



2022 HEIST AWARDS

# Winners Brochure

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# BEST STUDENT RECRUITMENT CAMPAIGN

## BRONZE AWARD

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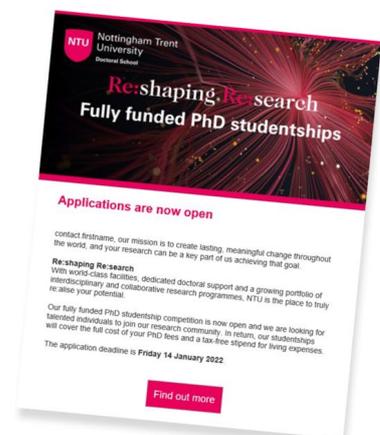
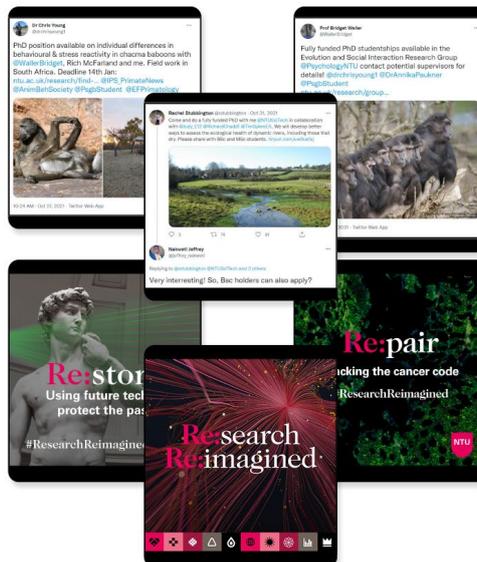
## Nottingham Trent University NTU's PhD Studentships

This focused three month campaign delivered outstanding performance in a marketplace that is notoriously difficult outside the research elites. Based on solid research and a commitment to inclusivity and sustainability, its integrated digital focus married marketing and comms tactics and strong creative, all strategically aligned to NTU's Re:search Re:imagined campaign.

### The Judges Comments:

*“Strong results for this PhD campaign. The judges were excited to see a campaign in this area doing so well, and considering EDI in this way.”*

 Nottingham Trent University



# BEST STUDENT RECRUITMENT CAMPAIGN SILVER AWARD

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## Kingston University London Clearing 2021 Recruitment Campaign

Following on from a successful main cycle campaign, which turned around a decade of decline in applications through a strategy targeting 18-year-olds in London. Kingston University's aim for their Clearing 2021 campaign was to put 'the cherry on top' by solidifying their student recruitment numbers in a competitive recruitment cycle.

### The Judges Comments:

*"This campaign had a compelling narrative and delivered great results in very challenging market conditions - enhancing main cycle recruitment objectives and attracting Clearing applications."*



### Full Circle Clearing 2021 Advertising Campaign



# BEST STUDENT RECRUITMENT CAMPAIGN GOLD AWARD

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## University of Leicester What do you want to change?

'What do you want to change?' was developed as an accessible campaign proposition that would intrigue and insight potential applicants.

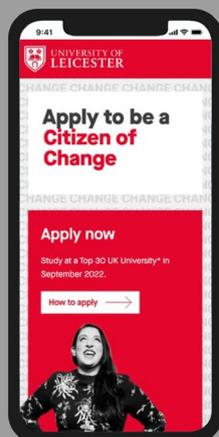
Incorporating web, print, OOH, linear TV, on-demand and digital, the campaign gave young people a voice to highlight their current concerns and future study/career ambitions.

### The Judges Comments:

*"This entry made good use of the student voice through powerful creative. It was a strong and authentic campaign, with great impact."*



What do you want to change?



# BEST INTERNATIONAL CAMPAIGN OR INITIATIVE HIGHLY COMMENDED

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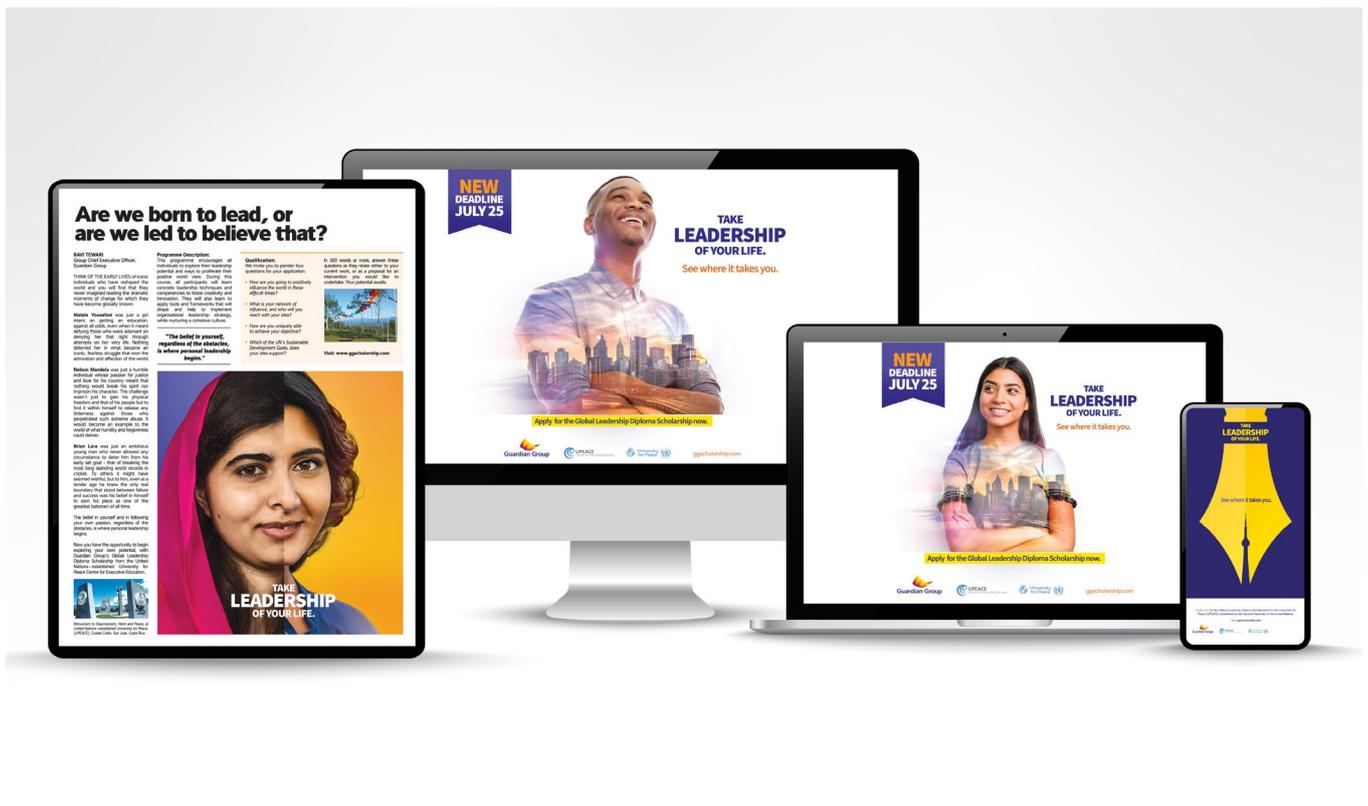


## University for Peace (UPEACE) Guardian Group & UPEACE Global Leadership Diploma Scholarship

Critical absence of effective leadership in the Caribbean has created the need for innovative leaders to help manage the sustainability of the region in these turbulent times. To nurture this new generation, the U.N.-established University for Peace freely offered a Global Leadership Diploma Scholarship programme sponsored by the Guardian Group.

### The Judges Comments:

*“Evidencing excellent campaign work, the judges were impressed with the great content and the outcomes achieved in this entry - showing how utilising stories and focusing on specific challenges in a community can be very effective in the HE sector.”*



**BEST INTERNATIONAL  
CAMPAIGN OR INITIATIVE**  
**BRONZE AWARD**

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**Royal College of Art  
Make Change**

It's easy to stick with what you know, especially in uncertain times. But this isn't what leaders do. After research identified the RCA's achievements also had the potential to alienate non-traditional audiences we re-evaluated our offer, placing the RCA at the centre of global change.

