AWARD CATEGORIES

BEST UNDERGRADUATE PROSPECTUS

BEST PROSPECTUS FROM A SPECIALIST INSTITUTION

BEST POSTGRADUATE PROSPECTUS

BEST STUDENT RECRUITMENT CAMPAIGN

BEST INTERNATIONAL INITIATIVE

BEST ALUMNI, DEVELOPMENT OR FUNDRAISING CAMPAIGN

BEST 'CORPORATE' CAMPAIGN OR INITIATIVE

BEST USE OF INNOVATION AND CREATIVE THINKING

BEST COMMUNICATIONS OR PR CAMPAIGN

BEST COMMUNITY OR BUSINESS ENGAGEMENT CAMPAIGN

BEST DIGITAL / SOCIAL INITIATIVE

BEST WEBSITE

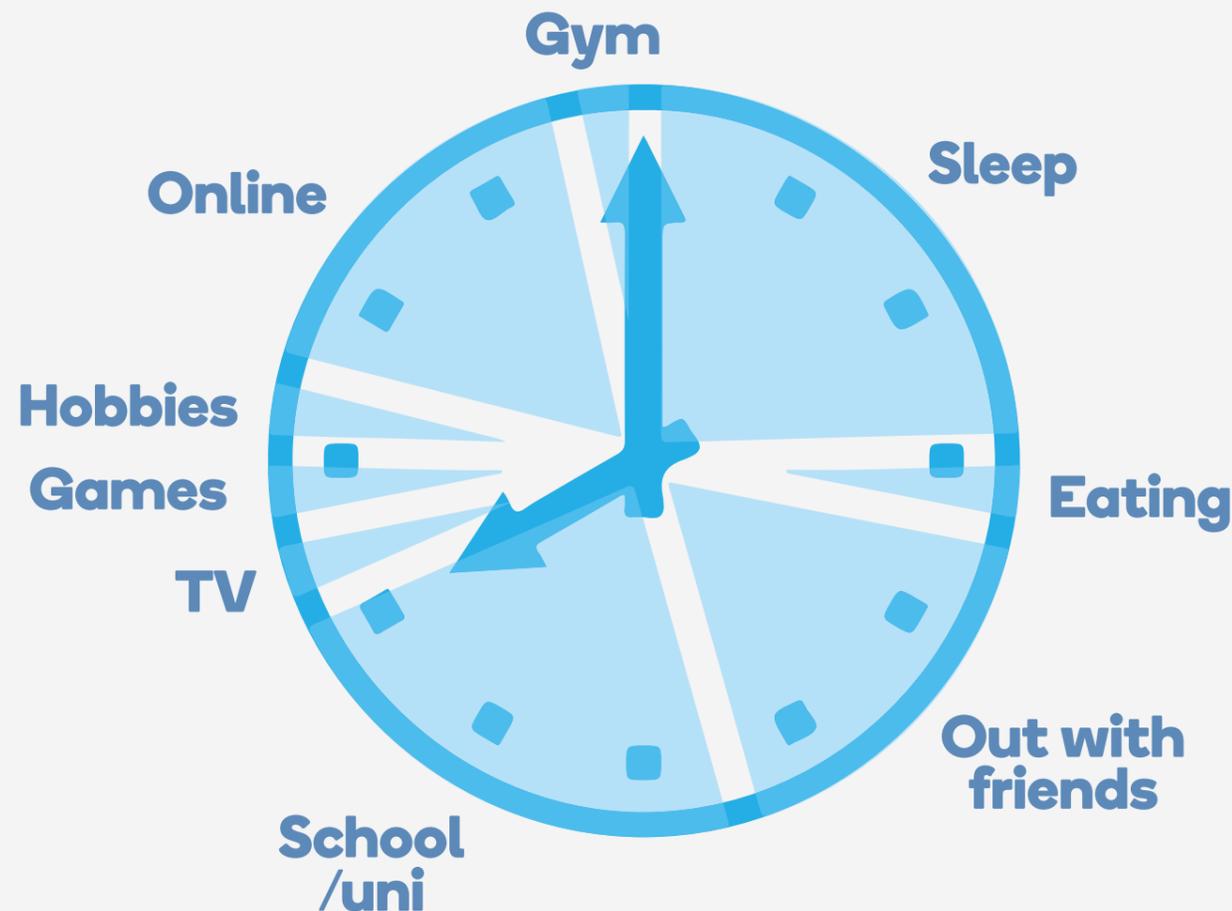
BEST EMPLOYER MARKETING INITIATIVE

BEST 'LOW BUDGET' INITIATIVE

THE STUDENT VOICE AWARD  
IN ASSOCIATION WITH THE STUDENT ROOM

HEIST AWARDS' MARKETING DEPARTMENT OF THE YEAR

# HOW TO ENGAGE STUDENTS



WHEN THEY'RE ENGAGED IN SOMETHING ELSE.



Marketers are always so focused on KPIs, targeting and tight deadlines, but how many of us actually stop to think whether we've done enough to deserve the attention of students.

Here at The Student Room we recommend four main things we should all do to earn that attention.

## 1. Understand time pressures and forever changing ideas by really listening

Being a student is a crazy time. The ages 14-21 in particular are the craziest. Young people are constantly changing, and their brains are still developing, meaning that their opinions change in the blink of an eye.

Add in the turbulent mix of multimedia and the multi-screen world that we now live in, and you can see why marketers are having to work harder to earn the right to command even a little bit of a student's attention.

Because no-one has a second to spare, we marketers have to fight for every second of attention we want to attract.

The only way to do this is to understand what makes young people tick. And the only way to get that understanding is to listen to young people.

Human behaviour author, Dr Stephen R. Covey said, "Most people do not listen with the intent to understand, they listen with the intent to reply." We're all guilty of this. So, we need to take a step back and try to really understand the audience that we're targeting; to immerse ourselves in the mindset of their lives.

We need to find out how we can support them; how we can best communicate with them. Discover how we can engage with them when they're already engaged in something else. How do we do this?

## 2. Learn to use the stream of engagement

The stream of engagement is the combination of our focus at any given time, over a period of time. For instance, in a 24 hour period, we can only be focused on so many things. By tuning in to a young person's stream, you can:

**Surf it** - using targeted, relevant advertising around content that people are focused on, you can ride that focus without interrupting it.

**Drink from it** - tap into peoples' focus by looking at data around online behaviour, allowing you to map out parts of the stream, especially with beyond the click technology.

**Divert it** - distracting or changing someone's focus entirely is difficult but possible. Research and insight to change the way people see the world, or long term engagement in social media

to change attitudes are some of the best ways to achieve it.

**Swim it** - huge chunks of peoples' days are now spent staring at social platforms like The Student Room and Facebook. This offers the opportunity for you to dive into that focus by interacting on their level within those platforms, helping them along in their own journey.

**Speedboat it** - if you understand young peoples' needs and their focus throughout their educational journey, you can offer useful tools that enhance their lives, helping them jump ahead and perform better in life.

## 3. Work out how you can enhance the "superteens" powers

Since humans first picked up the first rock and used it to kill an animal, tools have made us more powerful - giving us little 'superpowers'.

The internet is now our ultimate tool - from our screens we can make friends, buy almost anything, control the temperature of our homes and even live stream our pets so we don't get lonely. It gives anyone with a laptop or a mobile 'superpowers' beyond the wildest dreams of our parents.

Young people are digital natives; whatever they want to do they will look for digital ways of doing it better - increasing their own superpowers and making their lives better, easier, and more productive.

Help them and you'll get their immediate attention, and you can engage them in a deep and meaningful way. In the context of university choices, find out what they want to do, and want to know. And work out how you can help them achieve this. Whether they want knowledge, advice, or one-to-one communication - there's a digital way of helping them. Think about how your university's brand can add to the 'superteens' powers.

