

CONGRATULATIONS TO ALL OUR #HEIST2020 WINNERS!

THIRTY

HEIST AWARDS CELEBRATING 30 YEARS 1990-2020

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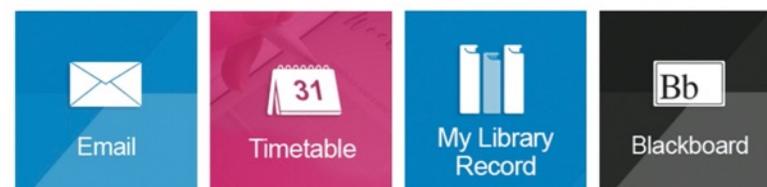
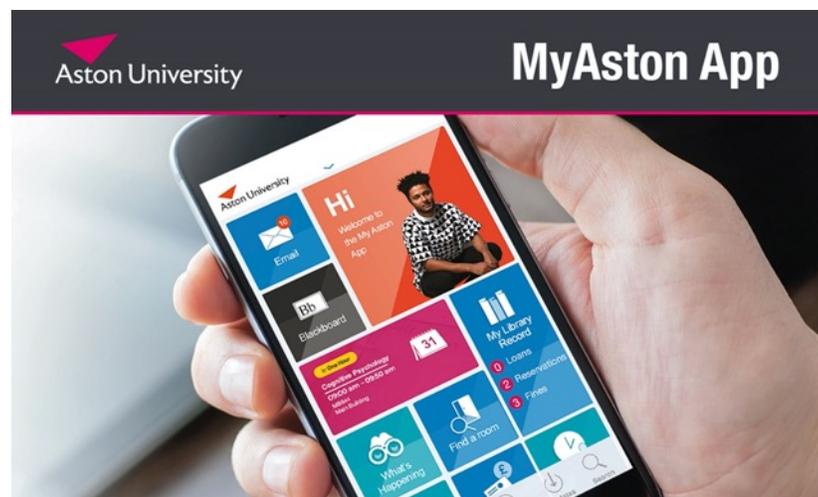
BEST STUDENT ENGAGEMENT CAMPAIGN OR INITIATIVE

Aston University – MyAston App

The MyAston app was underused, under-developed and didn't meet the needs of either students or the University. Over six months, the team gave the application a complete overhaul - working closely with student focus groups to add functionality and enhance user experience, making the app an essential part of Aston life.

The Judges Comments:

“The judges applauded Aston University for making good use of student feedback to shape a great app that certainly made students lives easier. Together with excellent functionality and a student first approach, this merged academic considerations with life around learning that will have long-lasting benefits of practical value to students.”



BRAND NEW
You can now access your emails through the app.

NEW AND IMPROVED
Increased stability and live information.

UPDATED OPTIONS
Reserve books and pay fines via the app.

USER FRIENDLY
Access your course information via the app.



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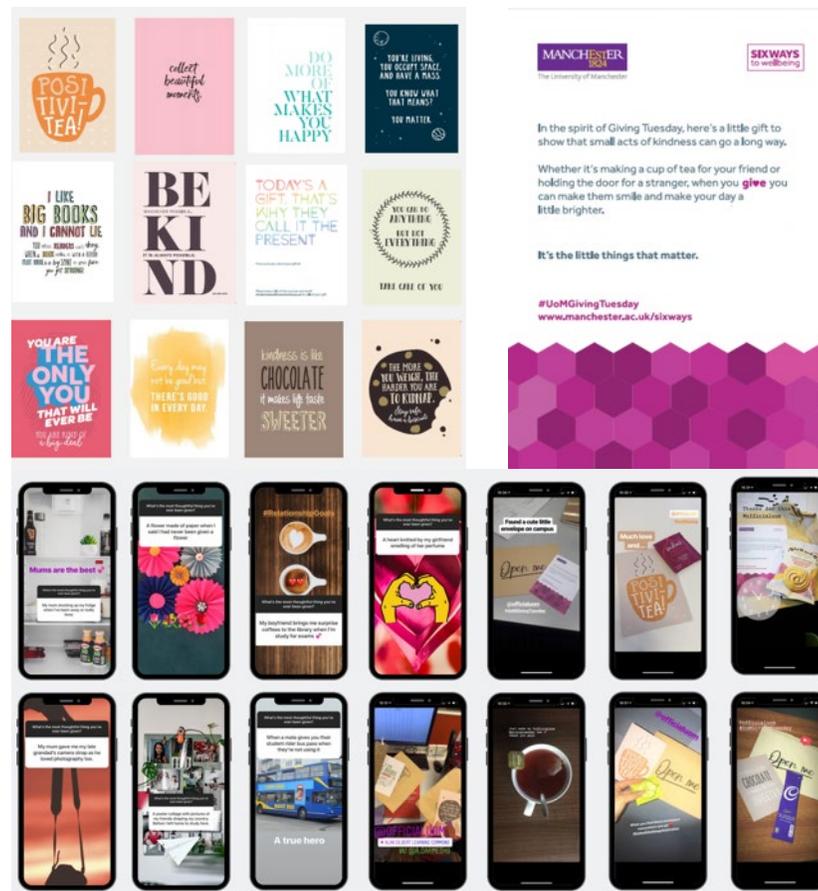
BEST STUDENT ENGAGEMENT CAMPAIGN OR INITIATIVE

The University of Manchester – Give-Six Ways to Wellbeing

The University of Manchester's 'Six Ways to Wellbeing' is an initiative to help students make positive changes to feel good and live well. Evidence shows that there are a number of activities that improve wellbeing – so the team grouped these into six themes, launching the first of the 2-month campaigns with 'Give'.

The Judges Comments:

“A delightful and thoughtful campaign that lifts the soul. The judges complimented The University of Manchester for producing a really positive campaign that captured the essence of community and brought together the whole university to address the key issue of student mental health and wellbeing in a unique way, and spread the message of kindness in the process.”



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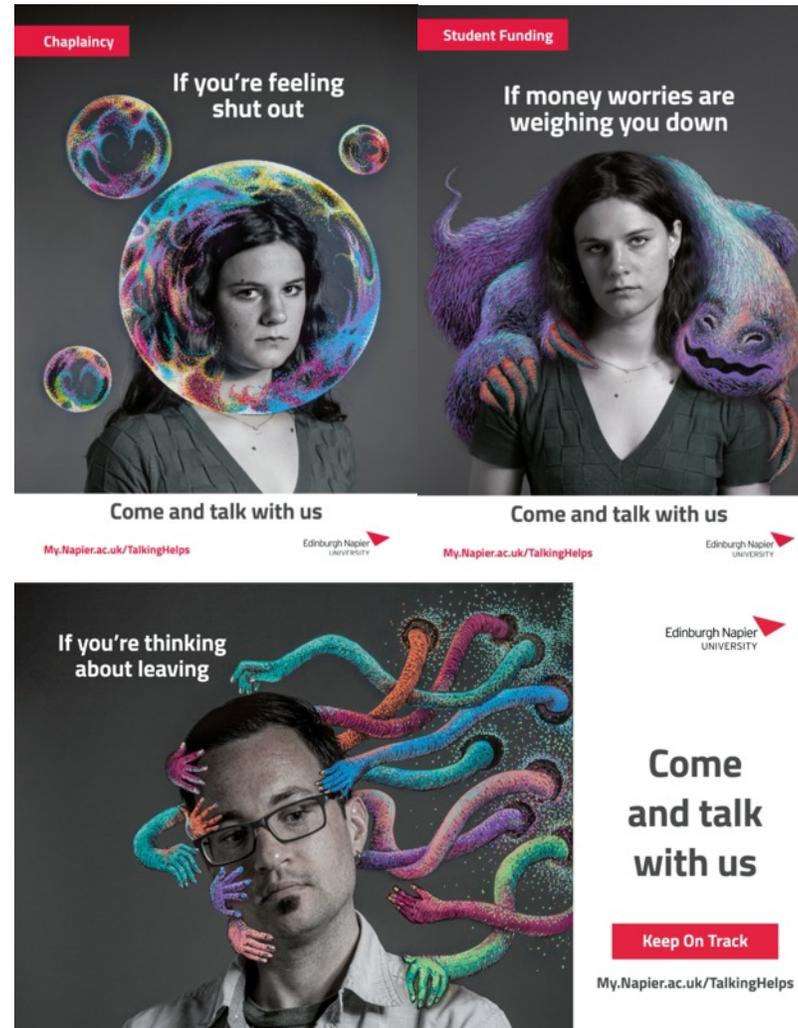
BEST STUDENT ENGAGEMENT CAMPAIGN OR INITIATIVE

Edinburgh Napier University – Wellbeing & Inclusion Campaign

Edinburgh Napier University transformed the levels of awareness and interaction between their Student Wellbeing & Inclusion department and their students with an ambitious and vibrant campaign that led to a significant increase in engagement levels online and on campus.

The Judges Comments:

“This was a brilliantly executed campaign with clear objectives, compelling and dramatic creative and a strong partnership with the student support services which resulted in a memorable, eye-catching and impactful campaign that spoke directly to students and most importantly, made a real difference to their lives.”



