



2021 HEISTAWARDS

ENTRY PACK

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2021 HEIST AWARDS

ENTRY RULES

The early bird entry fee is £185 plus vat per entry, per category. This fee will be valid until Monday 8th February. Entries submitted on or after Monday 8th February will be £205 plus vat.

1. We welcome entries from all organisations offering further and/or higher education or operating within the sector, regardless of geographical location. Havas Education reserve the right to refuse any entry without any further recourse.
2. 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.
3. You may enter any number of categories and make more than one entry in the same category where appropriate.
4. Your entries must be based on publications/ materials/projects that are both recent and also fully evaluated.
5. You must submit entries online at www.heistawards.com on or before midnight on Friday 5th March 2021. 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.
6. Supporting materials: For printed publication categories, you must send 6 hard copies of the item you are entering to The Heist Awards, Havas Education, Ground Floor Flat, 75 Woodlawn Road, London SW6 6PS, by Friday 5th March 2021.

For all categories, you must upload your entry as a PDF document and a high resolution logo of your institution.

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.

7. Initial judging will be undertaken online by the judging panels, once this has been undertaken, the shortlist will be published online.
8. If shortlisted, you may be asked to supply further material to showcase your entry.
9. 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.
10. We cannot return copies of publications submitted. They will be recycled after the Awards.
11. By entering, and supplying publications, pdfs and jpegs, you agree to the use of these materials for display purposes including marketing material produced by Havas Education for print, social media or online in connection with the Awards.
12. The winners will be announced at the Heist Awards 'Gala Dinner' in July 2021.

ALL CATEGORIES

1. Judges will be looking for and giving a score for creativity across all categories.
2. Please ensure that any objectives you list are SMART – Specific, Measurable, Achievable, Realistic and Time Based.

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2021 HEIST AWARDS

CATEGORIES AND CRITERIA

1. Best Undergraduate Student Recruitment Campaign

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

Judges will be looking for:

- The overall aim of your campaign. (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your campaign – how did you plan to achieve your objectives? – 450 words
- What the outcomes were relative to each objective including actual UG student numbers recruited versus target – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1200

2. Best Postgraduate Student Recruitment Campaign

This category is open to all campaigns targeting postgraduate student recruitment. We are looking for a clearly defined campaign aligned to university strategy to engage with this target audience, supported by a coordinated marketing campaign.

Judges will be looking for:

- The overall aim of your campaign. (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your campaign – how did you plan to achieve your objectives? – 450 words
- What the outcomes were relative to each objective including actual PGT/PGR student numbers recruited versus target – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win? (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1200

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3. Best International Student Recruitment Campaign

Entries in this category should be campaigns clearly aimed at student recruitment in markets outside the UK. You should highlight how this demonstrates best practice in international recruitment.

Judges will be looking for:

- What was the overall aim of your campaign? (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your campaign – how did you plan to achieve your objectives? Which channels were selected and why? – 450 words
- What the outcomes were relative to each objective including actual international student numbers recruited versus target – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1200

4. Best Use of Content, Social or Digital

This category is for showcasing innovative content within the digital space. It could be an app, a social media campaign or strategy, a video or even a campaign microsite.

All entries must include working examples (e.g. submit links to a live site or a demo site).

Judges will be looking for:

- What was the overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your content – how did you plan to achieve your objectives? Which channels were selected and why were these were appropriate to the brief? – 250 words
- What the outcomes were relative to each objective – 250 words
- Demonstrate how social techniques were leveraged: sharing, advocacy, viral growth, live content, dialogue, storytelling, personal participation, and how the features of the social networks chosen best suit the concept – 250 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1200

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5. Best Brand/Reputation Campaign

This category celebrates excellence in brand reputation development. We are looking for the institution that demonstrates how their Brand has raised awareness or enhanced the reputation of their FE or HE institution. Judges will be looking for:

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

Total word count – 1300

6. Best Open Day Experience

This category is your opportunity to showcase what makes your Open Day 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 University and communicated the essence of your brand and unique offer. This category is open to both physical and virtual open day entries.

Judges will be looking for:

- The overall aim of your project (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan – how did you plan to achieve your objectives? How does your open day fit within your wider, integrated strategy? – 300 words
- Detail of your entire Open Day Experience – from sign up to post event – 300 words
- What the outcomes were relative to each objective – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1350

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7. Best Widening Participation Initiative

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

Judges will be looking for:

- What was 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?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Outline what you did to achieve your objectives – 350 words
- Outcome – What were the results? Provide evidence of demonstrable progress or success, including where relevant impact on student recruitment or their influencers. – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile. How does your initiative differ from standard practice in the sector? Is it transferable as an example of good practice?) – 150 words.