**The Judges Comments:**

*"An insight-driven campaign, founded in research with a clear aim. The judges were particularly impressed by the strong creative and notable results."*

A large graphic with the words "MAKE CHANGE" in bold, white, uppercase letters. The text is set against a black background. Behind the letters, there is a vibrant, abstract, multi-colored pattern in shades of blue, purple, and pink, resembling a nebula or a stylized, glowing object.

# BEST INTERNATIONAL CAMPAIGN OR INITIATIVE SILVER AWARD

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## Aston University The Hello Team - Ask Us Anything

The achievements of Aston University students are their best advertisement. The Hello campaign increased conversion by encouraging meaningful conversations between applicants and current students. The campaign utilised carefully selected students who reassured applicants about the experience they would receive as the UK continued to face uncertainty from COVID.

### The Judges Comments:

*“A super focused and authentic campaign delivered by students, to students - resulting in great outcomes. Simple, but strong and very effective. Well done, Aston University.”*



**HELLO  
ASK ME WHY  
I CHOSE THE  
ASTON MASTERS**

[aston.ac.uk/hello](https://aston.ac.uk/hello)



# BEST INTERNATIONAL CAMPAIGN OR INITIATIVE

## GOLD AWARD

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### Leeds Beckett University Leeds Beckett Global Campaign

In 2021, Leeds Beckett pulled out all the stops to put themselves in the shoes of prospective international students. This was achieved through hosting pre-arrival events, diversifying ambassadors, developing a new global engagement scheme, and more. Results? Outstanding engagement, increased conversion, and the highest international student intake LBU has ever seen!

#### The Judges Comments:

*“This was a very well thought out and well executed campaign, focused on creating a warm and friendly environment for international students and achieving excellent results.”*



# BEST USE OF CONTENT HIGHLY COMMENDED

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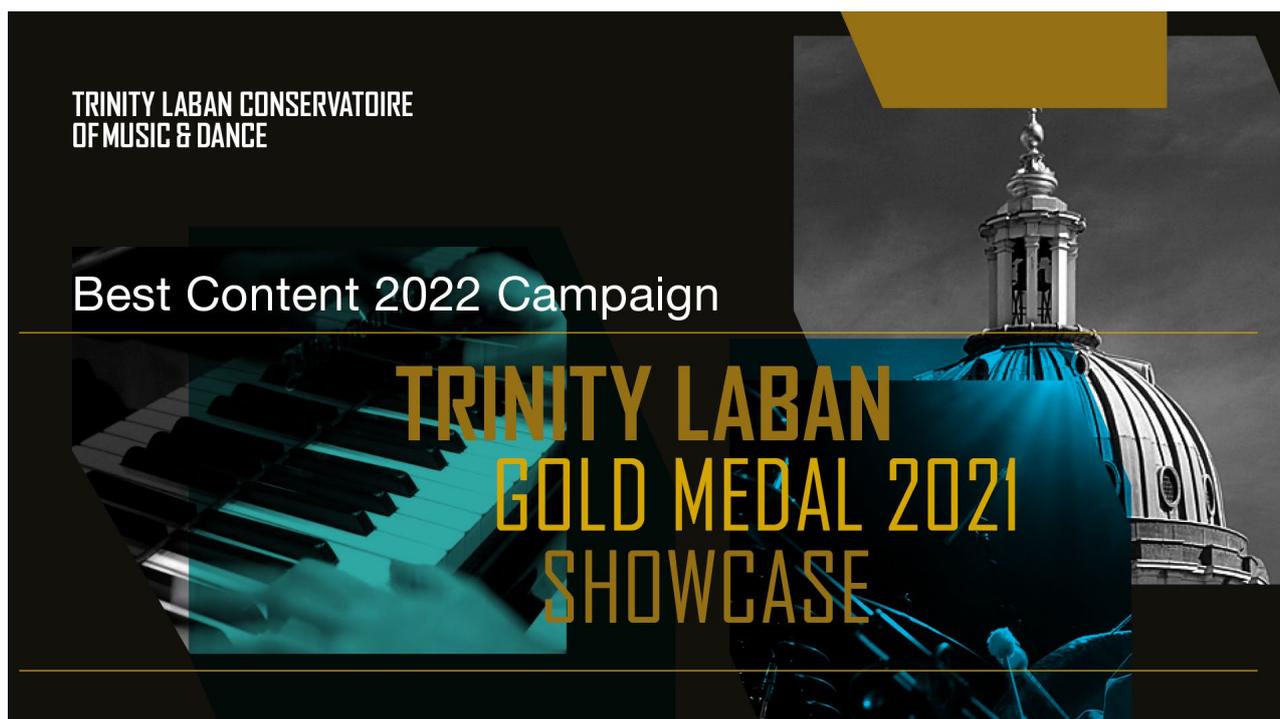


## Trinity Laban Conservatoire of Music and Dance Trinity Laban's Digital Gold Medal Showcase 2021

In January 2021 the UK lockdown stopped plans for live events, Trinity Laban needed a creative solution for presenting their annual Trinity Laban Gold Medal Showcase. A key highlight in their performance calendar, the competition offers a high-profile platform to showcase conservatoire talent and engage with the wider community.

### The Judges Comments:

*“A standout example of having to pivot during the pandemic, the judges applauded Trinity Laban for their well-considered plans for filming and for delivering such high quality, on-brand content in the midst of such challenging times.”*



# BEST USE OF CONTENT

## BRONZE AWARD

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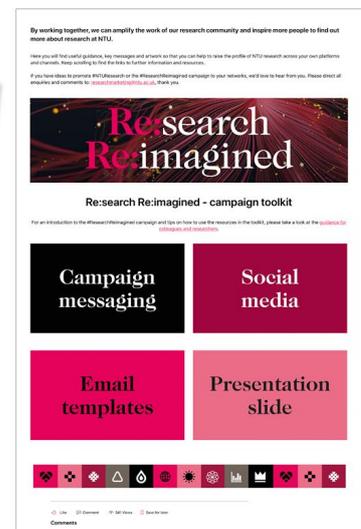
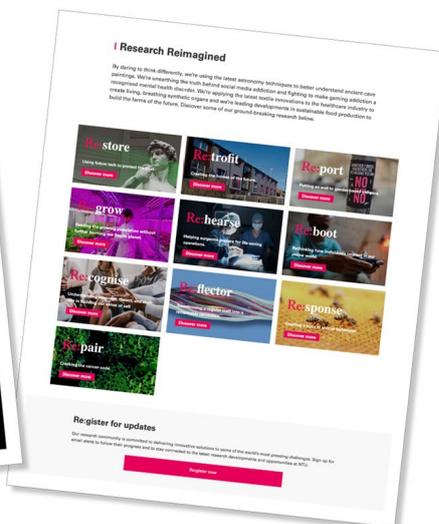
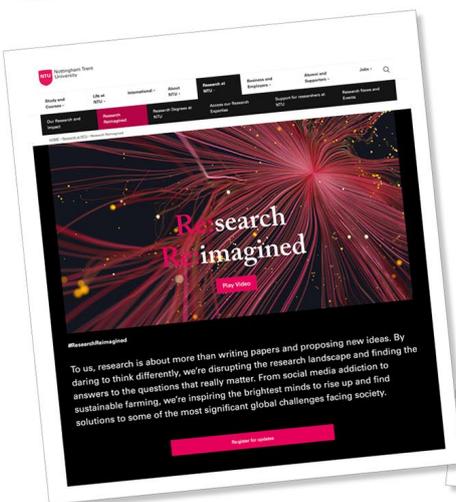


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#### The Judges Comments:

*“This was a strong submission based on sector research with EDI considerations woven throughout. Nottingham Trent University demonstrated true innovation with the re-purposing of content and upskilling of academic staff. Well done.”*



# BEST USE OF CONTENT

## SILVER AWARD

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### University of Liverpool The Liverpool Welcome Podcast Series

Every year, universities see students accept places and not arrive, or start at university. University of Liverpool wanted to create an innovative piece of content to help tackle any concerns. To combat this, they developed a new podcast series to help our new students settle into university.