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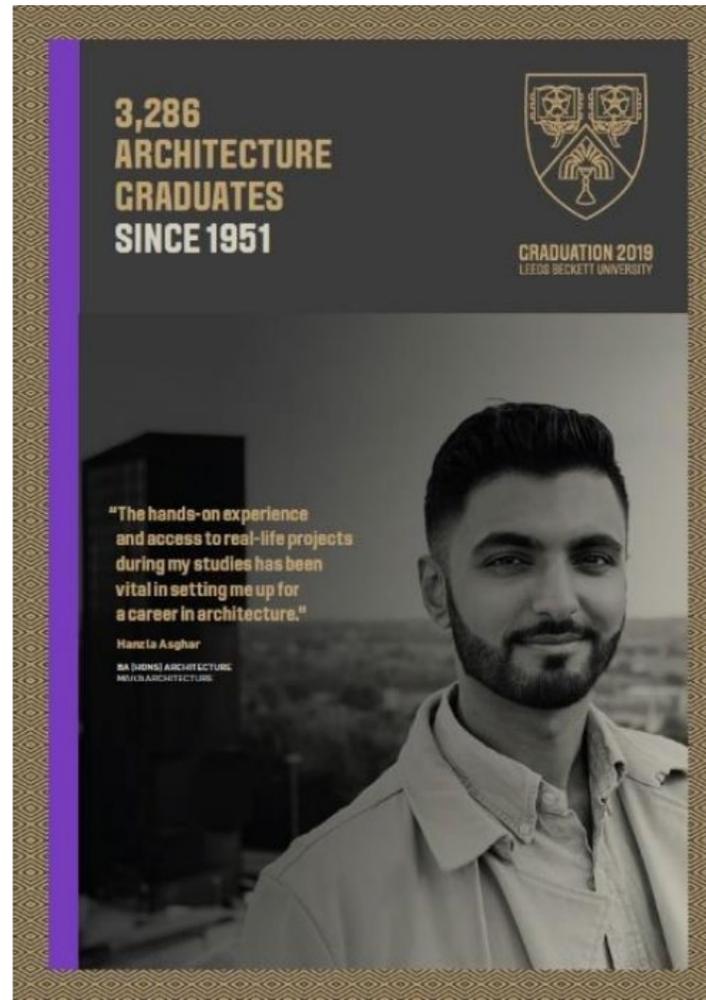
BEST ALUMNI INITIATIVE

Leeds Beckett University – Alumni at Graduation 2019

Alumni at graduation 2019 was a multi-faceted alumni engagement and visibility campaign that aimed to inspire graduating students. Utilising existing graduation activity and resources, Alumni at graduation increased alumni engagement and visibility, both prior to and during graduation week.

The Judges Comments:

“A stand out entry in this category, it was clear to the judges that the branding and messaging the alumni team used for this campaign had a great deal of resonance with their audience. They were particularly impressed by the use of stage clips and felt the campaign brought together alumni engagement and community recognition to deliver a really nice campaign with strong ROI.”



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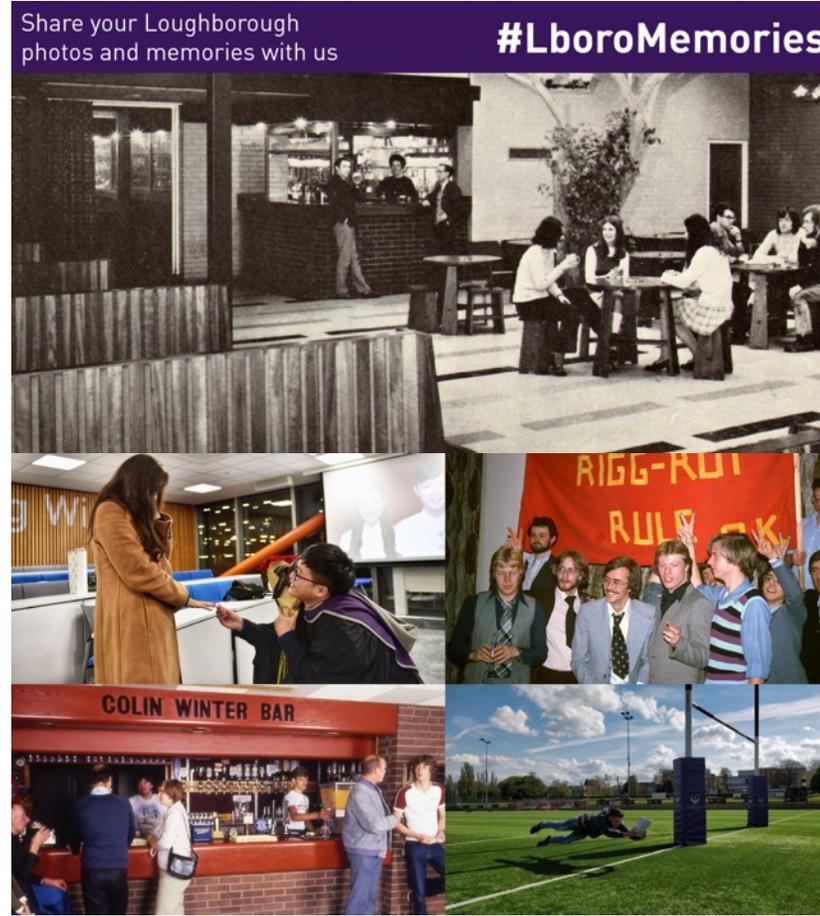
BEST ALUMNI INITIATIVE

Loughborough University – #LboroMemories

#LboroMemories was a successful campaign launched to tap into nostalgia in the alumni community. Based on the success of Throwback Thursday posts, Loughborough University ran a two-week campaign, seeking user-generated content from alumni.

The Judges Comments:

“Loughborough University's #LboroMemories campaign is a well-structured and executed campaign that played to the strengths of nostalgia, delivered significant new user generated content and engagement and delivered a lot on a low budget. Well done Loughborough.”



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BEST COMMUNITY/BUSINESS ENGAGEMENT CAMPAIGN OR INITIATIVE



University of Portsmouth – Portsmouth Football Club Sponsorship

The University of Portsmouth are in their second season as Main Club Partner to Portsmouth FC. They're not just a sponsor on the shirt, they work together to enhance lives through volunteering; enrich collaborative opportunities; promote the city of Portsmouth and drive inclusiveness and opportunities for all.

The Judges Comments:

“A true partnership that went beyond a logo on a t-shirt, this was a collaborative and inclusive effort for both organisations, who worked together on unique projects and focused on widening participation communities. A truly great initiative with mutual benefits.”



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BEST COMMUNITY/BUSINESS ENGAGEMENT CAMPAIGN OR INITIATIVE

Leeds Beckett University – Leeds International Festival

Leeds Beckett University has used Leeds International Festival to uniquely engage with colleagues, students, alumni and external stakeholders across the city by utilising an international festival as a platform to raise awareness of their research, expertise and capabilities.

The Judges Comments:

“This was an excellent initiative to grow the brand of Leeds Beckett University in the local community and crucially, is an initiative undertaken based on rigorous research. This was an ambitious project, but was so well planned and thought through, it achieved it's goals.”



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BEST COMMUNITY/BUSINESS ENGAGEMENT CAMPAIGN OR INITIATIVE



Manchester Metropolitan University – Haunt Manchester

Haunt Manchester is a website and network that launched in June 2018. Haunt's aim is to make the research of The Manchester Centre for Gothic Studies, Encountering Corpses and The Manchester Centre for Public History and Heritage at Manchester Metropolitan University transformative for the city and its tourism offering.

The Judges Comments:

“The judges applauded Manchester Metropolitan University for the imaginative haunted collaboration with Visit Manchester, which linked popular culture to the institution's academic offerings and community commerce, and provided a good link to the city and tourism strategy. An interesting use of research linked to the city's heritage.”



You are here: Home > Issues & Inspiration > Haunt Manchester

Haunt Manchester

Manchester is Gothic physically—in its Gothic buildings such as the Town Hall and Chetham's and John Ryland's libraries—but also in a deeper, philosophical, undercurrent. Manchester was the famously dark and smoky 'sooty city' of the industrial age, and it persists in having a Gothic philosophical identity as a place that is brooding, wild and moody.” — Jonathan Spivack (Manchester Confidential)

Welcome to Haunt Manchester! This site aims to delve into the dark histories and spooky secrets of the area whilst also exploring all things alternative, Gothic and goth from across Greater Manchester. From Gothic buildings, to ghostly walking tours and Halloween fun, this is your one-stop shop for everything atmospheric, weird and wonderful in the region.



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BEST USE OF CONTENT, SOCIAL OR DIGITAL

Swansea University – Exploring Global Problems

Exploring Global Problems is a 14 episode podcast, launched in October 2019, demonstrating Swansea University's ground breaking research into global challenges. The podcasts are interviews with academics, talking about how their research tackles issues such as climate change, online grooming and how they could produce energy from fecal sludge!

www.swansea.ac.uk/podcasts

The Judges Comments:

“The judges commended Swansea University for creating an interesting podcast series and for their joined-up approach across content, brand and communications techniques. This was a very solid entry using an emerging innovative channel to achieve solid ROI and outcomes for the University that will continue to pay off.”



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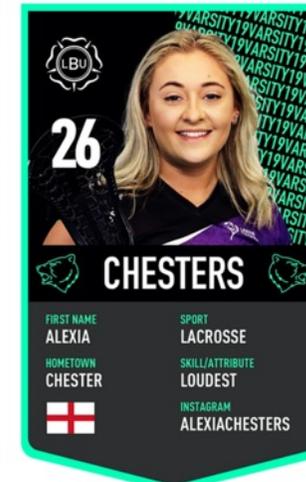
BEST USE OF CONTENT, SOCIAL OR DIGITAL

Leeds Beckett University – Building the Beckett Community through Sport

A low budget digital/social campaign which hinged on being highly creative and innovative in approach. By building relationships with student athletes and through digital storytelling during Leeds Varsity, Leeds Beckett University aimed to ignite a sense of community and lay the foundations for lasting support from their students.

The Judges Comments:

“An entry where the passion bursts through the description - this was a really well thought out, researched campaign with many strands and different types of content to achieve the goal. The judges particularly liked the use of gifs, the strong narrative and the innovative social media approach.”