Total word count – 1100

8. Best Use of Data and Insight

This award seeks to recognise innovative marketing activity rooted in data-driven customer and market insight. The winning work will show how data and insight was used to contribute to an improvement in institutional performance or reputation.

Judges will be looking for:

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

Total word count – 11000

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9. 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.

Judges will be looking for:

- What was the overall aim of your campaign (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan - What research/insight did you use/undertake to inform your work? What activity was selected and why? – 350 words
- Did the campaign achieve the initial objectives and how well did it perform – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1100

10. Best Alumni Initiative

This award is looking for a marketing activity clearly linked to your strategy for engaging with your alumni community. This category is open to any work specifically produced to develop relationships with past students.

Judges will be looking for:

- What was the overall aim of your initiative (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan – how did you plan to achieve your objectives? – 350 words
- What the outcomes were relative to each objective – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1100

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11. Best Student Engagement Campaign or Initiative

This category seeks to recognise a specific campaign or initiative addressing an identifiable challenge or objective with your current students. For example, to improve the welcome / freshers experience, to address issues from student feedback or NSS, or to enhance student engagement overall. Any work specifically produced for institutions wishing to communicate with their students can be entered including onboarding material, newsletters, apps, websites or a one-off communications project.

Judges will be looking for:

- What was the overall aim of your campaign or initiative (What was it about? Who were your target audience? What opportunity or challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan – how did you plan to achieve your objectives? – 350 words
- Outcome - Did the campaign achieve the initial objectives and how well did it perform? – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1100

12. Best Undergraduate Prospectus

This category is your chance to submit your online prospectus or printed publication containing full-time or part-time higher education (HE) courses at first degree/diploma level – FE colleges may submit their HE publications in this category. It is open to institutions with a broad subject offering in many disciplines. Specialist institutions/colleges MUST enter category 13.

Judges will be looking for:

- What was the overall aim of your project (What was it about? Who are your target audience and how does the publication take their needs into account? What was the budget for the project?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan – how did you plan to achieve your objectives? What research/insight informed the publication – give brief details – 350 words
- Outcome – What evidence is there of the outcomes of the objectives you set? – 300 words
- Outcome – How does the publication reflect your corporate brand/values/proposition? How does the publication fit within your integrated campaign? – 150 words
- Outcome ROI (include figures & calculations) – 100 words

Total word count – 1100

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13. Best Postgraduate or Specialist Institution Prospectus

In this category judges will be looking at a range of online prospectuses and printed publications. It could be a publication for postgraduate courses OR it could be for undergraduate or postgraduate courses at further education (FE) or higher education (HE) level delivered by a specialist college/institution (i.e. where the focus of the institution is in a limited number of disciplines, e.g. Arts, Business, Agriculture etc.)

Judges will be looking for:

- The overall aim of your project (What was it about? Who are your target audience and how does the publication take their needs into account? What was the budget for the project?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan – how did you plan to achieve your objectives? What research/insight informed the publication – give brief details. – 350 words
- Outcome - What evidence is there of the outcomes of the objectives you set? – 300 words
- Outcome - How does the publication reflect your corporate brand/values/proposition? How does the publication fit within your integrated campaign? – 150 words
- Outcome ROI (include figures & calculations) – 100 words

Total word count – 1100

14. 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?

Judges will be looking for:

- The overall aim of your project. (What was it about? Who were your target audience? What challenge had been identified?) – 100 words
- SMART Objectives for the project. (One sentence per objective) – 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) – 50 words
- Details of your plan – how did you plan to achieve your objectives? What research/insight did you use/undertake to inform your work? What activity was selected and why? – 350 words
- What the outcomes were relative to each objective – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

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

Total word count – 1150

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15. Best Website

This is your opportunity to show off your web prowess. This category is for an institutional website for either FE or HE and will be judged on the creativity of execution as well as site functionality and the effectiveness of your web strategy including user experience.

Websites/extranets/microsites for specific campaigns that do not form part of your overall web presence should be included under the relevant campaign category.

Judges will be looking for:

- Please give a brief overview of the website you are entering and the target audience, along with a URL at which it can be viewed (if the site is no longer live then please place the site on a testing URL so that the judges can view) – 100 words
- What business need is this website trying to meet? – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan – how did you plan to achieve your objectives? What research/insight have you undertaken/been influenced by whilst developing the site – give brief details – 350 words
- Outcomes - provide evidence of the outcomes of your SMART objectives – 300 words
- How is the site managed – what governance is in place? – 100 words
- Evidence of how you monitor and evaluate the effectiveness of your website – 150 words.