#### The Judges Comments:

*“An innovative solution to solve an old problem, University of Liverpool identified a clear challenge and created a podcast based on audience understanding. With great, high-quality execution, produced cost effectively and quickly, this achieved targets and really impressed the judges.”*



**The Liverpool welcome  
podcast series**

**THE ORIGINAL  
REDBRICK**

# BEST USE OF CONTENT

## GOLD AWARD

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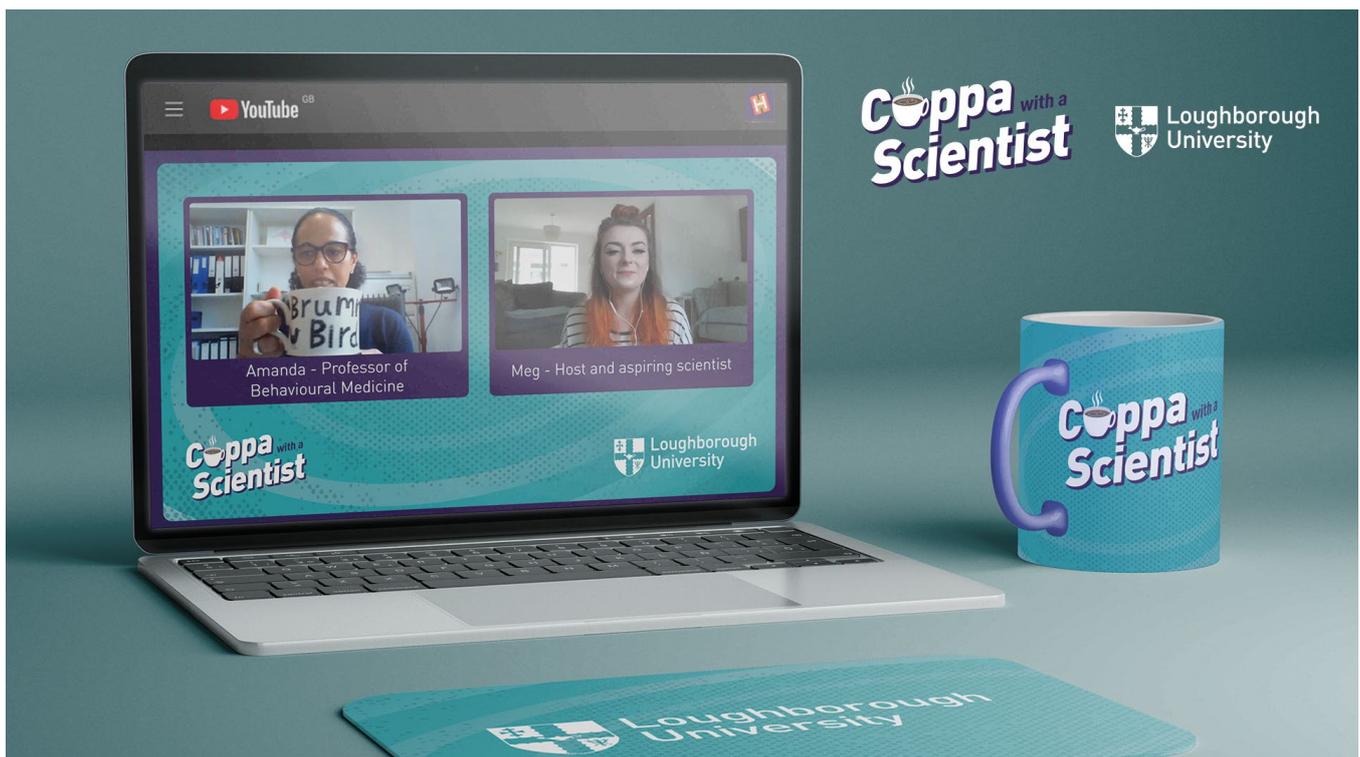


### Loughborough University Cuppa with a Scientist

Cuppa with a Scientist is a podcast that aims to dispel the myth that all scientists wear white lab coats and show young people how vast science is. Each episode sees aspiring biologist, Meg Cox, interview different scientists about their career, research, and student advice over a good cuppa!

#### The Judges Comments:

*“This entry made our judges smile. Loughborough University identified a clear problem based on insight, tapped into an innovative way to support the STEM agenda and delivered a solution with far reaching impact and longevity. Congratulations.”*



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# MOST EFFECTIVE USE OF DIGITAL OR SOCIAL HIGHLY COMMENDED

## University of Chichester TikTok Brand Awareness and Engagement

University of Chichester had a problem. It was a pandemic, with no on-campus events, and all University advertising looked the same. How could they shout about their brand, location and values for free, and reach 3.7m people aged 18 - 24? TikTok.

### The Judges Comments:

*“Brilliant, relevant and bringing the brand to life - the team has achieved incredible success with their early adoption and use of TikTok and shown themselves to be innovative and resourceful in a very challenging environment with a smaller marketing team and budget.”*



**2,212,657**  
views



**255,021**  
engagements



**168,065**  
shares



@universityofchichester  
chi.ac.uk  
#chiuni

# MOST EFFECTIVE USE OF DIGITAL OR SOCIAL BRONZE AWARD

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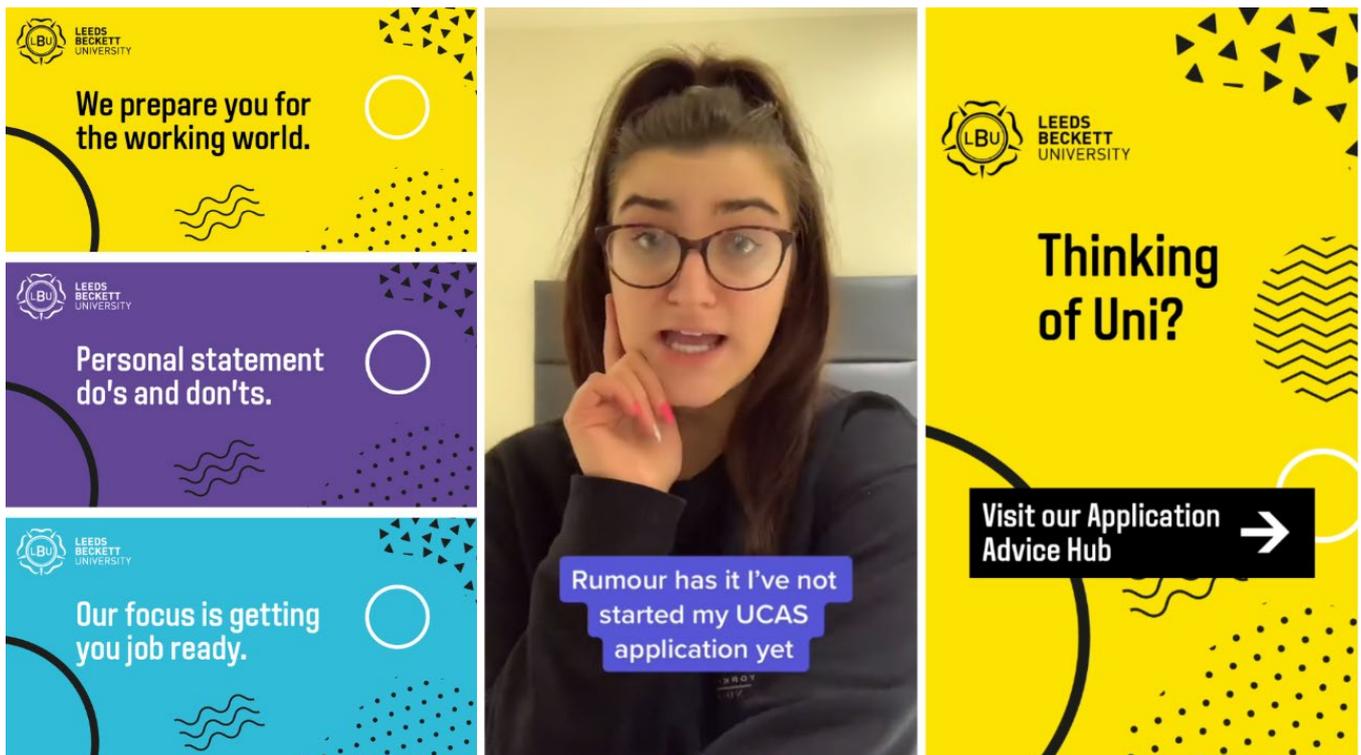


## Leeds Beckett University Taking Our Brand Beyond Boundaries

Leeds Beckett has become an increasingly local university over the last ten years - to address this a target of increasing applications from outside the M62 corridor by 10% was set. The strategy included new communication channels and new content responding to the issues the target audience is interested in.