## 4. Make sure you're compatible with them

There's one thing you need to be aware of if you want to find a way to enhance and engage the "superteen". You have to do it in a way that's compatible with them. How you communicate is crucial.

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REVOLUTION VIEWING

# THE INFLUENCE OF RICH MEDIA IN STUDENT RECRUITMENT

**end user** (ënd'yōō'zer)  
noun 1. The ultimate consumer of a product,  
especially the one for whom the product  
has been designed.

Anyone who has worked in university marketing will understand that terms such as 'end user', 'consumer' and 'product' can be seen as being quite unpalatable when used in the context of higher education. This is especially true when marketing service professionals (I've always found this a more motivating and accurate term than 'support staff') use these terms in discussion with seasoned academics who, in my experience, can often recoil in horror at the thought of students as 'customers'.

The truth is, if you do not know what your end users think and feel about your university's brand, communications, teaching, on-campus experience and the future prospects you offer, then not only marketing but logic tells you that you must be missing a trick. That's why you can never have enough insight into what your 'consumers' or 'students' or 'fee payers' really think.

When Revolution Viewing embarked on our recent round of rich media recruitment research (try saying that after a couple of G&Ts at the HEIST Awards), we pitched our brief to academics and postgraduate students at Leeds University's Business School (LUBS) in order to gain oversight on the project and an expert, external perspective. Fortunately, we were one of the chosen few: academics described our brief as "extremely clear and a delightful and interesting project". I reminisced back to my days of delivering faculty and corporate marketing and reflected that this was high praise indeed!

Conducting prospective and current student focus groups set up by LUBS and Leeds Beckett University, we established how influential rich media are at key points in the student recruitment cycle — from enquirer to applicant to enrolled student. The findings enable universities to maximise the generation, usage and impact of videos, 360 presentations and virtual tours/open days. Some headline findings from the research are summarised below.

**A university cares more about its students if it uses rich media**

A perception amongst prospective and current students that universities that have virtual tours and videos on their websites will provide a better quality student experience, with 71% agreeing that

this type of digital content is helpful during the application process.

*"If a university has videos and virtual tours on their website then I think that the university cares more about its students and is willing to invest more in me."*  
Year 13 pupil, Roundhay School

**Authenticity of content is key**

There was unanimous agreement that 360 images provide more 'control' over what the viewer sees which was a positive influencer. Also, the perception was that 360s are less 'staged' than static images resulting in a more authentic view of the university, which was important. Prospective students preferred the interactive nature of 360s and said that they would spend longer on a university website if the university had 360s and virtual tours.

**Don't be afraid to show the same content to the same audience but at different times in the student recruitment cycle**

Virtual tours were very useful at the start of students' research into selecting their perfect university but they were also useful in encouraging attendance at on-site open days (or in place of attending for international students) and also after applications have been made to remind students of what was special about the universities to which they had applied. This came with a note of caution that prospective students (mainly in Year 13) felt that universities bombarded them with information and it was difficult to pick out the useful information from the "sales" information.

The research provides evidence to support the creation of a rich media marketing plan covering the full 30 month undergraduate recruitment cycle — obviously plotting a recruitment cycle is harder for postgraduates but many of the same principles apply — indicating what sort of rich media should be used at each stage of recruitment and the content which would have greatest influence. A full presentation sharing all key findings will be given at the CASE Europe 2015 conference later this year but if you would like to find out more in the meantime, please contact Vicky Hayhurst at [vicky.hayhurst@revolutionviewing.com](mailto:vicky.hayhurst@revolutionviewing.com)



# BEST PROSPECTUS FROM A SPECIALIST INSTITUTION

## THE NOMINATIONS ARE:

Leeds College of Art Harper Adams University  
Royal Academy of Dance UCL Institute of Education  
The Glasgow School of Art

### GOLD AWARD WINNER

#### The Glasgow School of Art Reflections on an art school

Judge's comments:

*"A hugely engaging, bold and innovative prospectus which lives and breathes GSA's brand identity."*

'Reflections on an art school' was a complete redesign and rewrite of what had been the GSA's undergraduate magazine. It demonstrates the 5 year journey of moving from a traditional prospectus to a piece of print that reflects the School, taking the decision that the information was not of specific relevance to either UG or PG audiences, but rather both audiences.



### BRONZE AWARD WINNER

Leeds College of Art

# BEST POSTGRADUATE PROSPECTUS

Sponsored by FindAMasters and FindAPhD

## THE NOMINATIONS ARE:

University of Huddersfield Edinburgh Napier University  
Royal Agricultural University Heriot-Watt University  
University of Leicester Middlesex University

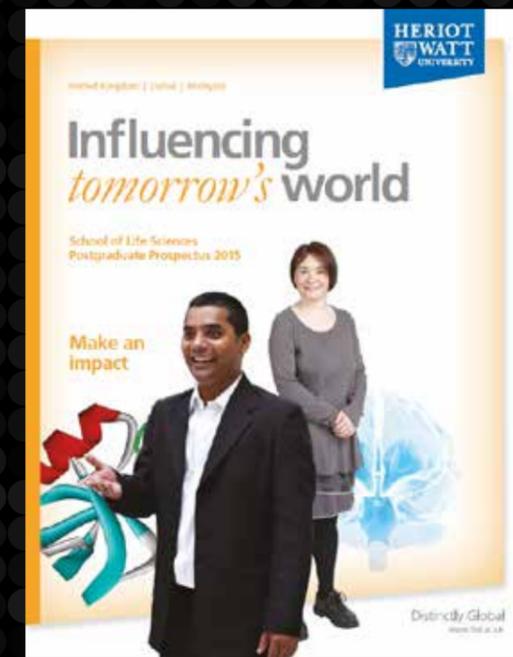
### GOLD AWARD WINNER

#### Heriot-Watt University

Judge's comments:

*"Clear ambition and strong emphasis on customer needs. Some great results in terms of increased applications."*

As part of its global strategic plan, Heriot-Watt University set ambitious targets to increase its share of the postgraduate student market during the 2014 recruitment cycle. A suite of printed postgraduate prospectuses were created to present postgraduate education from Heriot-Watt as delivering the 'leading edge in the international world of work'.



### SILVER AWARD WINNER

University of Leicester

### BRONZE AWARD WINNER

University of Huddersfield

# BEST STUDENT RECRUITMENT CAMPAIGN

Sponsored by Revolution Viewing

## THE NOMINATIONS ARE:

**University of Central Lancashire**  
#TheUCLanExperience

**University of Bedfordshire**  
Clearing Campaign 2014

**Sheffield Hallam University**  
Transform Yourself Campaign -  
Ambassadors stories

**City University London**  
City University London: Start Here

**Southampton Solent University**  
Clearing Campaign 2014 - 'the  
future you want is within reach'

**University of Reading**  
'Are you ready?' campaign

**De Montfort University**  
DMU Razor's Edge Student  
Recruitment Campaign

**University of Glasgow**  
World Changers Welcome

**University of Gloucestershire**  
Business School Make It Campaign

**West Cheshire College**  
#InspiringTalent - Student Summer  
Recruitment Campaign

**University of Roehampton**  
International Campaign 2013-14

**The Manchester College**  
Raising Aspirations

**City & Islington College**  
Student Recruitment Campaign  
2014

**Staffordshire University**  
Opening Doors

**University of Bradford**  
Personalised Recruitment

**University of Chichester**  
Open Day 2014 Campaign

**University of Cambridge**  
International Summer Schools 2015

**Loughborough University**  
#IAMIN

## THE WINNERS ARE:

### GOLD AWARD WINNER

**University of Reading**  
'Are you ready?' campaign

Judge's comments:

*"A visually arresting campaign with some interesting use of digital and outdoor. Excellent open day results"*

In 2014 the University of Reading embarked on an ambitious recruitment campaign to fundamentally transform the prospective student experience, from attracting initial interest from prospective students and converting their interest into confirmed registrations for Open Days. The 'Ready' campaign became the first external implementation of the new visual identity.