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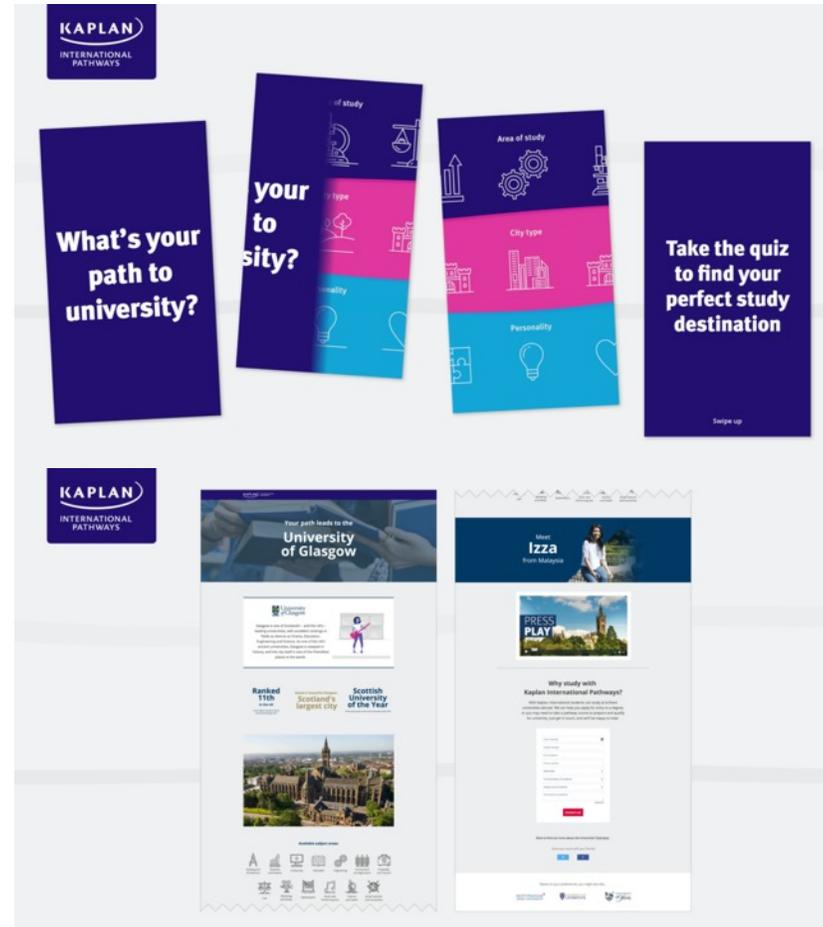
BEST USE OF CONTENT, SOCIAL OR DIGITAL

Kaplan International Pathways – Global Brand Awareness Campaign

Kaplan International Pathways provides degree preparation courses for international students who want to study at one of their partner universities in the UK, USA and Australia. Their inaugural Global Brand Awareness Campaign centred around an interactive quiz on a campaign microsite, which invited users to find their perfect university.

The Judges Comments:

“An innovative campaign built on personalisation, gamification and interactivity which has delivered considered results, from an impressive 43% increase in enrolments to enhanced brand awareness. A truly great job backed up with social.”



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BEST USE OF CONTENT, SOCIAL OR DIGITAL

University of Glasgow – Empowering Young Scientists

'Empowering Young Scientists' tells the inspirational and emotional story of Sofiat Olaosebikan, a Nigerian University of Glasgow student on a mission to tackle Africa's developmental challenges by training students across the continent. The video showcases the incredible impact of her work as she "raises an army of intellectuals".

The Judges Comments:

"An exemplary project that tells a fantastic story, University of Glasgow's 'Empowering Young Scientists' campaign took a gift of a story and capitalised on it magnificently. Starting with a great imaginative goal based on great knowledge of their product and students, this campaign delivers high quality content throughout."



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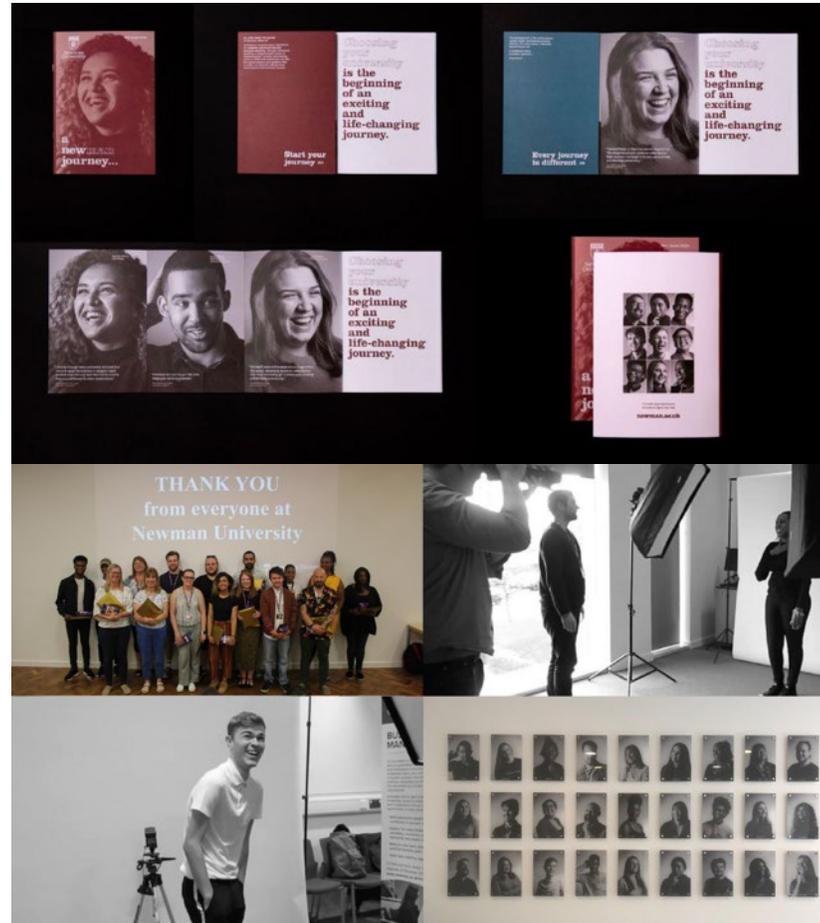
BEST UNDERGRADUATE PROSPECTUS

Newman University

The Newman University Prospectus People campaign aimed to bring the Newman community to life, using real students and hearing their stories. The aim of the prospectus was to not only create a prospectus which differed from the norm but to set a foundation for a wider university recruitment campaign.

The Judges Comments:

“A strong design, built on market research integrating an online and offline approach. Newman University's prospectus has delivered ROI and savings too, and gives a strong sense of an institution catering for students from non-traditional backgrounds and those who may prefer a more supportive environment.”



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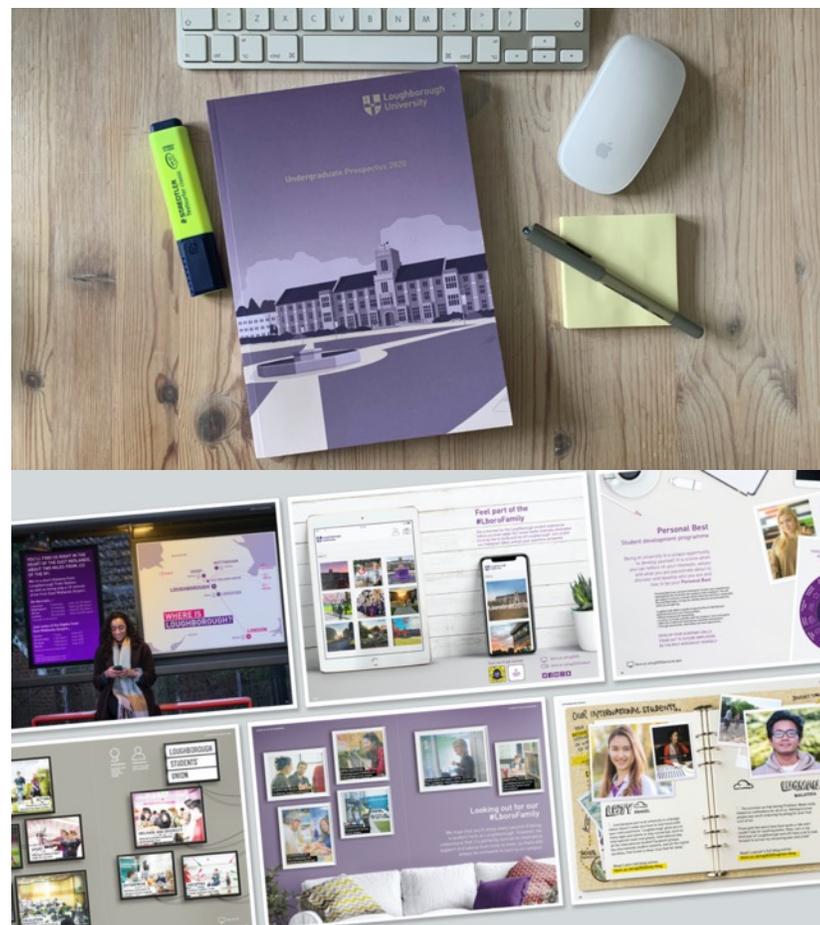
BEST UNDERGRADUATE PROSPECTUS

Loughborough University

Loughborough University's Undergraduate Prospectus was designed to meet the needs of a Gen Z market, featuring a bold thematic that spearheaded 2020 recruitment. Focussing on quality and incorporating student-generated content, the prospectus and accompanying mini guide have contributed to an optimised applicant conversion rate and record-breaking open day attendance.

The Judges Comments:

"This prospectus combined brave and contemporary design, backed by research, to appeal to the target audience. With clear and measurable objectives, the judges felt this was a polished submission that met and exceeded it's goals."



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BEST UNDERGRADUATE PROSPECTUS

Swansea University

In 2018/19, Swansea University overhauled the 2020 UG prospectus as the overall design and content pleased more to an internal audience than prospective undergraduate students. The project aimed to create a prospectus that was user-friendly and added value to the decision-making process for UG home students.

The Judges Comments:

“The judges were particularly impressed by Swansea University's bold and controversial decision to remove the Vice Chancellor's Welcome from their prospectus, and felt the considerable dedication to the prospectus was reflected in the eventual design of the document.”



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BEST USE OF DATA & INSIGHT

Queen's University Belfast – China In-market Insight Trip

The impact of the in-market research trip to China surpassed all expectations. Conducting on-the-ground research allowed Queen's University Belfast to uncover invaluable, actionable insights that directly informed a tailored digital marketing campaign and microsite. Their enhanced understanding of this market has assisted in generating almost £16 million in revenue for the University.

The Judges Comments:

“Through adversity, Queen's University Belfast developed an innovative approach to gaining insights which ultimately led to a transformative approach to tackling the Chinese market. The judges noted this as a fantastic example of how detailed market research, qualitative analysis and data gathering can be used to have a great, direct impact on recruitment activities. Well done Queen's University Belfast.”