### The Judges Comments:

*“This was a really strong submission with a clearly defined challenge, a research-based approach to planning creative content to meet user needs and a multi-channel campaign with strong measured results. Congratulations.”*



# MOST EFFECTIVE USE OF DIGITAL OR SOCIAL SILVER AWARD

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## Arts University Bournemouth How Social Media Took Centre Stage of the HE Marketing Plan

For their 2022 prospectus, AUB set themselves the challenge of reaching more people, delivering better engagement, making the university more accessible and doing it all more sustainably than the traditional print prospectus. The result? The world's first prospectus delivered exclusively on Instagram.

### The Judges Comments:

*“While many universities have embraced digital prospectuses via the web, Arts University Bournemouth have demonstrated real disruptive innovation in their use of social media to widen reach and access to this content. This pioneering and highly innovative approach is hugely impressive, and it really chimes with their brand ethos. Well done.”*



# MOST EFFECTIVE USE OF DIGITAL OR SOCIAL GOLD AWARD

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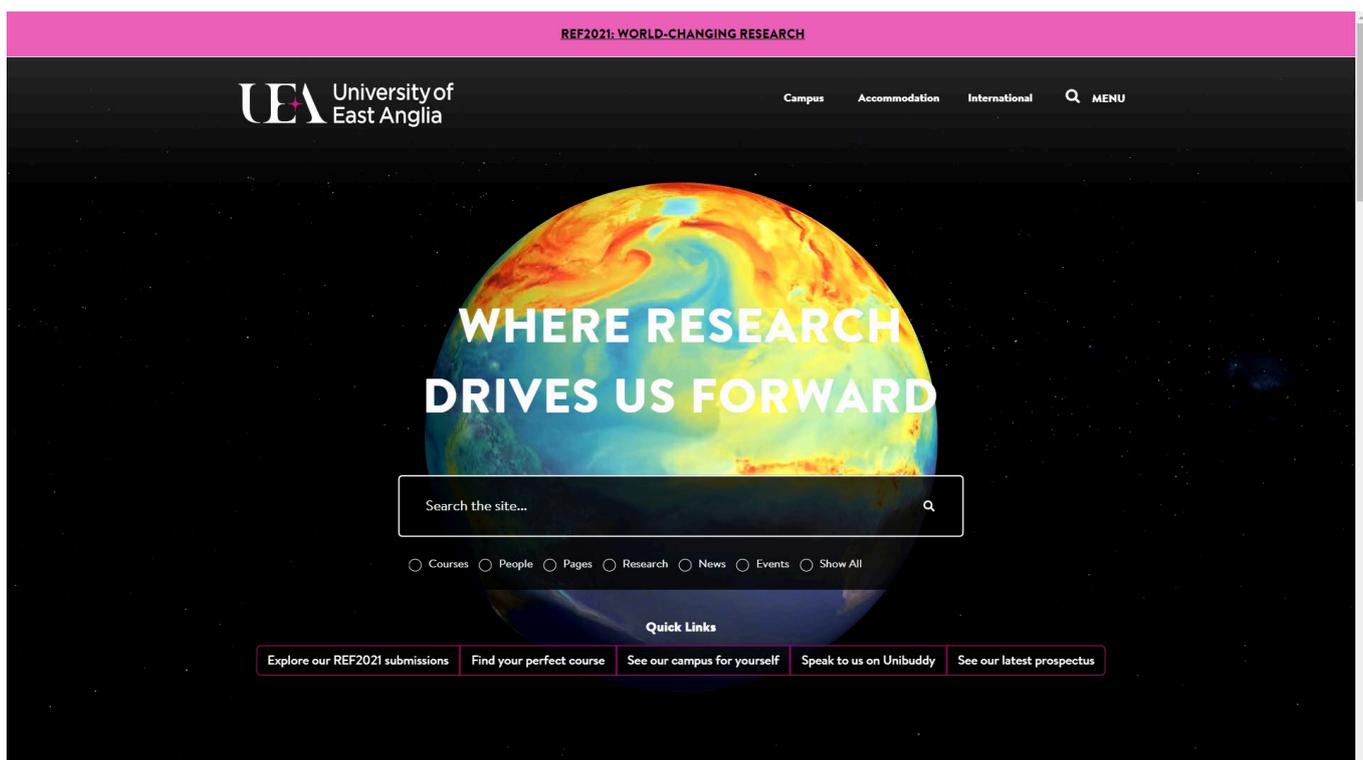


## University of East Anglia The Digital Engine Room

To create the digital ecosystem to give the UEA audiences the very best, personalised experience, integrating SEO, content and social and at the same time create the engine room and UEA culture to embrace a digital transformation that would enable all future activity to be as effective as possible.

### The Judges Comments:

*"Genuine sector leading - and beyond. This entry really showcases a full digital transformation and positions UEA to be at the forefront of the sector, with the creation of a superb platform that will generate growth for a long time."*



# BEST BRAND/REPUTATION CAMPAIGN

## BRONZE AWARD

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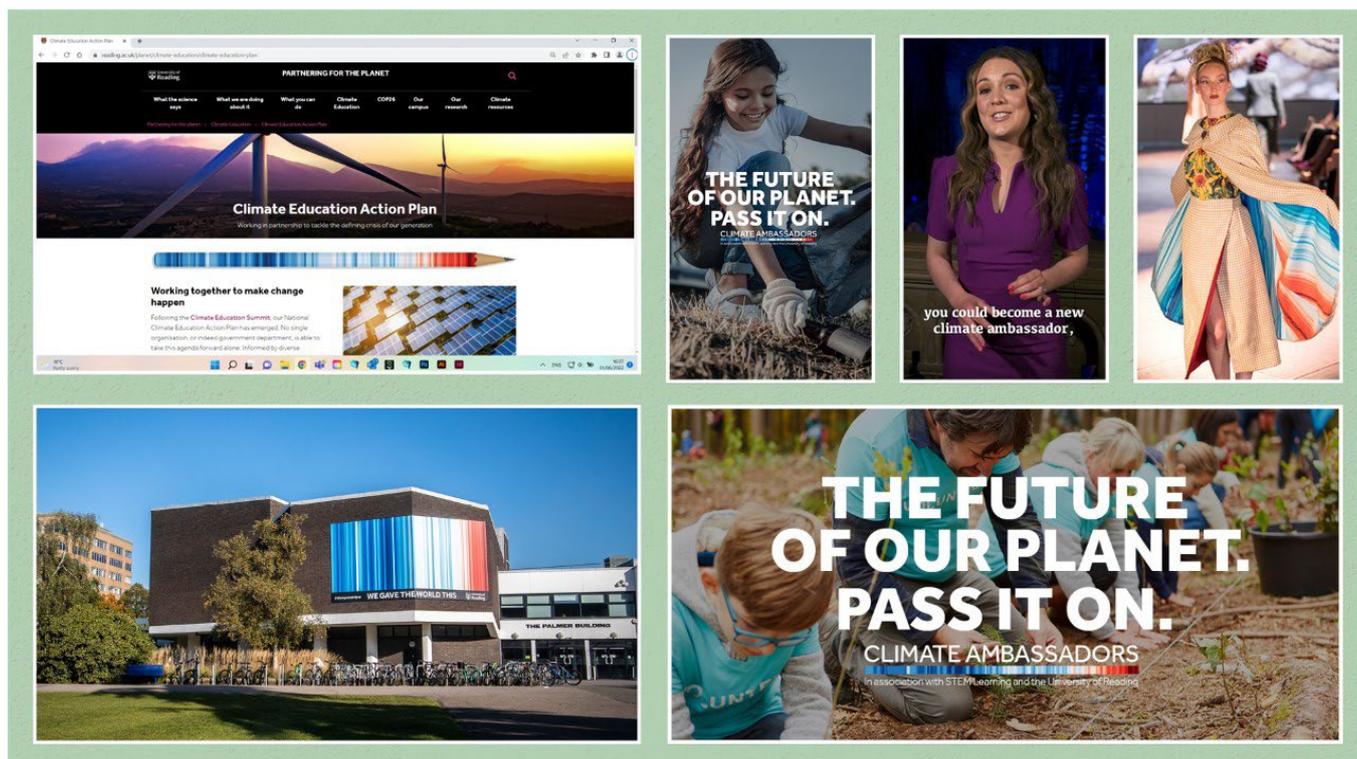


### University of Reading Partnering for the Planet

At their best, universities can bring about meaningful change in the world, using their expertise and convening power to broker partnerships and build coalitions for action. That's what Partnering for the Planet is about - real change now to improve the future of our children and young people.