**ARE YOU READY?  
RECRUITMENT CAMPAIGN FOR 2015**

In 2014 the University of Reading embarked upon an ambitious undergraduate recruitment campaign to fundamentally transform the prospective student experience. The aim was to raise aspiration and interest among prospective students and their influencers and ultimately increase applications for 2015 entry.

**ARE YOU READY?  
TO SEE THE FUTURE**

Reading offers over 200 courses taught by leading experts and a first-class 'You' experience worldwide. Find out more about it all starting 19 October 2014.

**WE'RE READY  
TO BREAK THE GLASS CEILING**

Find out at reading.ac.uk

### SILVER AWARD WINNER

**University of Glasgow**  
World Changers Welcome

### BRONZE AWARD WINNER

**Loughborough University**  
#IAMIN

# BEST INTERNATIONAL INITIATIVE

Sponsored by StudyPortals

## THE NOMINATIONS ARE:

**Sheffield Hallam University**  
Experience of a lifetime:  
Sochi Winter Olympics

**Nottingham Trent University**  
University's unique approach  
leads to increase in Indian students

## SILVER AWARD WINNER

**Nottingham Trent University**  
University's unique approach leads  
to increase in Indian students

Judge's comments:

*"Great achievement and approach against a backdrop of declining numbers of Indian students coming to the UK. Creates a good impression of all UK institutions"*

This is the story of how NTU increased the number of students recruited from India during a period where the wider UK sector suffered a decline.

The approach was about demonstrating to Indian students and their families at a personal level that the UK is a welcoming destination and a great investment for their child's future.



Helping Universities  
**Track from 'Clicks'  
to 'Enrolled Students'**



**38,739**  
Courses  
Listed



**1,316**  
Participating  
Institutions



**49**  
Countries  
Represented



**235**  
Different Nationalities  
Searching

**1,000,000** 

**STUDENTS VISITORS A MONTH**

Promote your courses to over 1 million students in over 200 countries simultaneously!

**115,000**

**UK STUDENTS A MONTH**

Reach over 125,000 students in the UK who are actively searching for their perfect course.



**8**

## TAILORED PORTALS

MastersPortal, BachelorsPortal, PhDPortal, ShortCoursesPortal, DistanceLearningPortal, LanguageLearningPortal, ScholarshipPortal, PreparationCoursesPortal



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 +31 40 292 0060

## OUR PARTNERS



# BEST ALUMNI, DEVELOPMENT OR FUNDRAISING CAMPAIGN

## THE NOMINATIONS ARE:

**The University of Manchester**  
The Global Graduates Programme

**University of Sunderland**  
Wearmouth Memories Campaign - Sunderland Alumni Association

**Southampton Solent University**  
Alumni Graduation Celebration 'You've Been Framed' #solentgrads

**University of Leicester**  
Fledgling Legacy Programme

**University of Salford**  
Salford Institute for Dementia

**Teesside University**  
Fundraising - Every Penny Helps

**University of Bradford**  
The Power of a Flower: The Bradford Crocus Cancer Appeal

## THE WINNERS ARE:

### GOLD AWARD WINNER

**University of Bradford**

**The Power of a Flower: The Bradford Crocus Cancer Appeal**

Judge's comments:

*"Great campaign to build alumni relations around something so specific, motivating and core to the University mission."*

The Bradford Crocus Cancer Appeal, launched by the University of Bradford together with Yorkshire Cancer Research, the Bradford Telegraph & Argus Newspaper and the Sovereign Health Care Charitable Trust, aims to raise £1m for the purchase of a new mass spectrometer which will help in the University's research.



**SILVER AWARD WINNER**  
**University of Leicester**  
Fledgling Legacy Programme

**BRONZE AWARD WINNER**  
**University of Salford**  
Salford Institute for Dementia

# BEST CORPORATE CAMPAIGN OR INITIATIVE

Sponsored by Educate Direct

## THE NOMINATIONS ARE:

**University of Central Lancashire**  
#TheUCLanExperience

**Nottingham Trent University**  
Thinkubator Challenge

**The University of Manchester**  
We Get It: Zero Tolerance to Bullying and Harassment

**University of Portsmouth**  
Shaping our Future

**City University London**  
City University London:  
Launch of CitySport

**University of Southampton**  
We Are Connected  
(brand/awareness-raising  
campaign)

**Open University**  
Open University Employer Website

**Bath Spa University**  
Corporate creativity:  
raising profile via the expert voice  
of Bath Spa University

**Imperial College London**  
Imperial Success Guide

**University of Glasgow**  
Best Games Ever –  
We did Glasgow proud!

**Swansea University**  
Ospreys Rugby/Swansea University  
initiative

**University of South Wales**  
Making Business Happen  
Awards 2015

**University of Groningen**  
RUG400 - 400 year celebrations

**Swansea University**  
International Dylan Thomas Prize

**Edge Hill University**  
The Beautiful Campus Video

**Leeds Beckett University**  
Bright Ideas Scheme

**The Manchester College**  
MOL brand launch

**The University of Chester**  
Launching University  
Centre Shrewsbury

**Staffordshire University**  
Staffordshire University  
NSS Campaign

**Teesside University**  
Graduation 2014

**University of Bradford**  
Branding the vision

**University of the West of England**  
University for the Real World Video

**Loughborough University**  
REF 2014:  
Research with Real Impact  
This is us

## THE WINNERS ARE:

### GOLD AWARD WINNER

**The University of Manchester**

**We Get It: Zero Tolerance to Bullying and Harassment**

Judge's comments:

*"To tackle a difficult subject head on and see success is commendable.  
A brave and impactful campaign that united the institution."*

Based on a staff survey and research by the Students' Union, The University of Manchester knew that bullying and harassment was taking place on their campus, but very few people were willing to come forward. The human-focused campaign set out to increase the number of reported incidences, tackle the behaviour and increase awareness of its causes and impacts to gain buy-in for a zero-tolerance approach.



**SILVER AWARD  
WINNER**  
**University  
of Groningen**  
RUG400 - 400  
year celebrations

**BRONZE AWARD  
WINNER**  
**Loughborough  
University**  
REF2014: Research  
with Real Impact

**HIGHLY  
COMMENDED**  
**The Manchester  
College**  
MOL brand launch

# BEST USE OF INNOVATION AND CREATIVE THINKING

Sponsored by UCAS Media

## THE NOMINATIONS ARE:

**The Open University**  
MBA Business Case Builder

**Harper Adams University**  
Harper Adams University in Wales

**Harper Adams University**  
Young Innovator of the Year Awards

**Nottingham Trent University**  
Thinkubator Challenge

**Bishop Grosseteste University**  
Party in a Box

**The University of Manchester**  
Meet the Professionals

**Southampton Solent University**  
Embedding Freelancing into the Curriculum through Solent Creatives

**Newcastle University**  
My Newcastle University

**Birmingham City University**  
The Extra Mile Awards

**University of the West of England**  
University for the Real World Video

THE WINNERS ARE:

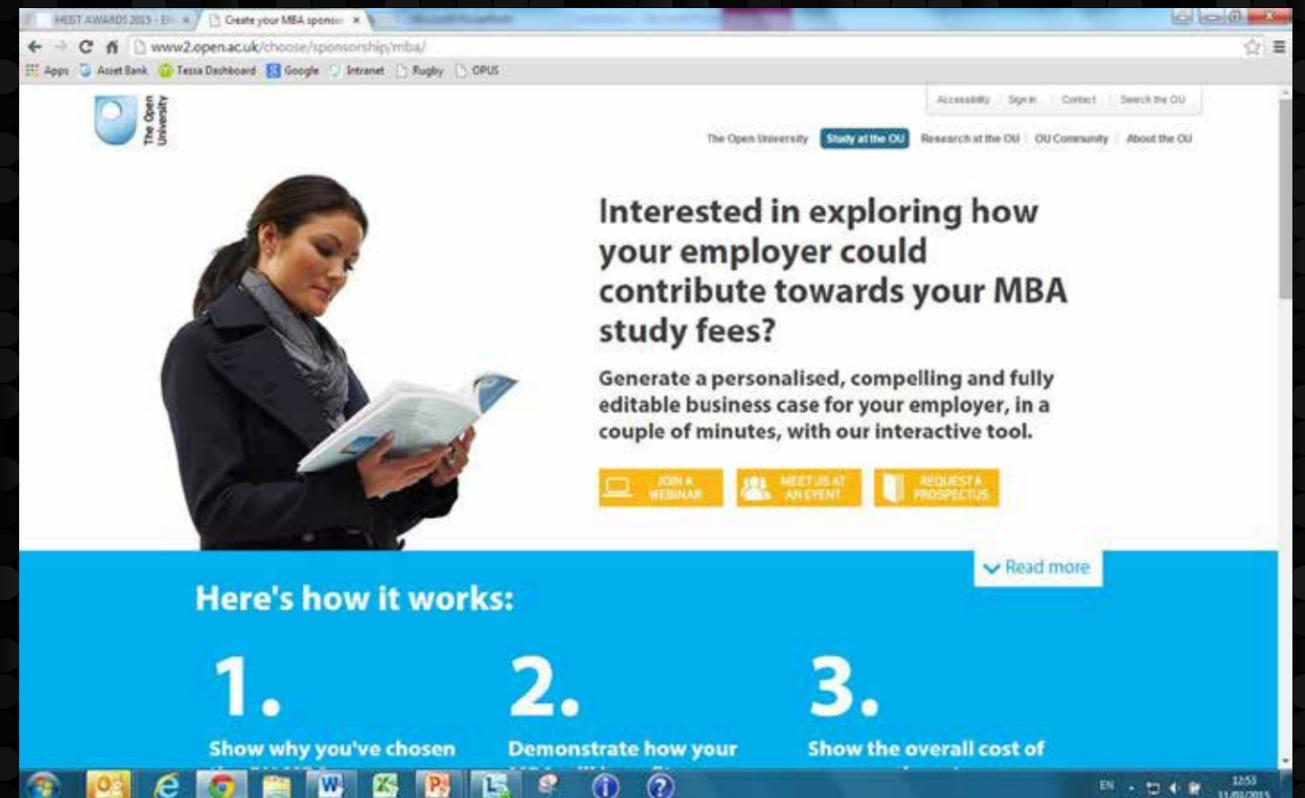
**GOLD AWARD WINNER**

**The Open University**  
**MBA Business Case Builder**

Judge's comments:

*"Brilliant concept and execution. It really does only take ten minutes!"*

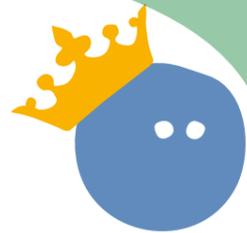
The ultimate aim of this activity was to increase the number of Open University MBA students. Through consultation with a range of academics from the business school and also their alumni, The Open University developed a mobile optimised online tool which helps generate a personalised, compelling, and fully editable business case document for presentation to their employer.



SILVER AWARD WINNER

**Harper Adams University**  
Harper Adams University - Young Innovator of the Year Awards

# Congratulations to all tonight's winners and nominees!



## The Student Room Group reaches more of the market...

With 75% of UK students visiting our sites, we're the primary online destination for students looking for advice and guidance on all aspects of student life.

## ...because we're unique!

No-one else covers all aspects of student life like we do. Whether it's help with studying, making a university choice or choosing accommodation. That's why we attract more students than anyone else.

## And we connect you with students better than anyone else

### Promotion

Helping build university brand awareness and drive conversions

### Engagement

Helping build long term, trusted and engaged relationships with students

### Insight

Helping to understand student views on your university brand

[www.thestudentroom.co.uk](http://www.thestudentroom.co.uk)

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email: [hello@thestudentroom.com](mailto:hello@thestudentroom.com)

tweet: [@tsrmatters](https://twitter.com/tsrmatters)

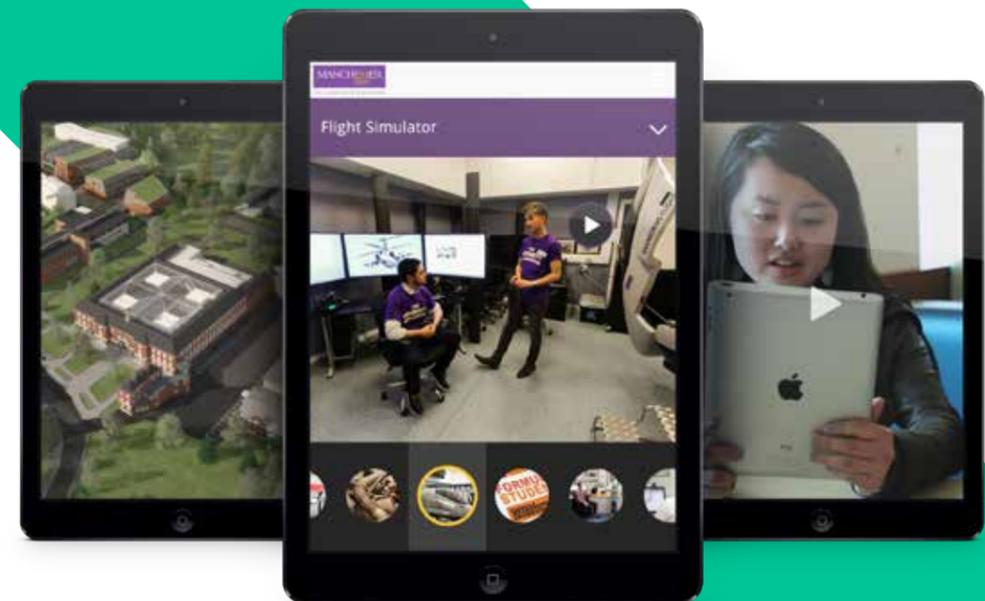
REVOLUTION VIEWING | Creating Desire



WE ARE A CREATIVE DIGITAL AGENCY.  
OUR MISSION IS TO HELP STUDENTS  
SELECT THEIR **PERFECT UNIVERSITY**.

"After launching the virtual open day, our applications increased by 24%."

Student Recruitment & Admissions Manager, The University of Manchester



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# MARKETING TO GENERATION Z



**T**he under 18s have always been the great unknown in marketing circles. The over 18s have been around and you have an idea of how they think and have seen how they behave. But the under 18s are much more of a mystery: what are their attitudes to work, media, education and society? Yet these attitudes will significantly impact on the ability of organisations to compete, deliver services and thrive.

From a people perspective, this is particularly significant as any organisation's success is ultimately determined by the quality of the people it attracts and its ability to engage and motivate them to contribute towards its goals.

We've looked at the under 18s with a view to understanding how to engage and market to them. As in any marketing, before we look at how to market to Generation Z, we first need to define the audience.

At Havas People we tend to define Generation Z as being born from 1996 onwards (we have picked 1996 as it was also the year Google was born. This is significant as Google and the technological and communication advances it represents is a cornerstone of the changes that have moulded Generation Z).