Total word count – 1100

16. Best PR/Communications Campaign or Initiative

This category is for showcasing your strategic public relations. This could be an internal campaign aimed at non-student stakeholders or an external facing campaign designed to promote your institution and enhance your brand or reputation. Student focussed campaigns or initiatives MUST be entered in category 11.

Judges will be looking for:

- The overall aim of your project (What was it about? Who were your target audience? What specific challenge had been identified?) – 100 words
- SMART Objectives and overall budget for the project. (One sentence per objective) – 100 words
- Details of your plan – How did you plan to achieve your objectives? What research/insight did you use/undertake to inform your work? What content and channels were utilised? – 350 words
- What the outcomes were relative to each objective? – 300 words
- Outcome ROI (include figures & calculations) – 100 words
- Why you should win (demonstration of innovation, creativity and going the extra mile) – 150 words.

Total word count – 1100

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17. 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).

Candidates will be judged on three primary factors:

- Description of the individual role played by the candidate and the resulting positive outcomes in projects, publications, activities, or initiatives that in total demonstrate exceptional early and ongoing achievement.
- Evidence that the contributions of the candidate are having a sustained and positive impact on his or her 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

18. 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. You need to ensure that you tell us about:

- 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'

Entries are welcome from FE and HE institutions.

Total word count – 1000

2021 HEIST AWARDS

TOP TIPS FOR ENTRIES

FROM THE JUDGES

Every submission entered into the Heist Awards is - by notion of it being an award entry - 'great'. So how exactly do you differentiate? Well, sometimes entries are just 'stand out', but winning submissions always show solid return on investment, alongside a compelling emotional connection.

Don't miss the opportunity to show how great your project was. Successful entries measure results against the initial desired outcomes including, for example:

- Application performance
- Year on year numbers, national averages etc
- Traffic numbers
- Open day attendance
- Open day feedback
- Engagement stats
- Social media, downloads (apps, prospectus etc)
- Funds raised / funds saved
- PR coverage

Successful entries also measure:

- Results against investment
- Detailed costs of the project
- Internal staff costs (where relevant)

It's not all about return on investment though; we are marketing and communications experts after all! Therefore, successful entries also need to capture and showcase:

- Storytelling
- Interest
- Emotion
- Excitement
- Aspiration
- Authenticity
- Engagement

Make sure you make your entry fun. Hook in and surprise the reader and tell a good story – the judges have multiple entries to score so ensure you entertain and surprise them.

Ultimately, how do you impress the judges? Is their judging pace fast or slow? What are their drivers? Are they rational or emotional? The Heist Award judges are a mix of experts with different backgrounds with both sector and commercial experience - a winning entry will engage with them all.

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TOP TIPS FOR ENTRIES

FROM PREVIOUS WINNERS

- Get the timing right – plan award submissions into your calendar and give yourself time to enter – or you can realise at the end of the project you have something very special and get it together very quickly. Both approaches have worked in the past but make sure the timing works for you
- Don't do it alone – get feedback from a neutral sector colleague when you have written your entry
- Gather evidence, data and intel throughout your project – not when you sit down to write the submission

Benefits for your institution

- Profile raising
- Uplift in team morale and make them feel trusted, recognised and confident
- Internal stakeholder influence
- Develop teams ability to analyse their own work and measure success of projects

FROM THE ORGANISERS

- Register to enter via www.heistawards.com
- Once you have started your entry, you can edit as many times as you like before final submission
- You can enter as many categories as you wish but we would encourage a different narrative when entering the same project into more than one category

- Bring your entry to life through high quality attachments and links to videos and images. Please ensure that you mention any relevant content in your submission – don't make the judges go looking for it. Similarly, if you attach something to your entry form, reference the supporting evidence in your entry
- Several questions in the entry form ask for SMART objectives. For your information, here is a definition: Specific – target a specific area for improvement; Measurable – quantify or at least suggest an indicator of progress; Achievable – specify who will do it; Realistic – state what results can realistically be achieved, given available resources; Time-related – specify when the result(s) can be achieved
- For all categories, you must upload your entry as a PDF document and a high resolution logo of your institution.
- You may upload up to 4 supporting files. If you upload more than 6 files (including your PDF entry submission and institution logo) the system will disregard and delete no.7 onwards. The maximum size of the total number of uploaded files is 50MB.

2021 **HEIST** AWARDS

KEY DATES

Early Bird deadline for entries:

Monday 8th February 2021

Final deadline for entries:

Friday 5th March 2021

Online scoring:

April 2021

Judging day:

Friday 14th May 2021

Shortlist revealed:

Friday 21st May 2021

Awards ceremony:

Thursday 15th July 2021

For entry queries, please email in the first instance:
heistawards@havaspeople.com or call **07904 469 868**