#### The Judges Comments:

*"This is a worthy and important campaign focussed on a topical subject of our times. The elements of the project all worked together cohesively, taking on board a vast amount of audience insight. Well done University of Reading."*



# BEST BRAND/REPUTATION CAMPAIGN SILVER AWARD

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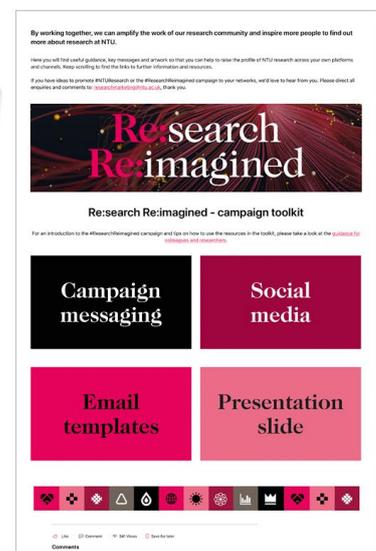
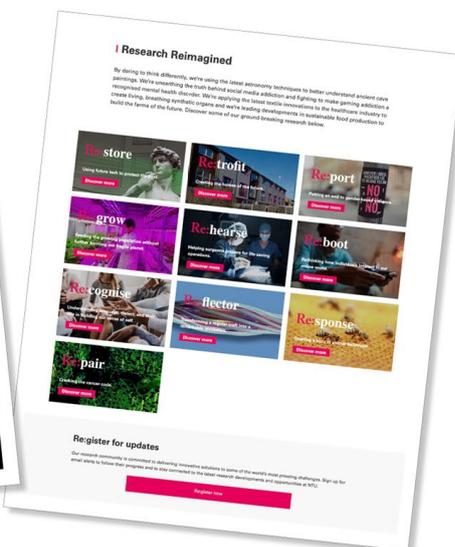
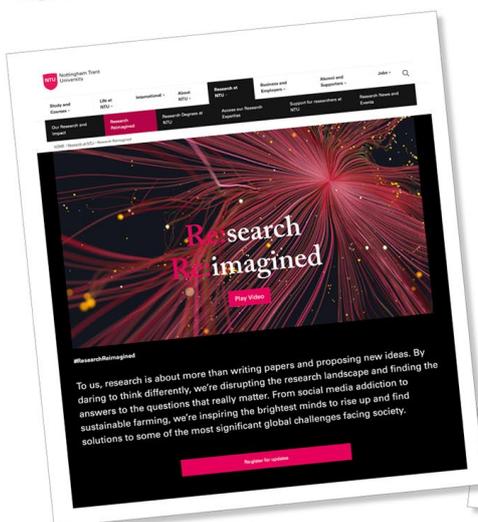


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### The Judges Comments:

*“Tackling a challenging space, Nottingham Trent University delivered a multi-channel campaign backed by great research to a well-defined target audience - and achieved extraordinary results.”*



# BEST BRAND/REPUTATION CAMPAIGN

## GOLD AWARD

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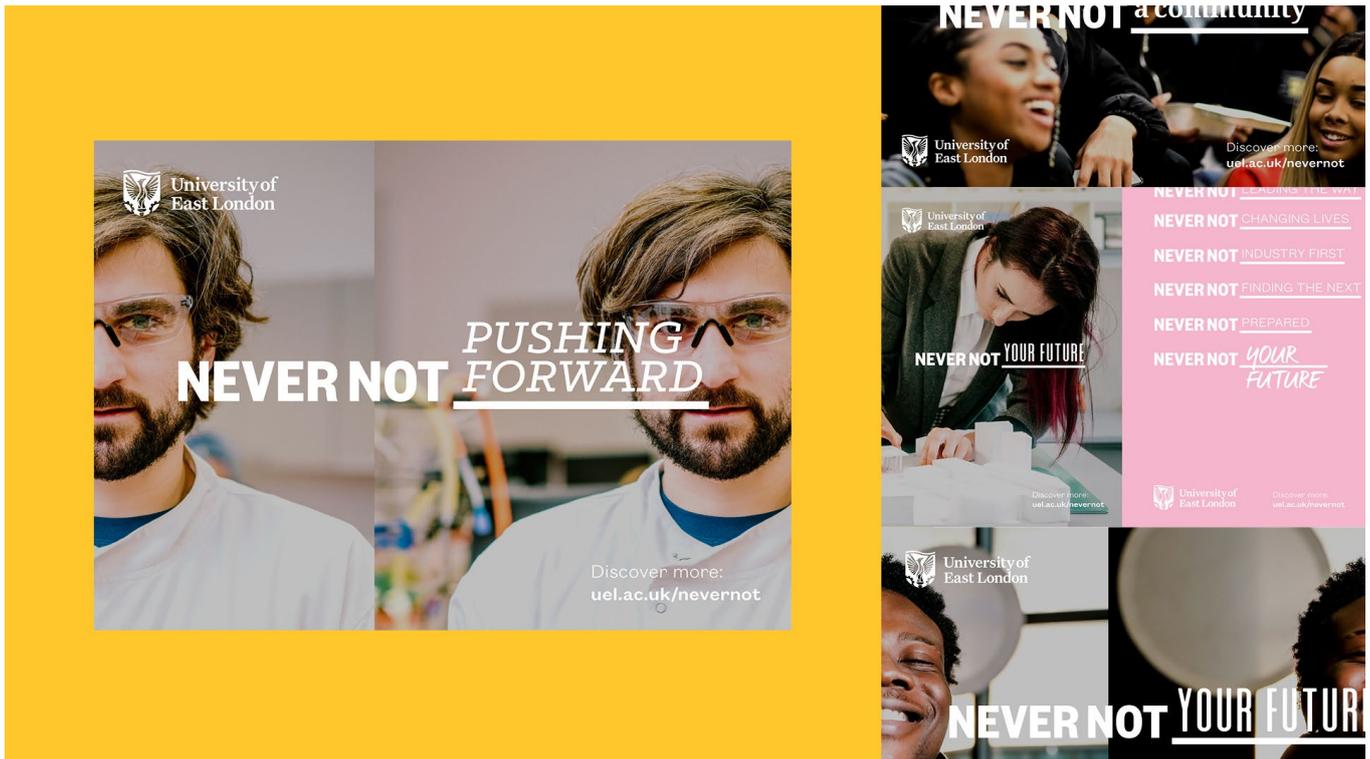


### University of East London Never Not Pushing Forward

This campaign not only exceeded campaign KPIs, driving measurable awareness of the University across key audiences, but it also laid out a framework for conveying the new brand through clear messaging strands that continue to influence the way we talk about the University.

#### The Judges Comments:

*“A bold, ambitious and well-integrated campaign, with clearly defined and thought through channels to have a maximum impact. The judges were delighted to see the growth that can be attributed to this campaign - congratulations University of East London.”*