The pace of change surrounding Generation Z means it has developed a number of particularly distinctive characteristics - which we would describe as firsts. It is the first:

- Global generation - for the first time common generational traits are being shown by people of the same age around the world. In talent terms, there are now fewer cultural barriers to filling any vacancy with the best global talent.
- Caring generation - caring requires organisations to think about and articulate more carefully their purpose and why they matter within society.
- 'I can see the value of brands' generation - people see the benefits in how brands can add intrinsic value to their interests and day-to-day lives. It's a chance for organisations to build closer relationships with candidates and employees.
- Generation not to notice diversity - what it sees is any lack of it!
- Connected generation - technology plays a central role in people's lives and requires companies to look seriously at all aspects of work culture.
- Visual generation - visually engaging platforms such as YouTube and Facebook are at the core of this audience's media consumption and should be factored in all talent communications.

- Multi, multi-media generation - Generation Z are coming to rely on many different media channels. Marketing success puts a premium on the ability to segment your audience.
- 'Really worried' generation - how can students develop skills that ensure they have not only jobs but ideally meaningful careers?

As the attitudes and beliefs of the generation have evolved, so have the opportunities and requirements to market to them.

Actually the marketing requirements of Generation Z are liable to be appreciated across all generations but it is with them that we will see the biggest benefits.

With that in mind, here are some tips to market to Generation Z more effectively, fill your graduate talent pools and raise awareness for your future talent brand:

- Grab their attention very quickly, and make front line content "snackable"
- Visualisation always helps
- Make things shareable - remember your audience has an audience
- Embed diversity
- Speed up communications, and be prepared to back up your claims
- Maintain the human element

The final point to make is that it is very easy to get caught up in the technology and range of media that can be used to communicate with Generation Z and this does present a host of opportunities. However, when it comes to marketing nothing beats one-on-one communications (particularly face-to-face) and this is something that will probably never change.

Get in touch to receive the full Marketing to Generation Z whitepaper.

Please email Nicky Scanlan on [nicky.scanlan@havaspeople.com](mailto:nicky.scanlan@havaspeople.com)

**HAVAS**  
PEOPLE

# BEST COMMUNICATIONS OR PR CAMPAIGN

Sponsored by TARGETcareers / TARGETpostgrad

## THE NOMINATIONS ARE:

**Queen Margaret University**  
Recipe for Success

**University of Huddersfield**  
'Are You Present?' a joint initiative between the  
University of Huddersfield and Huddersfield Students' Union

**Nottingham Trent University**  
Thinkubator Challenge

**Queen's University Belfast**  
QUBimpact: Internal Communications Campaign

**Birmingham City University**  
City Talks

**Imperial College London**  
Communicating Animal Research

**Loughborough University**  
REF 2014: Research with Real Impact

## THE WINNERS ARE:

### GOLD AWARD WINNER

**Imperial College London**  
Communicating Animal Research

Judge's comments:

*"A brave campaign, the results of which should be beneficial  
for both medical research and animal welfare."*

In April 2013, The Sunday Times published a series of allegations about how animal research was carried out at Imperial College London. The allegations came about as a result of an infiltration by a member of the animal rights organisation BUAV (British Union for the Abolition of Vivisection) who worked undercover at the College for several months. This campaign encompasses the steps the College has taken since to investigate and respond to the allegations and the strategies it has developed to engage with its key constituencies.



**SILVER AWARD  
WINNER**

**Nottingham Trent  
University**  
Thinkubator Challenge

**BRONZE AWARD  
WINNER**

**Queen's University Belfast**  
Internal Communications  
Campaign

**HIGHLY  
COMMENDED**

**Loughborough University**  
REF 2014: Research with  
Real Impact

# BEST COMMUNITY OR BUSINESS ENGAGEMENT CAMPAIGN

Sponsored by Revolution Viewing

## THE NOMINATIONS ARE:

University of Central Lancashire  
Lancashire Science Festival

Nottingham Trent University  
Thinkubator Challenge

Open University  
Open University Employer Engagement Campaign

Teesside University  
Refugee, Asylum Seeker and Student Engagement Programme

Norwich University of the Arts  
ideasfactory at NUA

THE WINNERS ARE:

**GOLD AWARD WINNER**

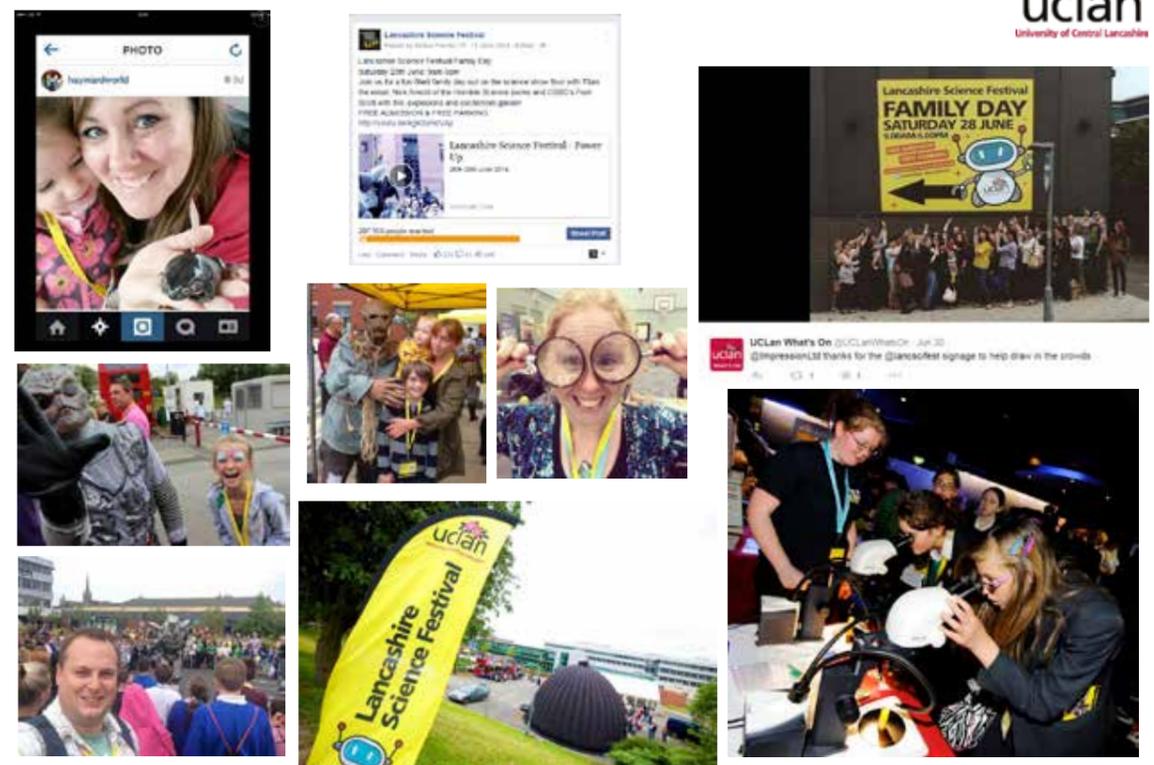
University of Central Lancashire  
Lancashire Science Festival

Judge's comments:

*"An imaginative event with wide participation across a diverse audience. A good eye towards widening participation and schools liaison in general."*

The Lancashire Science Festival (LSF), designed and delivered by the University of Central Lancashire (UCLan), was launched in 2012 as a free interactive event, bringing science practitioners together, enabling school children, their families, and the wider community to see first-hand the breath of science-related expertise and its real-world applications.