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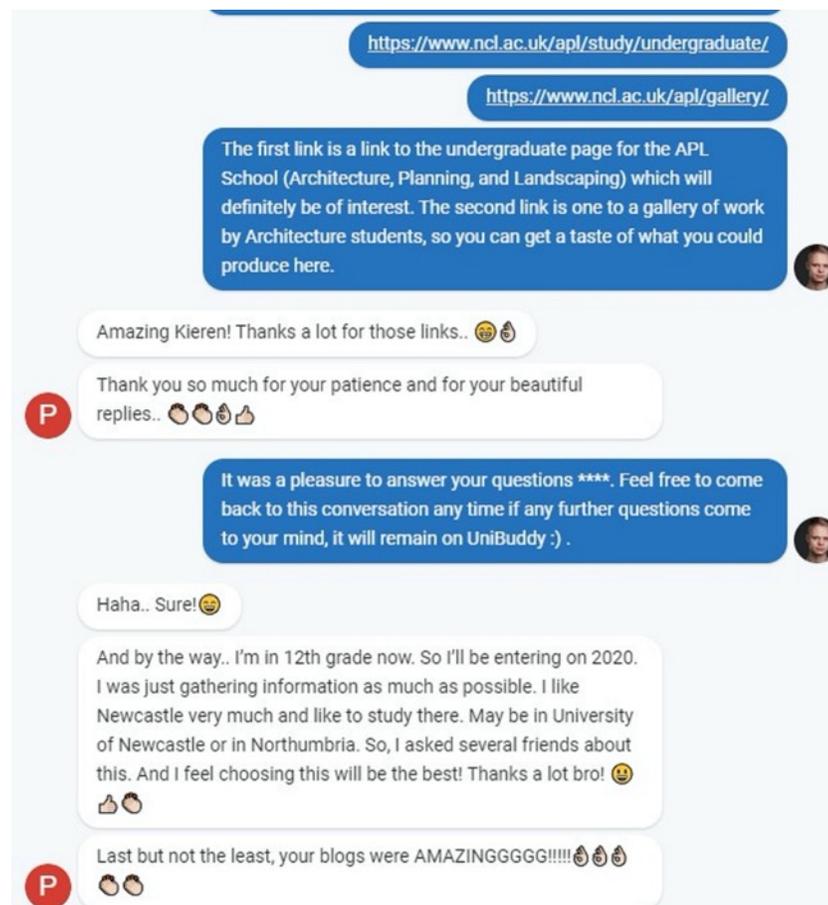
BEST USE OF DATA & INSIGHT

Newcastle University – Unibuddy Content Development Project

Using insight from their 2019 offer holder surveys that confirmed a demand for student-led content, Newcastle University decided to undertake a project to enhance and develop their Unibuddy blog content to satisfy this need and deliver valuable information to prospective students at the most relevant point in their student journey.

The Judges Comments:

“A fascinating use of data and insight to create useful, informative content to help support the student journey. An excellent student first approach that the judges loved. Congratulations Newcastle University!”



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BEST USE OF DATA & INSIGHT

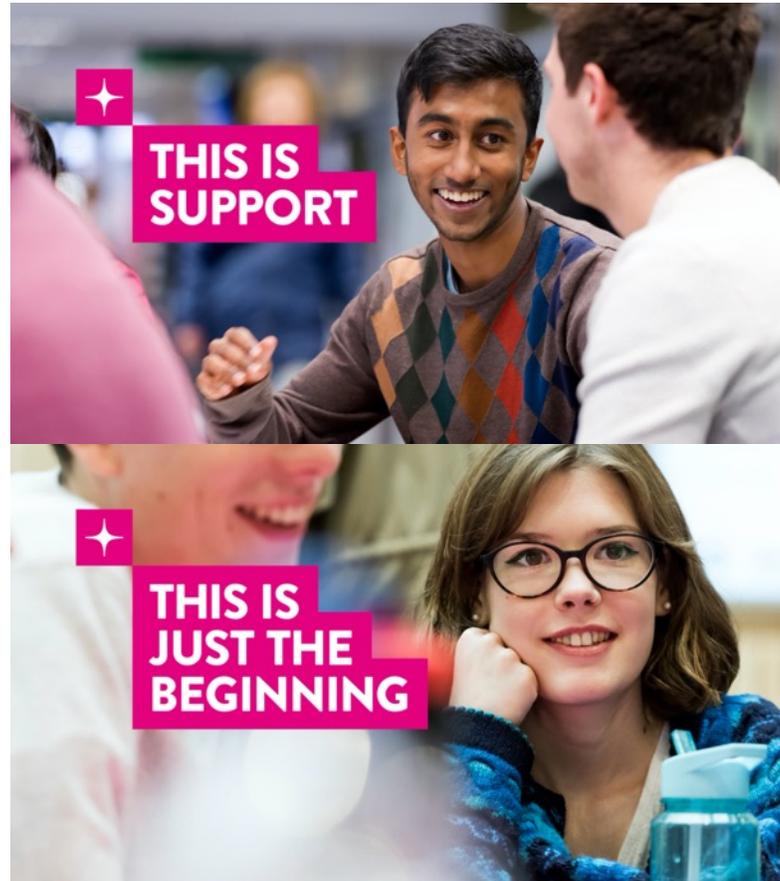
University of East Anglia – Adventures in Data Wonderland

"Alice: This is impossible.
The Mad Hatter: Only if you believe it is."

How do you achieve the impossible that is student growth at a time when the market demographic is shrinking and competition is intensifying? The key to success for the University of East Anglia was using data intelligently to deliver a targeted omnichannel campaign.

The Judges Comments:

"The use of data, understanding market trends and targeting advertising was really effective and delivered excellent results. The judges felt this demonstrated fantastic professional practice."



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BEST UNDERGRADUATE STUDENT RECRUITMENT CAMPAIGN

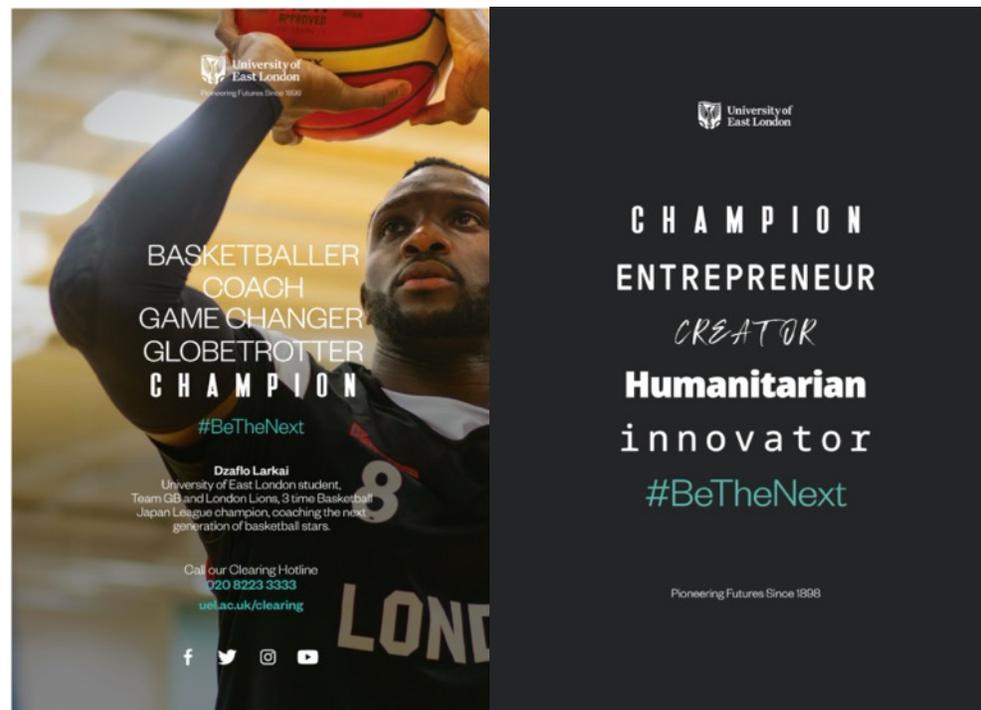


University of East London – #BeTheNext Recruitment Campaign

The late application and Clearing campaign - #BeTheNext - had a truly significant impact on the financial stability of the institution. This fully-integrated, brand-aligned and content-led campaign reversed a declining trend of student recruitment for the institution in a highly competitive and volatile market.

The Judges Comments:

“This was a multi-faceted, powerful campaign that cut through a competitive space. It drove incredible results with conversions up 330%, showing the strength of the #BeTheNext message.”



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BEST UNDERGRADUATE STUDENT RECRUITMENT CAMPAIGN



Birmingham City University – I AM BCU

The I AM BCU campaign aim was to recruit UK undergraduate students to the university. The challenge was to allow them to genuinely lay claim to two much-sought after marketing aspirations - authenticity and creating brand ambassadors from their community.

The Judges Comments:

“A simple and powerful campaign, the judges loved the genuine authenticity behind this campaign that focused on the stories of real students and generated a great sense of pride in the process.”

48 SHEET



4 SHEET



BUS SUPERSIDE



STAFF



SOCIAL



INSTALLATION

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BEST UNDERGRADUATE STUDENT RECRUITMENT CAMPAIGN

Hartpury University – The Heart of Hartpury Equine

Hartpury University needed to increase undergraduate equine student recruitment for 2019 enrolment. To do so meant delivering a campaign that revealed the true essence of what they do, changing their reputation for 'world-class riding' to one about world-class equine education and research.

The Judges Comments:

“Hartpury University stood out to the judges for demonstrating great strategic thinking and excellent creativity with this entry, which delivered extremely positive results for them that has been transformational for the institution. Brilliant stuff, Hartpury!”



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BEST UNDERGRADUATE STUDENT RECRUITMENT CAMPAIGN

Staffordshire University - We See Your Potential: 2019 Clearing Campaign

Clearing is traditionally the biggest recruitment period for Staffordshire. A market shift, driven by the demographic dip, make success difficult. Despite encouraging more students to apply earlier, it continues to be a key period. Given the changing landscape and consumer, plus increasing YOY targets, a new approach for 2019 was needed. The result - their 'We See Your Potential' campaign.

The Judges Comments:

"A well-executed and well-considered clearing campaign, that took into account the genuine challenges faced within a competitive landscape and used this to fuel a new way of positioning Staffordshire University. It was clear to the judges that a lot of work went into this campaign, which drove impressive results and made for a particularly compelling entry."