# BEST OPEN DAY EXPERIENCE

## HIGHLY COMMENDED

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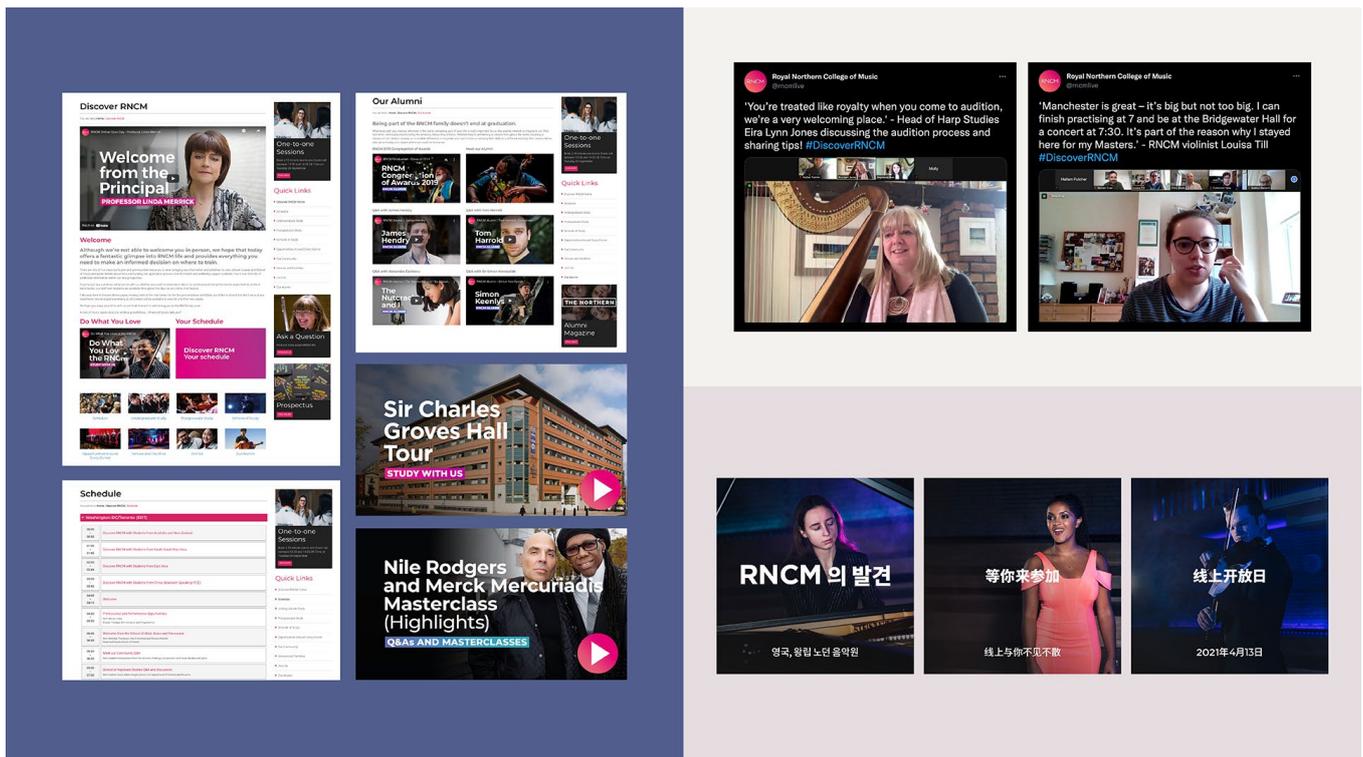


## Royal Northern College of Music Discover RNCM

Throughout 2020 and 2021, virtual and online open days were popping up across the sector. RNCM were keen to stand out from the competition and deliver something unique for potential students worldwide. Discover RNCM enabled the college to do this, providing a fantastic opportunity to showcase their offer like never before.

### The Judges Comments:

*“The judges commended the team at Royal Northern College of Music for delivering an impressive schedule of events and excellent Open Day Experience on a minimal budget. An admirable achievement for a small team - well done.”*



# BEST OPEN DAY EXPERIENCE SILVER AWARD

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## University of Liverpool Original Open Weeks

To engage with prospective students in 2021, University of Liverpool developed an innovative and student-centered series of Open Weeks, delivering information how and when students wanted it. Off the shelf products used in 2020 failed to give the freedom needed to realise their vision, so the university made their own!

### The Judges Comments:

*“A well-researched and executed online open day that was delivered in a user-friendly, easy to navigate website whilst avoiding expensive virtual platforms. The judges were impressed by the strong data on visits, attention to on-demand content and the overall cost-effective approach.”*



# BEST OPEN DAY EXPERIENCE

## GOLD AWARD

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## The University of Edinburgh Edinburgh's year of Postgraduate Virtual Open Days (October 2020 - July 2021)

Edinburgh hosted nine online PG Open Day events during 2020-21, welcoming a global audience of 9,909 prospective students to 676 live sessions. These events were pivotal in influencing behaviour, with staggering levels of engagement, overwhelmingly positive registrant feedback, and impressive conversion to applications, offers and, ultimately, 1,899 enrolments.

### The Judges Comments:

*“For delivering an ambitious calendar of events with EDI and accessibility considerations woven throughout, the judges applauded The University of Edinburgh for succeeding in their objectives and gaining the support of the whole university. Congratulations.”*



# BEST WIDENING PARTICIPATION INITIATIVE HIGHLY COMMENDED

Sponsored by

# UCAS

## University of East London Summer School Challenge 2021

This entry outlines how an integrated and targeted campaign successfully extended the University's reach with an initiative designed to plug the 'learning loss' experienced by disadvantaged learners during the peak of the pandemic.

### The Judges Comments:

*"A careers first approach to widening participation that delivered extremely positive outcomes. The quotes from the participants are a testament to this project's success - well done University of East London."*



# BEST WIDENING PARTICIPATION INITIATIVE

## BRONZE AWARD

Sponsored by

# UCAS

## University of East Anglia Make it Count

The impact of Covid-19 lockdowns on the most disadvantaged students has been well documented. But despite awareness of the problem, there hasn't been a sustained national solution available. UEA recognised this opportunity, took full advantage of it and stepped in to make a difference.

### The Judges Comments:

*"A very proactive initiative, this clearly benefited University of East Anglia students and school pupils alike, meeting targets and achieving very positive feedback. A truly wonderful project."*



# BEST WIDENING PARTICIPATION INITIATIVE SILVER AWARD

Sponsored by

# UCAS

## University of Hull The Jeremy Round LGBTQ+ Scholarship

An inspirational and sector-leading undergraduate LGBTQ+ scholarship campaign to remove barriers to higher education and raise awareness of the University of Hull as an inclusive campus. Exceeding investment and application targets, this WP initiative has developed a strong legacy, including a further LGBTQ+ scholarship initiative with a new high-profile partner.

### The Judges Comments:

*“A great statement of University of Hull's inclusivity, this was bold, brave and emotive. This is a great example of not just widening participation, but true inclusivity. Congratulations.”*



# BEST WIDENING PARTICIPATION INITIATIVE

## GOLD AWARD

Sponsored by

# UCAS

## Leeds Beckett University The Progression Module

The Progression Module has transformed the lives of almost 3,000 young people over the last four years, providing much-needed guidance on post-18 pathways and raising aspirations of attending university. In March 2020 Leeds Beckett quickly developed the programme to an online-only, ensuring ongoing support at this already difficult time.

### The Judges Comments:

*“An excellent initiative delivering change at scale, this is a big impact Widening Participation project. Expertly organised and planned, the validated outcomes speak for themselves, and will no doubt continue to for years to come.”*



# BEST COMMUNITY/BUSINESS ENGAGEMENT CAMPAIGN BRONZE AWARD

Sponsored by

# UCAS

## Birmingham City University Inspired Festival

The Inspired Festival takes place every year to showcase the talent and creativity of Arts, Design and Media students. Covid restrictions meant an alternative was needed to the usual public events. A website, digital takeover, Instagram site and billboard/ad van campaign took this work to a wider audience.

### The Judges Comments:

*“A great initiative that placed students at the heart of this campaign – from the showcasing of their work to ensuring they did not miss out on an experience. Lovely work.!”*



# BEST COMMUNITY/BUSINESS ENGAGEMENT CAMPAIGN SILVER AWARD

Sponsored by

# UCAS

## University of East Anglia Hello Future - Norwich Science Festival

Norwich Science Festival - the perfect opportunity to showcase UEA's climate research . A great opportunity to deliver their insights in accessible ways and to encourage participation, especially by giving youth a voice. Ultimately, the university wanted to create a positive spirit for change and embrace the impact we can all make.

### The Judges Comments:

*“A great community engagement campaign for a good cause - and well timed! Consideration for sustainability was carried throughout the project, with excellent levels of staff and student engagement achieved.”*



# BEST COMMUNITY/BUSINESS ENGAGEMENT CAMPAIGN

## GOLD AWARD

Sponsored by

# UCAS

## Edinburgh Napier University #NapierNames

Pandemic restrictions put a stop to one of the most significant moments in the student journey - the graduation ceremony. So Edinburgh Napier University decided 'If they couldn't come to us, we'd take graduation to them'. #NapierNames was born as the university took over Scotland's capital to make a public declaration of pride in their graduates.

### The Judges Comments:

*"The judges were inspired by this brave, bold creative. It was a brilliant and exciting idea that was well-executed, with real meaning behind it."*



# BEST USE OF DATA, INSIGHT OR MARKETING RESEARCH SILVER AWARD

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## University of East London UG Main Cycle 2021 Campaign Strategy

Synthesising a range of datasets to generate insight into clear actionable campaign specific outputs, meant that all aspects of the campaign strategy were rooted in evidence. It allowed UEL to be more specific and granular in the planning and adaptive to changes in the sector.