Photos, tweets, social media and 'selfies' taken during the Lancashire Science Festival 2014



**SILVER AWARD WINNER**

Teesside University  
Refugee, Asylum Seeker  
and Student Engagement  
Programme

**BRONZE AWARD WINNER**

Nottingham Trent University  
Thinkubator Challenge

# BEST DIGITAL / SOCIAL INITIATIVE

Sponsored by UCAS Media

## THE NOMINATIONS ARE:

**The University of Manchester**  
Virtual Open Day

**The Open University**  
MBA Explorer App

**Bournemouth University**  
Revolutionising research  
communications: transforming  
BU's digital presence

**The University of Manchester**  
Eureka! Library Innovation  
Challenge

**Cardiff Metropolitan University**  
Virtual Tours

**Leeds College of Music**  
Digital prospectus: Online  
Responsive Brochure (ORB)

**University of Glasgow**  
#UofG

**Queen's University Belfast**  
Movember Campaign

**University of Birmingham**  
Postgraduate Mentor Scheme

**University of Groningen**  
Digital Brochure

**University of Southampton**  
Virtual Open Day

**University of Dundee**  
#TestDriveDundee

**The University of Chester**  
Applicant Space Microsite

**Teesside University**  
Interactive Prospectus

**University of Bradford**  
Results Day Ready

**Loughborough University**  
#IAMIN

## THE WINNERS ARE:

### GOLD AWARD WINNER

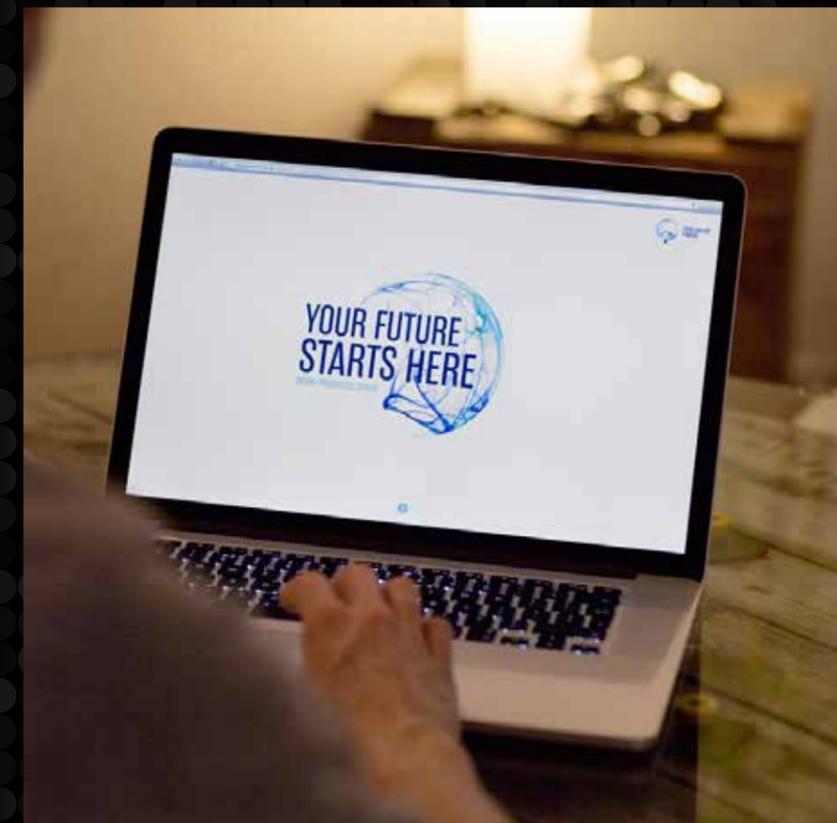
**Leeds College of Music**

**Digital prospectus: Online Responsive Brochure (ORB)**

Judge's comments:

*"Visually stunning, simple to use and very well designed.  
A great example of this type of content."*

Leeds College of Music developed an Online Responsive Brochure (ORB) as a means to present their prospectus on the web in a way that makes full use of the digital environment. LCoM wanted something to fill the usability void between their printed prospectus and website, giving the user a fully immersive and multi-sensory experience that allows them to really feel what it's like to study at the college.



**SILVER AWARD  
WINNER**

**Queen's University Belfast**  
Movember Campaign

**BRONZE AWARD  
WINNER**

**University of Dundee**  
#TestDriveDundee

**HIGHLY  
COMMENDED**

**Loughborough University**  
#IAMIN  
**The Open University**  
MBA Explorer App



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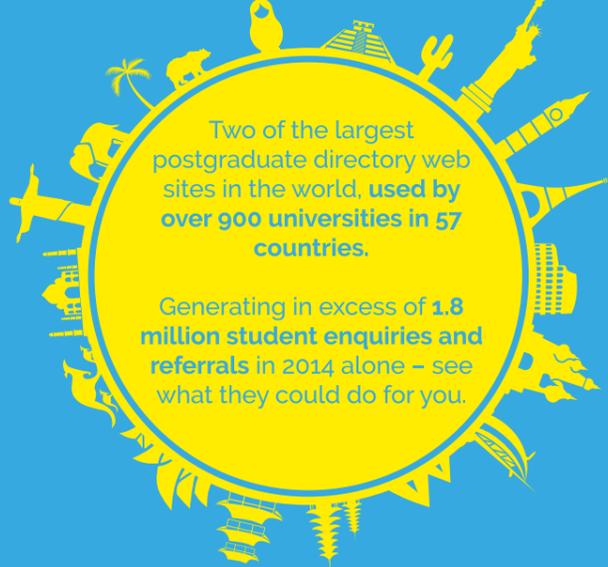
Best digital / social initiative

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# BEST WEBSITE

Sponsored by The Student Room

## THE NOMINATIONS ARE:

**The University of Manchester**  
Redevelopment of the University of Manchester website

**Askham Bryan College**  
Askham Bryan College & Newton Rigg College -  
Building an engaging website design for land-based colleges