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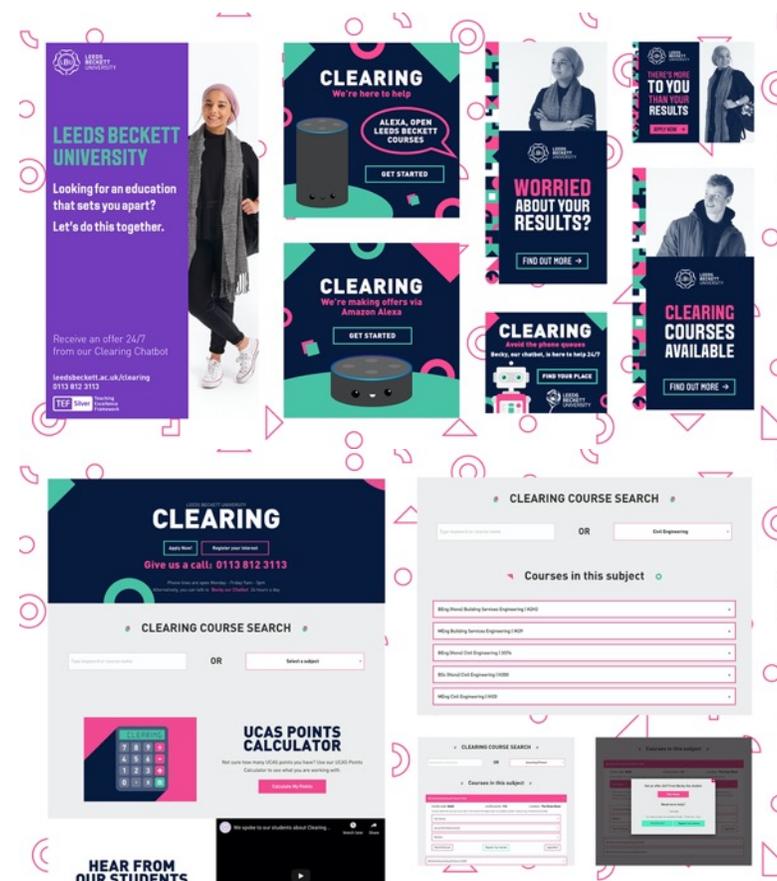
BEST UNDERGRADUATE STUDENT RECRUITMENT CAMPAIGN

Leeds Beckett University – Clearing: A Student First Approach

In an increasingly hard-fought and competitive Clearing market, Leeds Beckett University made the decision to put students first. They were determined to provide the best support and advice available to guide students through the process. They did just that with this campaign, and achieved record-breaking results too.

The Judges Comments:

“A campaign based on real world insight and a great focus on student needs and content, alongside slick technology and user experience to deliver excellent results. The team have clearly invested a lot of time into their Clearing strategy, and it's paid off massively.”



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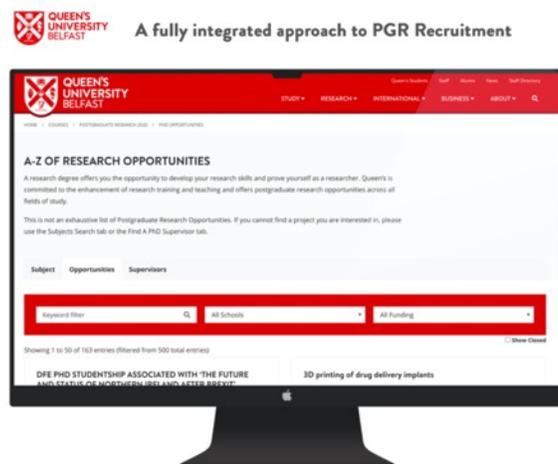
BEST POSTGRADUATE STUDENT RECRUITMENT CAMPAIGN

Queen's University Belfast – A fully integrated approach to PGR Recruitment

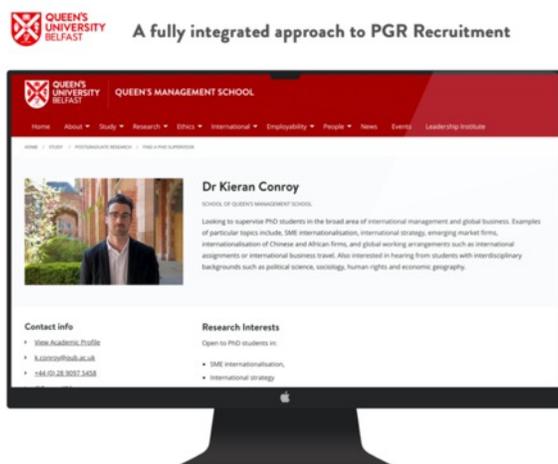
Queen's University Belfast identified that the customer journey for a prospective PGR student heading to Queen's was complex, fragmented and under-delivering. So they developed a coherent, cohesive, collaborative, integrated approach to PGR recruitment.

The Judges Comments:

“The judges were impressed with Queen's University Belfast for undertaking a mammoth, labour intensive task to deliver a campaign that has driven exceptional results.”



- 850 PhD Supervisor profiles and 450 Research Opportunities on the Queen's website
- 1240 tracked and managed CRM leads



- cross-functional collaboration across the whole university
- highly-positive feedback from academic, professional services and, crucially, prospective PGR students



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BEST POSTGRADUATE STUDENT RECRUITMENT CAMPAIGN

University of Aberdeen – See Law From Different Perspectives

See Law from Different Perspectives is a contemporary, thought-provoking campaign by the School of Law, University of Aberdeen, designed to effectively showcase the legal expertise of their academics in relation to topical global issues and fast changing legal scenarios, while appealing to a broad range of audiences.

The Judges Comments:

“A well-executed and solid integrated campaign, with strong design and a clear narrative which captures the imagination of staff and students, and aligned perfectly with the values of the school.”



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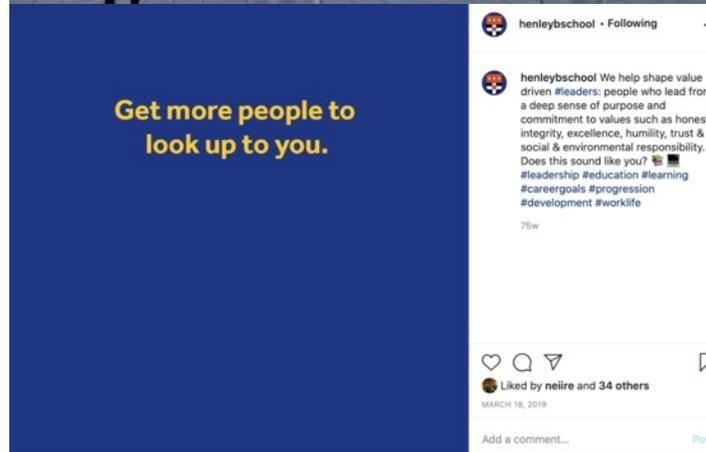
BEST POSTGRADUATE STUDENT RECRUITMENT CAMPAIGN

Henley Business School – Henley Postgraduate Recruitment Campaign

Henley Business School are proud to be different. Traditional advertising in the higher education sector has been copy heavy with pictures of buildings and students. Quite deliberately this project set out to create something different, aiming to deliver a campaign that you just wouldn't expect from a Business School.

The Judges Comments:

“This is a memorable and stand-out campaign. Henley Business School used bold, original and clever creative to appeal to their target audience and it paid off.”



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BEST INTERNATIONAL STUDENT RECRUITMENT CAMPAIGN



Leeds Beckett University – Getting Personal: International Student Recruitment

Personal. Welcoming. Open. Caring.
These were the values which shaped Leeds Beckett's campaign and it's hugely ambitious target of increasing international enrolments by 35%. The increase was critical to their new Global Engagement Strategy, and they knew it would take something special to achieve it.

The Judges Comments:

“This was a stonking campaign, UX focused with significant integration and an emphasis on personalisation. The ROI for this campaign is outstanding.”



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BECKETT
UNIVERSITY**

BEST WIDENING PARTICIPATION INITIATIVE



Bournemouth University – Books and Stories

Books & Stories is the Bournemouth University (BU) reading attainment-raising intervention targeting year 6 pupils. It aims to achieve a demonstrable improvement in their reading ability, as well as advance their confidence in and attitudes towards reading.

The Judges Comments:

“The judges thought this was an excellent and inspirational initiative with demonstrable outcomes that will have a lasting impact on individual's lives. Well done Bournemouth University - keep up the amazing and impactful work.”



BEST WIDENING PARTICIPATION INITIATIVE

University of East Anglia – Future Stars

Evidence shows that a fifth of applicants made their decision whether or not to go to university by the age of 10. University of East Anglia recognise that “we've got to reach the most disadvantaged young people earlier if we're going to make an impact on HE access”. That's exactly what the Future Stars programme does.

The Judges Comments:

“Future Stars is a brilliant campaign with clear branding, supported with a well written entry which shows a demonstrable impact on attainment. The judges were particularly impressed with such an early engagement strategy which should yield good financial ROI once those young people begin to go to University.”



BEST WIDENING PARTICIPATION INITIATIVE

University of East Anglia – Box of Wonders Campaign

Box of Wonders is a bold, powerful creative campaign, generating cut-through by directly addressing the audience's drivers and deterrents. Going above and beyond 'digital' – University of East Anglia's bespoke mail made for a comprehensive and engaging experience for WP prospects across multiple touchpoints.

The Judges Comments:

“Not only is the Box of Wonders a novel idea, but this was a well-planned campaign with increasingly focussed messaging as students moved through the funnel, backed up by an impactful look on social media.”



HAVE YOU EVER WONDERED WHAT IS UNIVERSITY REALLY ALL ABOUT?

FIND OUT MORE WITH YOUR BOX OF WONDERS

GET FREE

WHY DO PEOPLE BOTHER WITH UNIVERSITY?

Going to university opens up a whole new world of opportunities. Your list of choices gets much longer - careers, learning, independence, fun...

You'll be more likely to get a job. You can find a subject you love. You'll meet loads of new people. You'll do loads of

AM I CLEVER ENOUGH TO GO TO UNIVERSITY?

Universities set their own entry requirements for courses - they are really different depending on the subject and university you choose.

Loads of different qualifications and activities can make up the entry requirements - you're likely to be able to

CAN I AFFORD TO GO TO UNIVERSITY?

Don't be fazed by fees. You don't need to have any money in your bank to go to university - no costs are paid upfront.