### The Judges Comments:

*“A really data-centric submission, there was clear articulation of what was achieved in this entry. The story was told through data which helped it stand out in this category.”*



# BEST USE OF DATA, INSIGHT OR MARKETING RESEARCH

## GOLD AWARD

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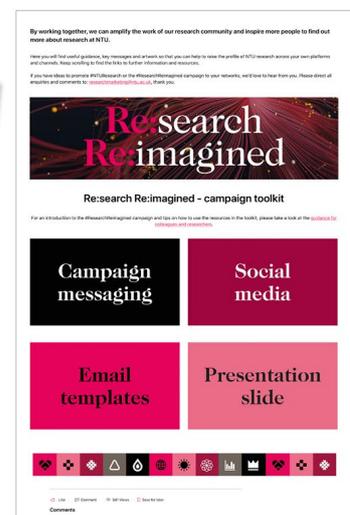
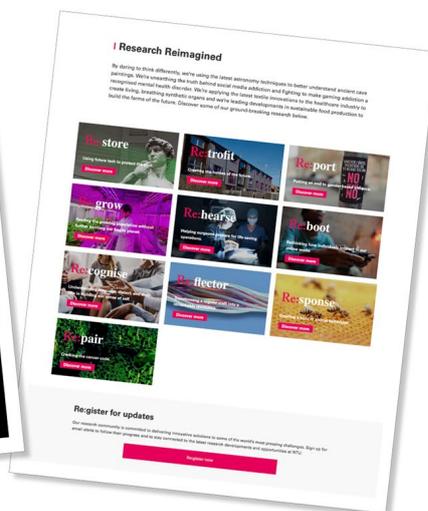
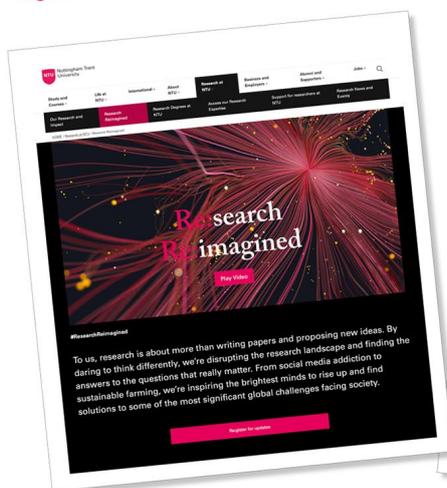


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### The Judges Comments:

*“This entry hit all the criteria and showed continuous use of data throughout. It was good to see EDI being considered and woven into the approach.”*



# BEST ENGAGEMENT CAMPAIGN OR INITIATIVE

## BRONZE AWARD

Presented by

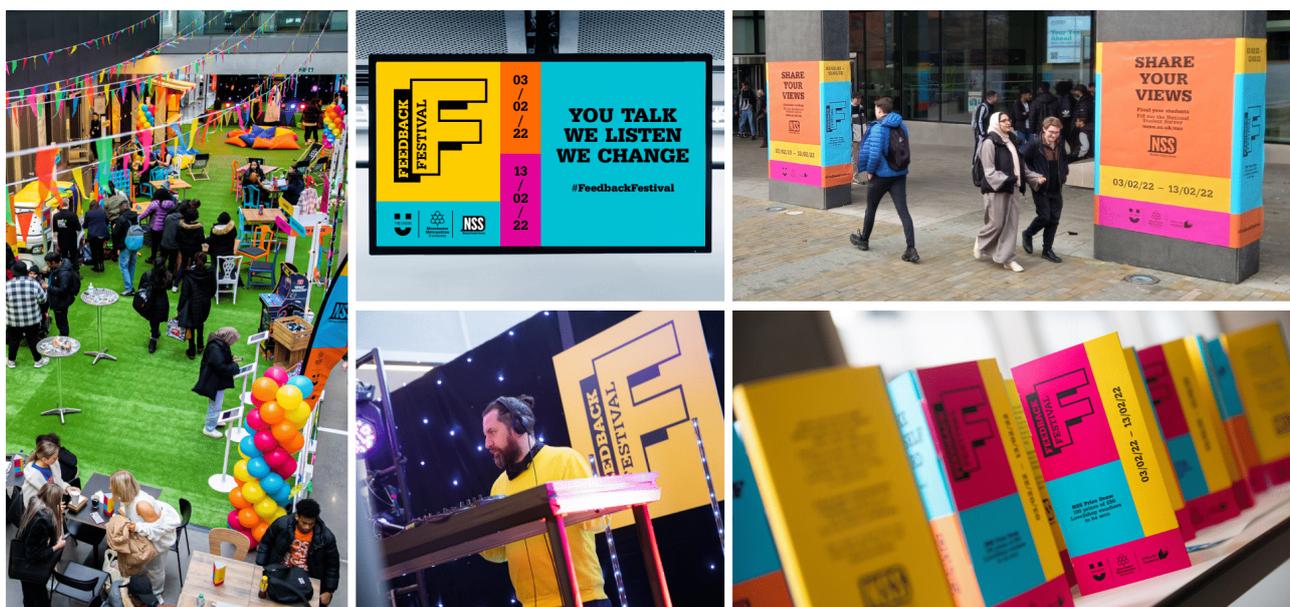


### Manchester Metropolitan University Feedback Festival

After a challenging academic year for students it was more important than ever to get their feedback. Instead of a traditional National Student Survey campaign, Manchester Metropolitan University held a Feedback Festival to encourage completions, communicate the value of feedback and inspire a bigger feedback culture from all of our students.

#### The Judges Comments:

*“A bright, fun transformation project, well-integrated across all channels. There was a real understanding shown of what students engage with, which led to great outcomes.”*



# BEST ENGAGEMENT CAMPAIGN OR INITIATIVE SILVER AWARD

Presented by



## Loughborough University The £10k Challenge

The £10k Challenge was a 10-day physical activity challenge to raise £10,000 to provide mental health support for students - it raised over £30,000.

Loughborough University aimed to engage participants to get involved and become community fundraisers. 180 people got involved, helping to raise over triple the target!

### The Judges Comments:

*"An inclusive campaign that smashed its targets and aligned really well to the institutions core values, this was a relatively simple idea executed very well with strong engagement."*



# BEST ENGAGEMENT CAMPAIGN OR INITIATIVE

## GOLD AWARD

Presented by



## London School of Hygiene & Tropical Medicine Pentacell Project

Supporting student wellbeing was a priority at LSHTM when COVID-19 hit. Students reported feeling isolated and lonely. LSHTM developed a pilot to address this. The project aimed to increase student wellbeing, improve institutional engagement, satisfaction, and retention, foster a sense of belonging and be adaptable so other institutions can replicate it.

### The Judges Comments:

*“This entry really reflected the breadth of work reflected in the sector. It was a well considered, thoughtful campaign that identified a real problem within institutions and responded in a robust way - engaging alumni and students in a way that others can learn from.”*



# BEST STUDENT RECRUITMENT PUBLICATION OR PROSPECTUS

## BRONZE AWARD

Sponsored by



### Birmingham City University Undergraduate Prospectus

Birmingham City University delivered an innovative and well-received concept which stayed true to the themes of their student recruitment campaign despite exceptional constraints on activity. Furthermore, the bold step was taken of being prepared to issue old prospectuses to those who still wanted a physical publication, managing all associated risks.