**Imperial College London**  
Imperial College London website redesign

**Birmingham City University**  
The Birmingham City University website

**University of South Wales**  
University of South Wales Website

**UCL**  
UCL online Graduate Prospectus

**Leeds Beckett University**  
Leeds Beckett website

**Middlesex University**  
[www.mdx.ac.uk](http://www.mdx.ac.uk)

**Norwich University of the Arts**  
Norwich University of the Arts website

## THE WINNERS ARE:

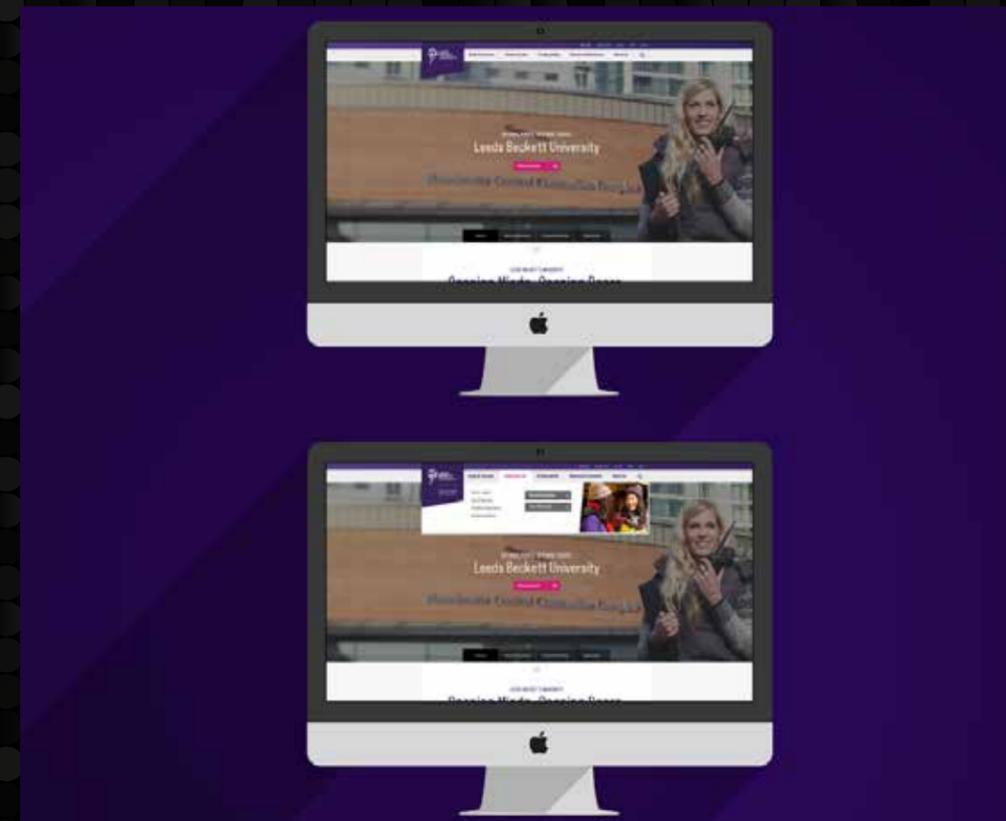
### GOLD AWARD WINNER

**Leeds Beckett University**  
Leeds Beckett website

Judge's comments:

*"An incredibly difficult project to deliver at a crucial stage. Extremely clean and clear website, a simple proposition done really well."*

Leeds Beckett University needed to create a website based on clear and extensive insight, both in terms of content and navigation. The launch of the website formed part of the digital marketing strategy which aims to place Leeds Beckett at the forefront of digital communications.



### SILVER AWARD WINNER

**Imperial College London**  
Imperial College London website redesign

# BEST EMPLOYER MARKETING INITIATIVE

in association with UHR (Universities Human Resources)

## THE NOMINATIONS ARE:

University of Sheffield      The University of Manchester  
Pursue the extraordinary      World leading minds

SILVER AWARD WINNER  
**University of Sheffield**  
Pursue the extraordinary

Judge's comments:

*"An excellent example of ensuring the employer and the external brand were in sync."*

This project was initially set up to deliver a 'mini' brand for the recruitment of senior academics. At the point that the employer value proposition was developed, it became clear for the University that the strength of 'Pursue the extraordinary' could work far beyond that sphere of recruitment and had the potential to become the employer brand for all recruitment related communications.



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**Professor/Reader in Mental Health**  
Salary commensurate with role Ref: UOS007098

Mental health issues such as PTSD, depression, anxiety and substance abuse affect a small but significant minority of UK veterans. At the University of Sheffield we've been evaluating the best ways to deliver care that meets their special needs. It's just one of the innovative ways we apply our knowledge to improve mental health and psychological services for everyone. Joining the Mental Health Group of the School of Health and Related Research (SciHARR), you'll help to drive forward research through high-quality academic leadership and teaching. You'll be part of a multidisciplinary team that's learning more about mental health using a rich array of methodologies such as randomised controlled trials, secondary analyses of large data sets, qualitative approaches and systematic reviews. If, like us, you believe high-quality research can create a better future, visit [www.sheffield.ac.uk/jobs](http://www.sheffield.ac.uk/jobs) and see where it leads.

**Pursue the extraordinary**



BRONZE AWARD WINNER  
**The University of Manchester**  
World leading minds



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# BEST LOW BUDGET INITIATIVE

Sponsored by WhatUni

## THE NOMINATIONS ARE:

**Harper Adams University**  
Young Innovator of the Year Awards

**The University of Manchester**  
Textbook Rescue

**City University London**  
Launch of CitySport

**University of South Wales**  
Random Acts of Kindness

**Leeds Beckett University**  
Welcome to Leeds Beckett

**The University of Chester**  
Prospect Student Panel

**University of Bradford**  
The Big Move

**Norwich University of the Arts**  
Degree Shows websites

**Keele University**  
#KeeleBecause Valentines 2015

**Loughborough University**  
REF 2014: Research with Real Impact

## THE WINNERS ARE:

### GOLD AWARD WINNER

**The University of South Wales**  
Random Acts of Kindness

Judge's comments:

*"A wonderful idea that really worked from such a small budget. Created a feel good factor that delivered over a range of social media channels."*

Run during International Random Acts of Kindness Week, this campaign aimed to increase brand awareness by reaching a large number of people. The University engaged current students as brand ambassadors and filmed a series of videos showing 'Random Acts of Kindness' which were released once a day on social media.



### BRONZE AWARD WINNER

**Leeds Beckett University**  
Welcome to Leeds Beckett

### HIGHLY COMMENDED

**University of Bradford**  
The Big Move

# THE STUDENT VOICE AWARD



The Student Voice Award, in association with our sponsor 'The Student Room', has been surveying students to understand whether they believe the marketing they saw before they joined their university has proven to be realistic. We have been overwhelmed by the response, with over 5000 votes cast in the first year of this award.

## THE NOMINATIONS ARE:

- University of Bradford
- University of Chester
- University of Exeter
- University of Gloucestershire
- Harper Adams University

## THE WINNERS ARE:

### GOLD AWARD WINNER

**Harper Adams University**

Just a few of the things students said:

*"The social life provided by Harper Adams is immense in comparison to what I expected"*

*"The wealth of knowledge and materials (library and internet resources) is rich and diverse"*

*"The closeness of the student body and the standard and diversity of lectures overall is fantastic"*

*"Industry links are second to none"*

*"The place is a buzzing hive of activity, far from the expectations of a small quiet rural university. It's brilliant"*

*"The feeling of the university truly being a family is something I didn't expect to be as prominent. The students, lecturers and staff all make you feel so welcome and at home"*

*"What is especially good about the university is the open door policy, so if you are finding your work difficult, then it is extremely easy to find your tutor and work your way through the problems with them"*

## SILVER AWARD WINNER

**University of Exeter**

Just a few of the things students said:

*"The quality of the university buildings and its atmosphere is much more pleasant and relaxing than I thought it would be. The actual city of Exeter is amazing as well, it's full of things to do that are kind of off the beaten track"*

*"I have made some really great friends here, and I have decided to stay on in Exeter after I finish my degree, which is something that I didn't see myself doing when I first applied"*

*"The course lecturers were far more interesting than I expected and there were more facilities we had access to that I didn't realise we did"*

*"Academically the degree has been more stimulating than I expected"*

## BRONZE AWARD WINNER

**University of Chester**

Just a few of the things students said:

*"The university has gone above and beyond with the staff help and the opportunities it has provided to me. I love everything about the university"*

*"Enjoyable, amazing Uni, supportive!"*

*"When help is needed, there is always someone to ask and answer any questions"*

*"The support staff, such as those in disability support and extracurricular activities (Careers & Employability), have all been excellent"*

*"Before I came to the University I thought that my degree would be the only focus throughout the next three years and that would be it. In fact, it turned out to be much more than that. I have gained a large variety of transferable skills throughout other activities and general communication with other students. Such as volunteering, working in part-time employment to help fund my living needs for my time at University and also getting involved with smaller jobs that are provided by the Students Union. For example, I was a Voting registration ambassador for the General Election 2015"*

## HIGHLY COMMENDED

**University of Bradford**

## YOUR STUDENT TRACKER 2015 MAY REPORT – AVAILABLE NOW



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- The value of a degree

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**Kelly Yip, Havas People**

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Over the last few years the UK has been seeing unprecedented changes in the structure and content of qualifications held by applicants to universities and colleges. There has been an increasing divergence between England, Wales and Northern Ireland with the end of a tripartite agreement and the Scottish system subject to major reform. Qualifications are becoming increasingly politicised, there are differing attitudes towards assessment, and the needs of higher education and employers are acting as drivers of change. Reforms are attempting to address common concerns about literacy and numeracy despite increases in good grades.