If you're a UK citizen, you'll be able to borrow money to pay for your course and to pay for your living costs. You won't have to only eat baked beans! There is often free

“THERE'S NO POINT IN GOING TO UNIVERSITY”

“THERE ISN'T ANYONE LIKE ME AT UNIVERSITY”

“I COULD NEVER AFFORD UNIVERSITY”

BEST WIDENING PARTICIPATION INITIATIVE

Leeds Beckett University – UJIMA Residential Project

UJIMA is a high-impact, transformational residential project. Leeds Beckett University target Black African & Black Caribbean boys aged 15-16 with high levels of intersectional disadvantage. The project is built on a strong evidence base and uses inspirational ambassadors and staff to transform educational outcomes and deliver high entry rates into HE.

The Judges Comments:

“This is a great initiative which goes to the heart of the mission of the sector - to transform lives through education. The ROI is beyond financial gain and given the number of years the programme has been running, it will have had a significant impact on many young people's lives.”



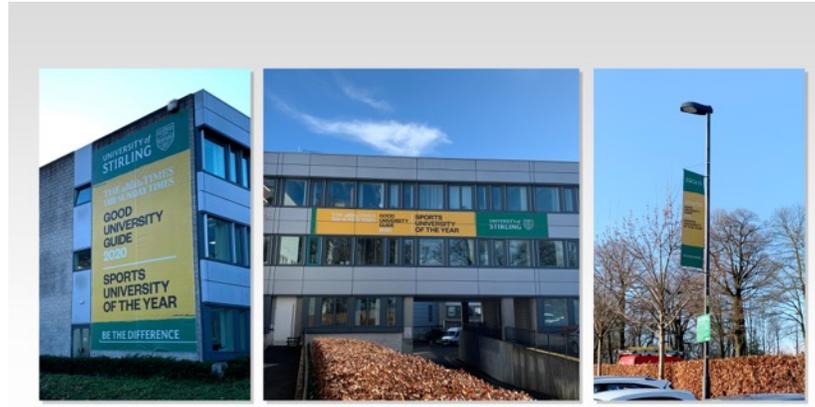
BEST BRAND/REPUTATION CAMPAIGN

University of Stirling – Game. Set. Match. Stirling.

Faced with a race against time and a sports centre under development, the University of Stirling's Communications and Marketing team harnessed their teamwork, ambition and passion to deliver a collaborative campaign to enhance Stirling's reputation as a University of sporting excellence.

The Judges Comments:

“University of Stirling set themselves apart from the pack by using their sport team excellence, coupled with impressive external engagement and speed of execution.”



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BEST BRAND/REPUTATION CAMPAIGN

University of East Anglia – Thinking Without Borders

Universities can't enhance their brand and reputation just by telling people they make an impact. They have to show it!

University of East Anglia created Thinking without Borders as their brand narrative to tell their story so more people would know about the great stories that needed to be shared with the world.

The Judges Comments:

“This entry demonstrated an imaginative approach. It was an authentic and impactful extension of something they already had in place. Building on existing successes, they clearly showed they were able to take things new level with real impact.”



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BEST BRAND/REPUTATION CAMPAIGN

Swansea University – Exploring Global Problems

Exploring Global Problems is a 14 episode podcast, launched in October 2019, demonstrating Swansea University's ground breaking research into global challenges. The podcasts are interviews with academics, talking about how their research tackles issues such as climate change, online grooming and how we could produce energy from fecal sludge!

www.swansea.ac.uk/podcasts

The Judges Comments:

“A well written submission with a very detailed plan, the University demonstrated robust evidence in how this piece of work benefitted their institution.”



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BEST BRAND/REPUTATION CAMPAIGN

Newcastle and Stafford Colleges Group – Take a Fresh Look at Stafford College

Drawing from Newcastle College's previous successes, the team at Newcastle and Stafford Colleges Group invested in developing the Stafford College brand, using creative messaging, strategically targeted communications, consistent design, positive 'news' stories and stakeholder events to encourage the audience to 'Take a Fresh Look at Stafford College'.

The Judges Comments:

"With this campaign, the college was very clear on what they wanted to achieve. They overcame a negative situation and turned it around extremely effectively, with a new team that had come together for the first time during the year. That's why judges felt this entry was this year's very worthy gold winner."



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BEST OPEN DAY EXPERIENCE



University of East Anglia

The challenge for University of East Anglia was to create an unrivalled open day experience that stands out from the crowd by giving prospective students and their parents the chance to experience what life is really like at UEA.

Their open days needed to be student led and authentic, so they used their students to form the experience.

The Judges Comments:

“The jury was pleased to see a lot of attention was given to feedback from previous attendants. The judges were impressed by the amount of student involvement and creativity, and the University’s willingness to try new ideas.”



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BEST OPEN DAY EXPERIENCE



University of Sunderland

This entry showed how by integrating brand personality into the open day experience, the University of Sunderland increased attendees by 13%, applications from attendees by 13% and the number of attendees from outside the local area by 60%, exceeding all objectives set and achieving a huge return on investment.

The Judges Comments:

“The judges were particularly impressed by how the University of Sunderland used previous feedback to shape improvements and inform their SMART objectives, which they followed through and ultimately delivered against.”



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BEST OPEN DAY EXPERIENCE

New College Durham

College open days are crucial to ensure applicants choose the right college. However, New College Durham identified that their usual busy events are not always the right environment for some students. They developed a new event concept with their Support Services Open Day to deliver a safe and accessible event.

The Judges Comments:

“The judges thought this was a standout entry. New College Durham took on a difficult issue and handled it with great sensitivity. The judges were moved by the approach the college took.”



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BEST POSTGRADUATE OR SPECIALIST INSTITUTION PROSPECTUS

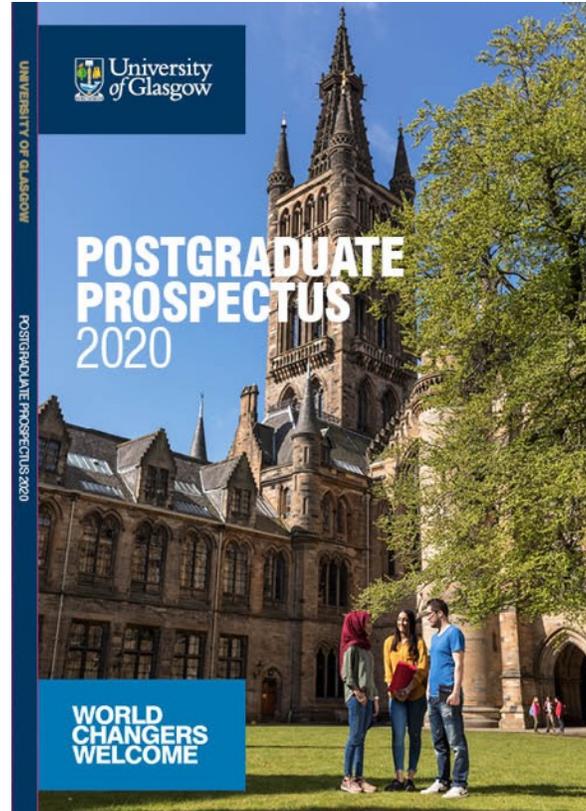


University of Glasgow

Market research showed that Glasgow's 2019 postgraduate prospectus was no longer fit for purpose due to its copy-heavy design and bulky size. A full redesign resulted in high satisfaction ratings and contributed towards a substantial increase in applications while saving over £13,000 on production costs.

The Judges Comments:

“Our bronze award winner provided a detailed, well-written submission showing the journey they took to modernise their approach to the prospectus, while delivering a strong ROI.”



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BEST POSTGRADUATE OR SPECIALIST INSTITUTION PROSPECTUS



Royal Northern College of Music

Royal Northern College of Music wanted to create a quality publication to replace the text-heavy prospectuses they produced each year for undergraduate and postgraduate study. The end result would enhance UK and international recruitment and kick-start a confident series of communications from the first point of contact to enrolment.

The Judges Comments:

“A visually impactful prospectus delivered on a minimal budget and with strong replication on all channels. It made us want to find out more.”



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BEST POSTGRADUATE OR SPECIALIST INSTITUTION PROSPECTUS

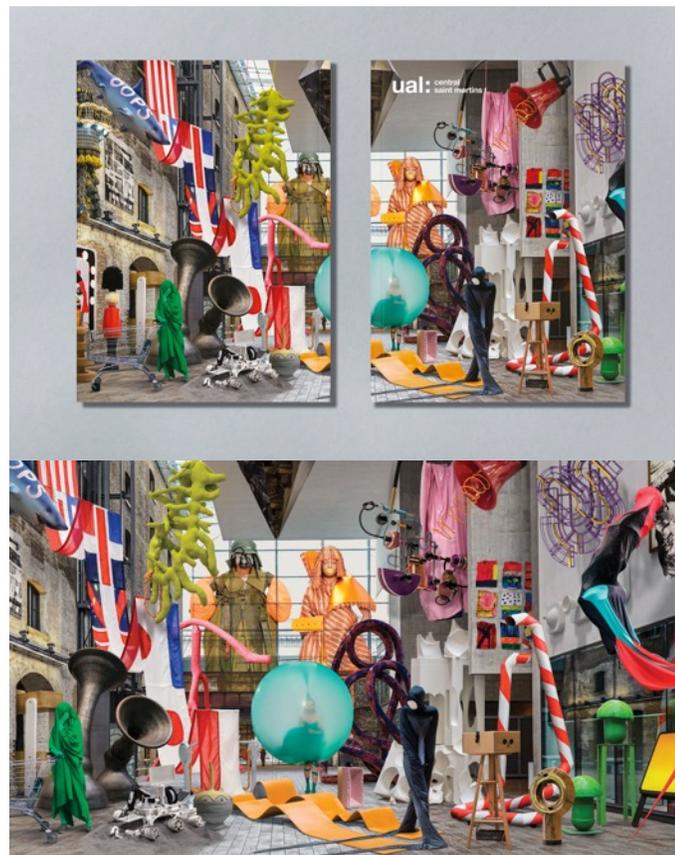
Central Saint Martins, University of the Arts London

Central Saint Martins believes that artists and designers are equipped to address our urgent global challenges. They collaborate with others to build knowledge and transform lives for the better. This prospectus engages not only with their courses but with the impact of arts and design in the external world.

The Judges Comments:

“This entry pushed the boundaries of the genre effortlessly. The outstanding use of visuals conveys excitement and remains true to its brand throughout.”

An outstanding submission, well-written with a clear plan, well-executed and with strong ROI outcomes. Top work – others can learn much from it, the team should be very proud.”



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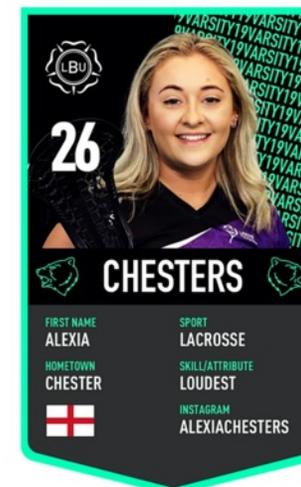
BEST LOW BUDGET INITIATIVE (UNDER £5K)

Leeds Beckett University – Building the Beckett Community Through Sport

A low budget digital/social campaign which hinged on being highly creative and innovative in our approach. By building relationships with student athletes and through digital storytelling during Leeds Varsity, Leeds Beckett University aimed to ignite a sense of community and lay the foundations for lasting support from their students.

The Judges Comments:

“The judges appreciated the well-constructed SMART objectives demonstrated in this entry and the essence of belonging created by this campaign.”



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BEST LOW BUDGET INITIATIVE (UNDER £5K)

Keele University – Nobody's Perfect

Keele University created a cheeky homage to a car ad that differentiates the University from the competition, championed the work that an in-house team can achieve, and creates a viral 'buzz' that enabled the campaign to negate the effects of a small budget.

The Judges Comments:

“This was a memorable entry, conceived and delivered by an in-house team, with strong results. It cut through the noise and had a wide reach.”



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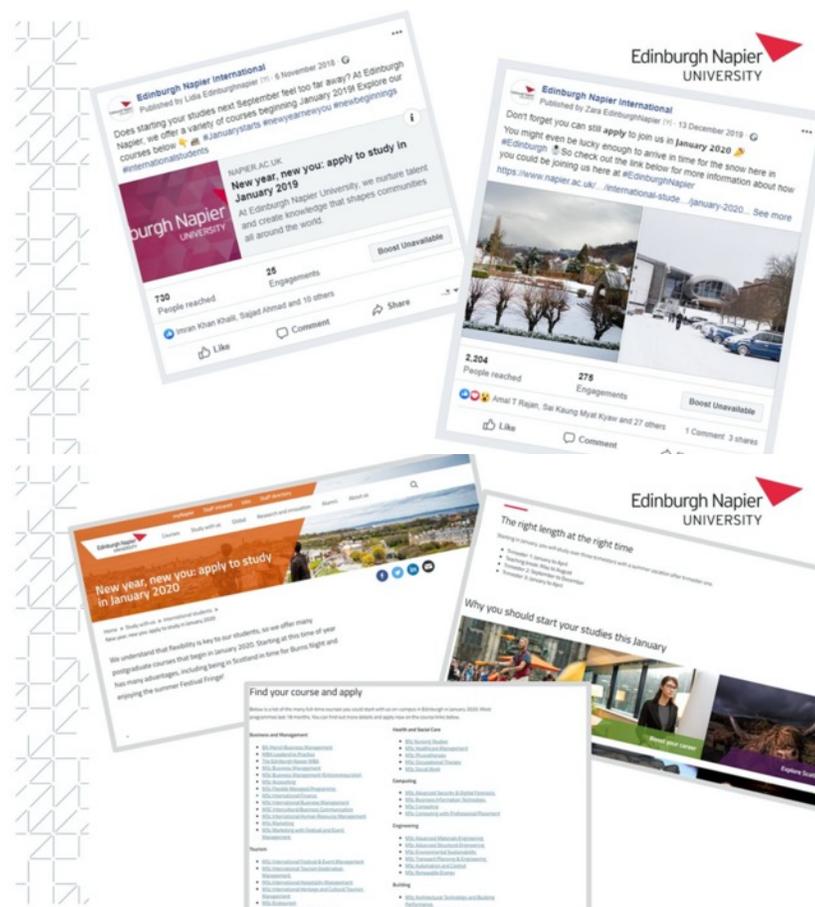
BEST LOW BUDGET INITIATIVE (UNDER £5K)

Edinburgh Napier University – January Recruitment Campaign

In 2017, the Edinburgh Napier University international recruitment team were struggling in a highly competitive environment to meet the University's ambitious recruitment targets. With no budget, they set up a campaign dedicated to increasing their January intake numbers, and surprised themselves with the results!

The Judges Comments:

“A well-deserved gold award goes to Edinburgh Napier University. The judges particularly appreciated the transparency of this entry, with all costs clearly set out. Changing mindsets is always difficult, but the Edinburgh Napier team achieved this while also achieving strong outcomes.”



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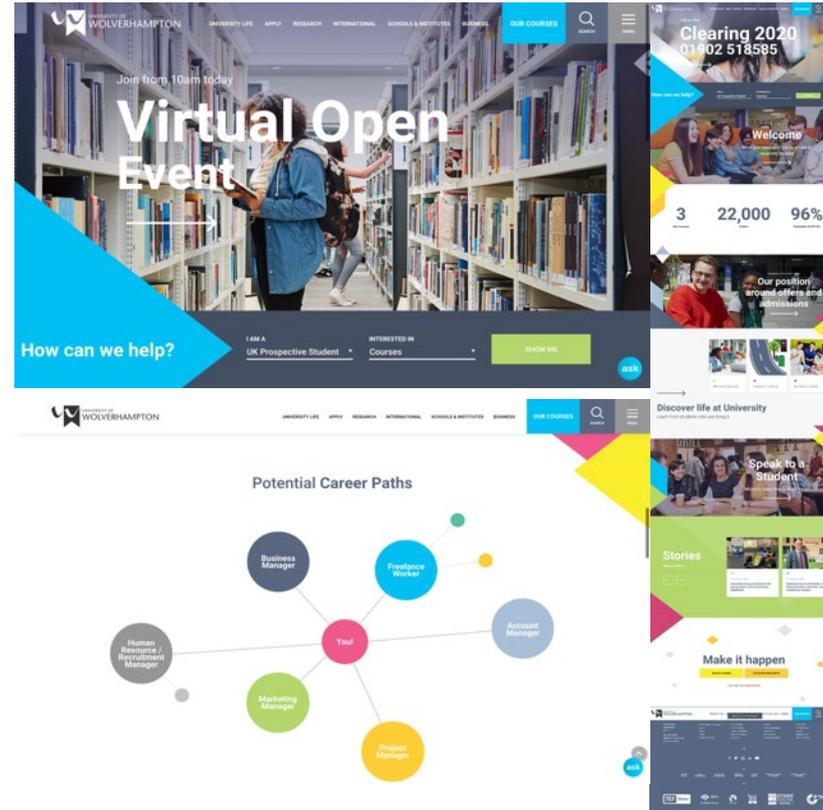
BEST WEBSITE

University of Wolverhampton

In October 2019, the University of Wolverhampton launched a new corporate website (wlv.ac.uk) following a one year redesign, and three years of improvement projects. Aiming to be 'best in class', bold animated visuals featuring clear and engaging user journeys helped to dramatically improve conversion rates and the user experience.

The Judges Comments:

“The University of Wolverhampton clearly designed to their audience and took a student-centric approach to their project, with a bold homepage that creates a strong first impression.”



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BEST WEBSITE

Swansea University

In October 2018, Swansea University launched the first phase of their new website. In January 2020, they completed the web migration.

This project is an example of teams working together to achieve amazing things. It's about effective change management, investing in staff and raising the professionalism of digital marketing in the HE sector.

The Judges Comments:

“The judges were particularly impressed by the methodology, the approach, and the project management delivered by this in-house team, with a very strong approach to website governance.”



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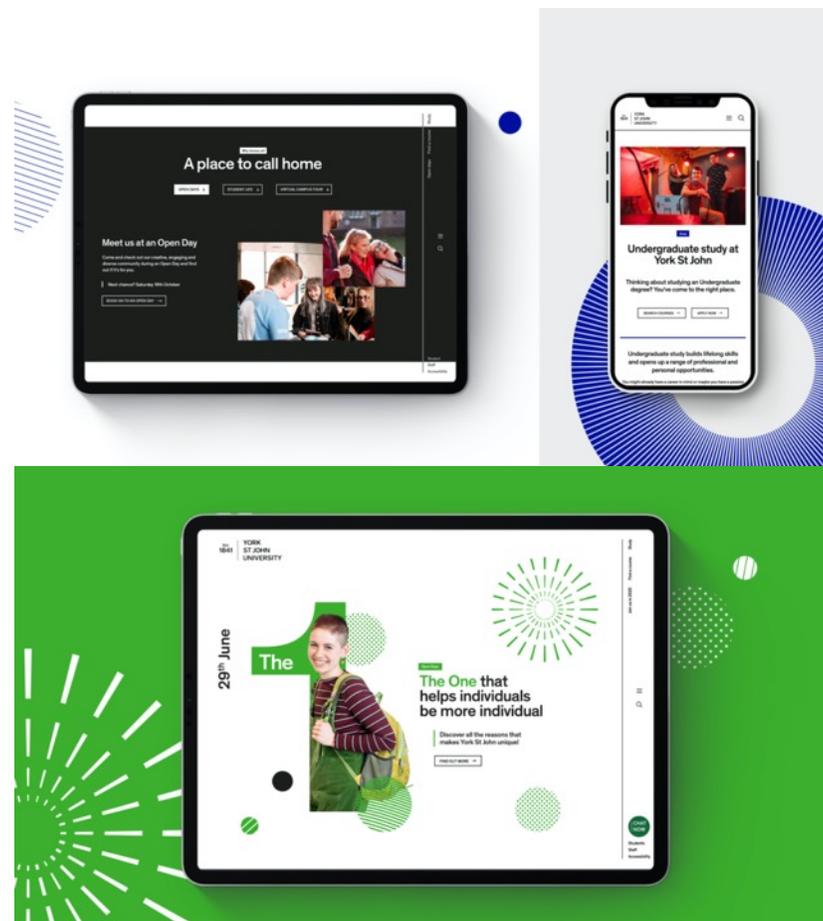
BEST WEBSITE

York St John University

The York St John University website serves a broad range of users who are looking to engage with the university on a number of levels. The key audiences they look to serve with their website are prospective undergraduate and postgraduate students and these users were the strategic focus of their recent redevelopment project.