The major and divergent qualification and curriculum reforms currently taking place in the four UK countries include: GCSEs and GCE A Levels (in England, Wales and Northern Ireland), delinking of the A and AS Levels (England), launch of the new Welsh Baccalaureate (Wales), Curriculum for Excellence (Scotland) and an open market qualifications policy (Northern Ireland). There have also been far-reaching reforms in vocational qualifications. The changes need de-packing in order to feed into overall operational strategies and to be understood across higher education institutions so as to enable clear entry requirements to be specified and comparable offers to be made to applicants.

The changing Higher Education landscape also needs to consider the new consumer protection law advice in relation to their dealings with undergraduate students.

Trying to keep track of this continuum of change, and be sufficiently up to date to be able to make fair decisions between applicants, provides further complexity for admissions professionals in universities and colleges. Knowledge and understanding of qualification and curriculum at a strategic level has now become a clear advantage when considering marketing and admissions plans. As the changes to qualifications become embedded into schools the implications for universities and colleges still remain uncertain, but what is clear is, to be ahead of the game, admissions professionals need to keep up to date with both the changes and the implications for higher education.

*Written by Dr Liz Bell, Partner and Director, EdAd*

EdAd offers expertise in education admissions and provides in-house seminars on a variety of subjects including Qualification Reform for universities and colleges. For further information on having an information session at your university or college, please contact [L.Bell@edadsolutions.com](mailto:L.Bell@edadsolutions.com)

# HEIST AWARDS' MARKETING DEPARTMENT OF THE YEAR

Sponsored by Havas People

## THE NOMINATIONS ARE:

**Harper Adams University**  
Marketing and Communications Department

**University of Huddersfield**  
Marketing Department

**City University London**  
Marketing Department

**Swansea University**  
Marketing Department

**University of Gloucestershire**  
Transforming our approach to marketing and student recruitment

**West Cheshire College**  
Marketing Team

**University of Groningen**  
Working Apart Together

**The Glasgow School of Art**  
Disruption: delivering on our brand values

**Leeds Beckett University**  
Marketing Department

**Middlesex University**  
Best Marketing Department

**University of Bradford**  
Repositioning the University of Bradford in the market place

**Loughborough University**  
Team Loughborough

## THE WINNERS ARE:

### **GOLD AWARD WINNER**

**The Glasgow School of Art**  
**Disruption: delivering on our brand values**

Judge's comments:

*"Very small but strategic team who ensured brand reputation during period of adversity."*

At 12.27pm on 23rd May 2014 the most significant, catastrophic and disruptive event to ever happen at The Glasgow School of Art occurred - a fire broke out in the GSA's icon, the architecturally significant and internationally heralded Mackintosh Building, home to some of the finest painting studios in the world. The Marketing Department have worked tirelessly to ensure brand reputation during the period of disruption since the fire.



### **BRONZE AWARD WINNER**

Loughborough University  
Team Loughborough

### **HIGHLY COMMENDED**

University of Huddersfield  
Marketing Dept

# ANSWER THE QUESTION!

**How many times have I despaired when judging for HEIST and shouted those words at the inanimate entry form? Very simply it's too many. But that's not the worst of it.**

**Peter Reader**  
*Director of Marketing and Communications  
University of Portsmouth*



We all know the phrase 'lies, damn lies, and statistics'. Well for 'statistics' substitute 'claims made on award entry forms'. I've seen claims for the largest increase in recruitment in that year all because of just one change, say a revised prospectus or a re-vamped web site – the rest of the world stood still, obviously (not). And what is oft forgotten is judges see all the entries in the category, so we can compare claims, and not everyone can have the largest increase in enrolments that year, can they?

(This reminds me of Michael Gove's remark that he wanted all schools to be above average.)

And some entries are just badly put together. Claims for SMART objectives which are not SMART – look up the acronym, stupid. There are statements about the return on investment which do not include any mention of money. (Oh, how vulgar!) And, the most common howler, is along the lines of "this piece of work only cost a few thousand pounds" when it is obvious a huge amount of staff time has been involved. Don't you pay your staff!?

And then there are the tales of woe. Management that 'had to be convinced', the interfering academics, the lack of resources, oh, it's all so terrible – which, of course, is why we should be the award winner. Sorry, been there and bought the t-shirt. (And if it's that bad, why are you still working in higher education?)

The fun really begins when judging starts and these claims are 'challenged'. Don't get me wrong, it's a serious job being a judge, with judging day preceded by hours of hard work reviewing entries in a number of categories – I just love it when another box of prospectuses arrives. (Actually, I groan.) We mark them all rigorously – yes, there is a marking scheme and, no, it is not points for our mates – and we compare notes on judging day.

Back to the claims. All the work is the best ever. All is on message. Judges dispute these claims, yes really, and debate which really is the best. We scrutinise everything we are sent – a tip, do send everything that is useful but please don't send us a pdf of a prospectus cover when you've

sent in enough copies for each judge to have seen one. And it's serious stuff.

Did I say serious? It is, but it's also fun. How far can I throw that prospectus across the room, and can I get the interviewer to laugh when I do the piece to camera for the awards evening?

And then there's the awards evening itself. It always reminds me of the Vice-Chancellor who commented at Graduation that never had he seen the graduands looking so smart, and then turned to his academic colleagues and added that never had he seen them looking so smart either. Don't we all scrub up well? [Okay, there's an exception – me.] Who is the special guest? Who will win which awards? Who will MAKE THE MOST NOISE? And what will Simon Bracewell wear this year?

Looking back, is it really twenty-five years of HEIST awards – who would have believed you when HEIST first started if you'd said a quarter of a century later the HEIST awards would be the crème de la crème in the higher education marketing world? After all, HEIST started life

as a prospectus distributor, to save individual institutions money by combining their mailings, so the awards were a new string to its bow.

Over the years there have been many changes to the award categories. For example, back in 1994, there were just nine: undergraduate prospectus, postgraduate prospectus, annual report, public relations/marketing campaign, internal news publication, publication for business and industry, alumni magazine, course leaflet and student recruitment advertisement. Just one campaigns category and, of course no online – were they really education marketing awards? In later years other categories have been and gone, some recognising particular professional skills, such as photography, and others recognising the work of particular individuals, like young education marketer of the year.

Times change and so do the awards. Here's to the next 25 years and let's raise a glass, (or two, or three) to HAVAS and to the HEIST awards.

Cheers!  
**Peter Reader**

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#### **UK Despatch 1**

**Delivered by 24 March 2016**

**Request quotation and confirm participation by:**  
29 January 2016

**Warehouse open for deliveries: (storage is chargeable)**  
1 - 12 February 2016

**Warehouse open for deliveries: (storage is free)**  
15 February - 7 March 2016

**Prospectuses MUST be at our warehouse by:**  
7 March 2016

#### **UK Despatch 2**

**Delivered by 26 May 2016**

**Request quotation and confirm participation by:**  
22 April 2016

**Warehouse open for deliveries: (storage is chargeable)**  
25 March - 22 April 2016

**Warehouse open for deliveries: (storage is free)**  
25 April - 6 May 2016

**Prospectuses MUST be at our warehouse by:**  
12 May 2016

#### **International Despatch**

**Delivered in June 2016**

**Request quotation and confirm participation by:**  
22 April 2016

**Warehouse open for deliveries: (storage is chargeable)**  
25 March - 22 April 2016

**Warehouse open for deliveries: (storage is free)**  
25 April - 6 May 2016

**Prospectuses MUST be at our warehouse by:**  
12 May 2016