The Judges Comments:

“This website was very well integrated with the University’s overall brand. The entry delivered a fantastic ROI on a minimum budget and in doing so, York St John University produced an easily navigable website that made sure user journey experiences were enhanced.”



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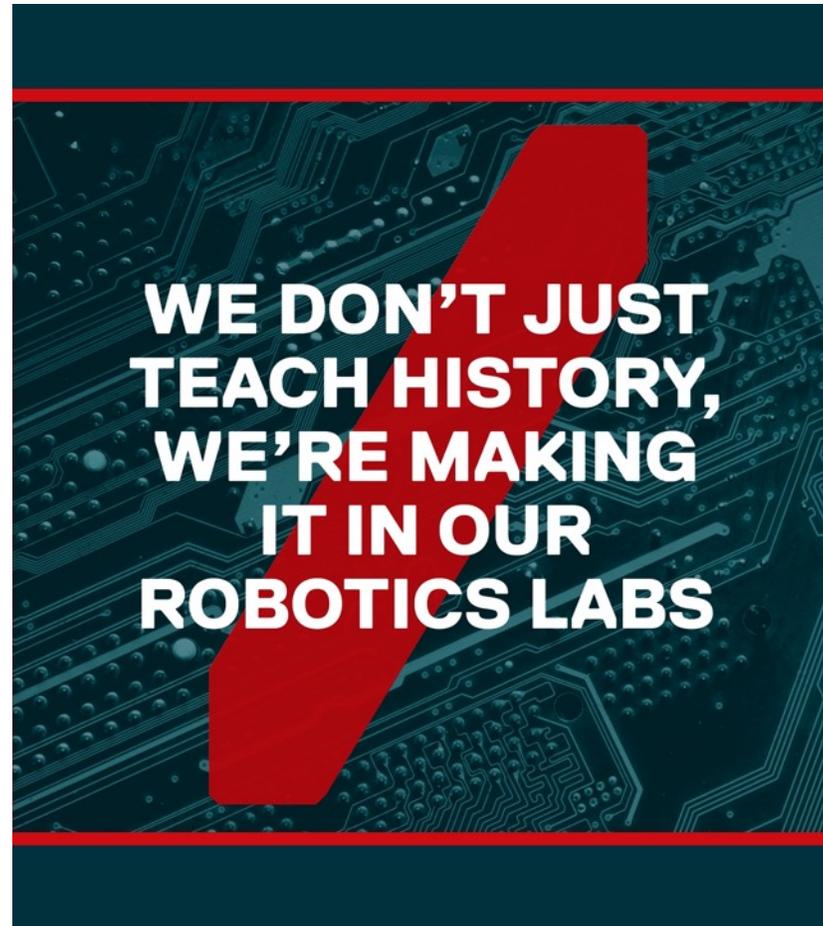
BEST PR/COMMUNICATIONS CAMPAIGN OR INITIATIVE

University of Salford – Salford Untold

In an increasingly febrile political and media environment for the Higher Education sector and with distinct challenges facing Salford around local and national reputation, this campaign was designed to raise key stakeholders' awareness of the positive impact of the University, foster pride and develop further strategic relationships with individuals identified.

The Judges Comments:

“The campaign execution of Salford Untold was excellent, delivering clear outcomes and growing the Salford brand amongst key stakeholders and driving reputational awareness. This was a noble campaign that changed the tone of regional and national dialogue and showcased the huge societal and economic impact that Salford has on the community.”



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BEST PR/COMMUNICATIONS CAMPAIGN OR INITIATIVE

University of Glasgow – Football: Heading in the Right Direction

The University of Glasgow used planning, team management, and on-target communications strategies to reach their goal of driving their world-class football dementia research over the line in style.

The Judges Comments:

“A great example of being bold and daring to launch an important piece of research that has lead to external change. With many moving parts, an important message, and a lot of secrecy, the campaign had to work flawlessly to succeed, and it did.”



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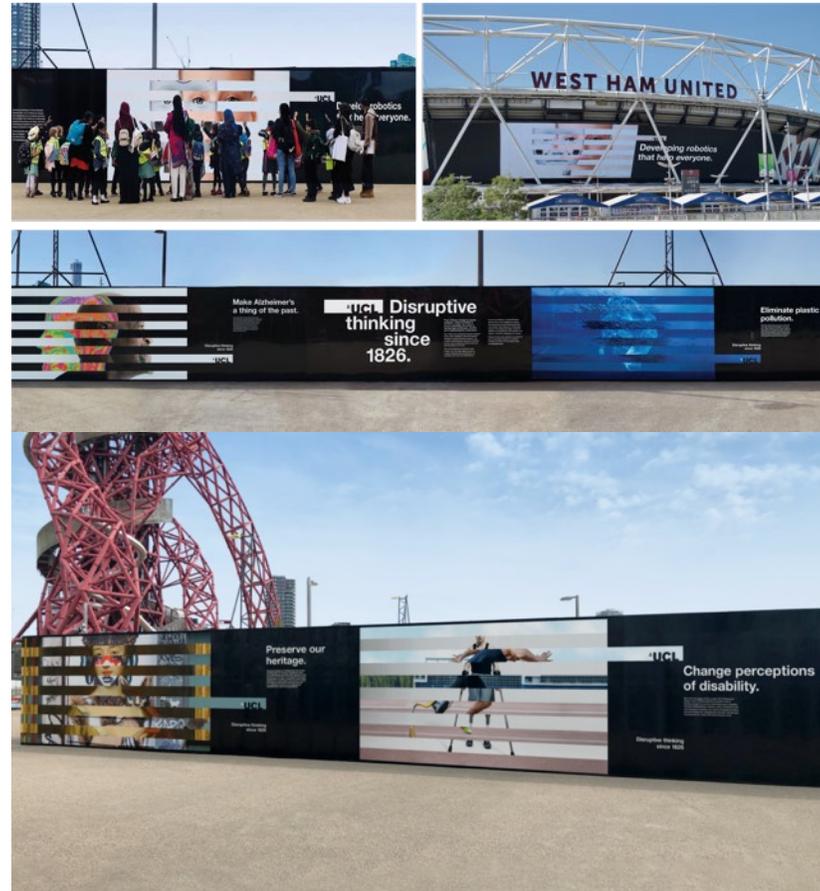
BEST PR/COMMUNICATIONS CAMPAIGN OR INITIATIVE

University College London – Disruptive Thinking Since 1826

'Disruptive Discoveries #MadeAtUCL' is a striking public awareness campaign to promote the university's world-leading research to the public. Impactful and thought-provoking messaging, activities, and overall branding were presented through multi-channel brand activation, raising awareness, exciting UCL and non-UCL audiences, and instilling pride in UCL's heritage and standing as 'disruptive thinkers'.

The Judges Comments:

"This was a beautifully detailed and well-executed campaign that addressed an important issue for University College London. A great example of strong collaboration and a partnership working to deliver a great public engagement campaign, underpinned by relevant research and cross-university working."



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CIM HIGHER AND FURTHER EDUCATION RISING STAR AWARD

Laura Deakin
University of East Anglia

From her Colleagues:

“This amazing lady is a role-model of diligence, professionalism, influence and innovation and, despite being a young and relatively junior member of our team, she has transformed our social presence. Displaying impressive results, Laura has delivered compelling content and engagement across our social media channels with limited budget and resource.”

From the Judges:

“An incredible role model who drives excellent results and always strives to innovate on existing business models. The judges were particularly impressed by the 'mentoring' aspect of her work that evidences her strong commitment to developing others, and stated she is undoubtedly a huge asset to the team at the University of East Anglia, playing a significant part in helping them to stay ahead of their competition. Congratulations Laura.”



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CIM HIGHER AND FURTHER EDUCATION RISING STAR AWARD

Hannah Swainson
University of the Arts London

From her Colleagues:

“Hannah Swainson puts the student experience at the heart of everything she does. She strives for UAL to be a leader in content marketing and always looks for innovative ways to use budget and resource.”

From the Judges:

“A clear inspiration to her colleagues, Hannah stood out to the judges for demonstrating a continuous appetite for personal development, while also seeking to take on additional responsibilities to support her colleagues outside of her core remit. Hannah is clearly a motivated and talented communicator, with a great awareness for understanding audiences and providing solutions for them. Her notable achievements include spotting new opportunities such as the 'Parent guide' and particularly the 'Parent Guide in Simplified Chinese'. Keep up the fantastic work Hannah.”



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CIM HIGHER AND FURTHER EDUCATION RISING STAR AWARD

Mitchel Sneddon Leeds Beckett University

From his Colleagues:

“Mitchel Sneddon is an LBU alumni who, having joined our Digital Team only days after graduating, has had a major impact on not just our institution, but the sector as a whole.”

From the Judges:

“This was an extraordinarily difficult category to judge, with strong contenders for this prestigious award. The standout, however, in the end was Mitchel Sneddon for his significant contribution to leading practice in the sector. Mitchel is a clear innovator with an eye for uses of developing technology, and has clearly made a significant impact during his time at Leeds Beckett University. His drive and creativity is a genuine inspiration - well done Mitchel.”



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2020 HEIST AWARDS' MARKETING TEAM OF THE YEAR



Newcastle and Stafford Colleges Group



The Judges Comments:

"This tiny team met huge challenges, overcoming them with only a very modest budget. This entry told the story of transformation in a very short period of time and seriously impressed the judges."

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2020 HEIST AWARDS' MARKETING TEAM OF THE YEAR



Swansea University



Swansea
University
Prifysgol
Abertawe

The Judges Comments:

"This was a well-written and well-evidenced entry. The team at Swansea University were able to band together to create a strong cultural shift within their institution, and delivered excellent results in a challenging environment."



2020 HEIST AWARDS' MARKETING TEAM OF THE YEAR



University of East London



University of East London

The Judges Comments:

"The judges were impressed by the very strategic marketing approach, which was consistently applied and provided a strong platform for further development. This team overcame many challenges, and therefore the judges think they deserve the recognition as Marketing Team of the Year."

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CONGRATULATIONS TO ALL OUR #HEIST2020 WINNERS!

THIRTY

HEIST AWARDS CELEBRATING 30 YEARS 1990-2020

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