#### The Judges Comments:

*“This entry showed bold and thoughtful decision making, with a great element of sustainability. It was a brave, confident move and the judges loved the use of students to create the cover.”*



# BEST STUDENT RECRUITMENT PUBLICATION OR PROSPECTUS SILVER AWARD

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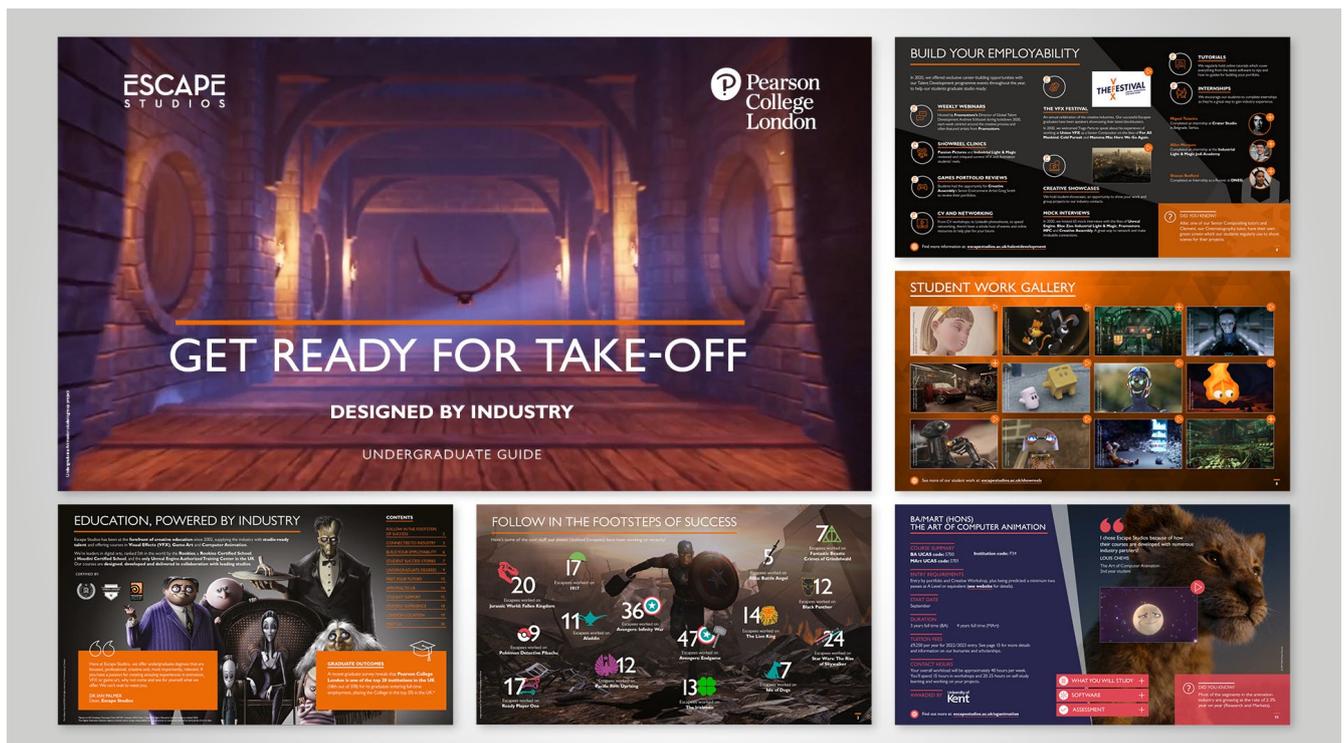


## Pearson College London Escape Studios Digital Prospectus

Part of Pearson College London, Escape Studios has been at the forefront of creative education since 2002. A conversation about a switch to digital prospectuses began pre-pandemic to meet the needs of their audience in a digital space. A strong desire to limit further waste, find a more flexible/cost-effective solution and continue student recruitment activity swayed the decision to offer a digital-only undergraduate prospectus.

### The Judges Comments:

*“Dynamic, engaging and befitting for the audience, Pearson College London made great use of student stories to bring to life the nature and values of their institution. This screamed creativity, which really impressed the judges.”*



# BEST STUDENT RECRUITMENT PUBLICATION OR PROSPECTUS

## GOLD AWARD

Sponsored by



### Arts University Bournemouth Putting the Love Back into the University Prospectus

Ever since the website took centre stage of HE marketing, the traditional prospectus has looked increasingly out of place; expensive, inefficient and unsustainable. AUB wanted to fall back in love with theirs and they did this through creating the world's first prospectus delivered exclusively on Instagram.

#### The Judges Comments:

*“Innovative. Sustainable. Authentic. All words used by the judges to describe this entry. It showed compelling results and the judges wouldn't be surprised if others didn't follow in AUBs footsteps!”*



# BEST LOW BUDGET INITIATIVE (UNDER £15K) HIGHLY COMMENDED

Sponsored by



## Swansea University Foodie Fridays

'Foodie Fridays' is a student-created vlog series designed to portray student life to prospective international students. Most of Swansea Uni's prospective international students have not visited the UK prior to applying, and it was important to make sure that they knew all about the exciting food scene in Swansea.

### The Judges Comments:

*"Quirky and original, this was a great content series produced in conjunction with student ambassadors that brought Swansea to life in an innovative yet cost effective way."*



# BEST LOW BUDGET INITIATIVE (UNDER £15K) SILVER AWARD

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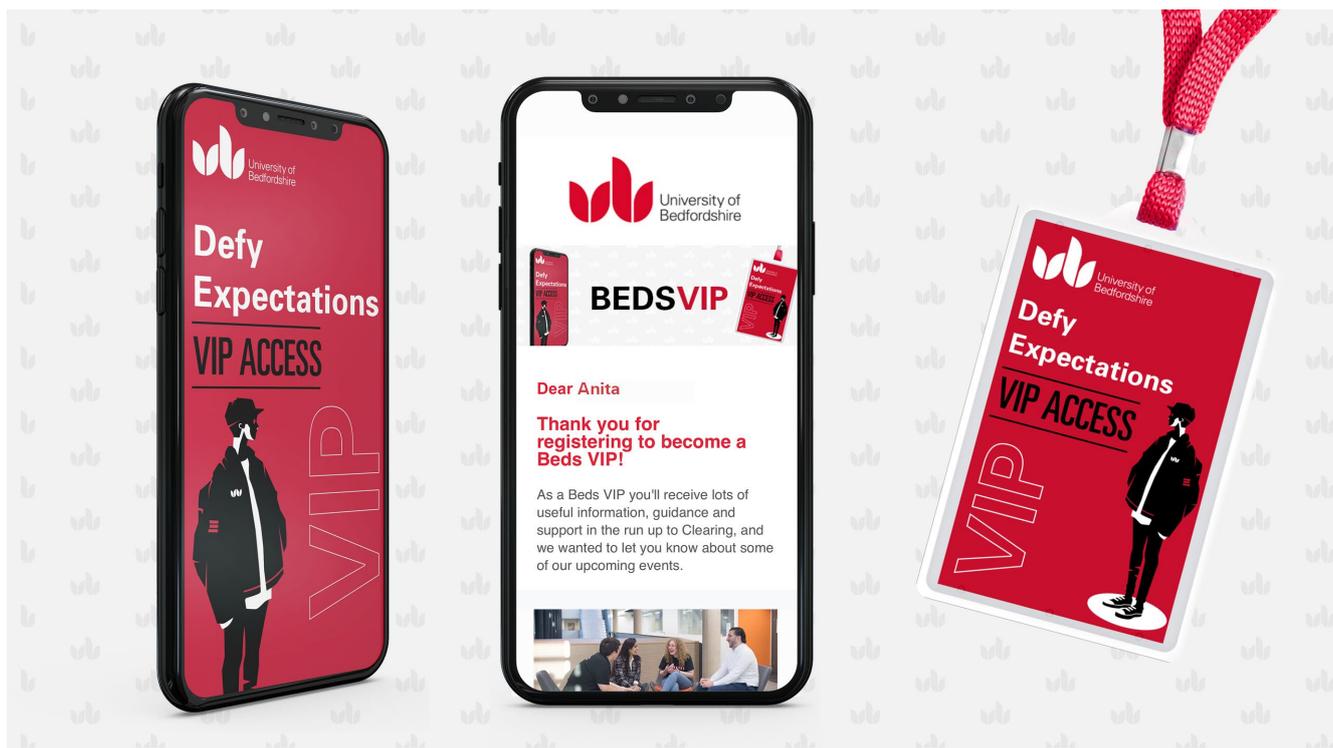


## University of Bedfordshire Beds VIP Campaign

The low-budget Beds VIP campaign is focused on engaging enquirers earlier in their journey, offering advice, early-bird contact on results day, unique events and exclusive benefits when they sign up to be a Beds VIP, with the ultimate goal of driving conversions and securing applications ahead of Clearing.

### The Judges Comments:

*“This was an excellent campaign with super clear objectives and a well-executed plan. A great example of taking existing creative and moulding it to a digitally focussed, brand level campaign centred around an annual cyclic event.”*



# BEST LOW BUDGET INITIATIVE (UNDER £15K) GOLD AWARD

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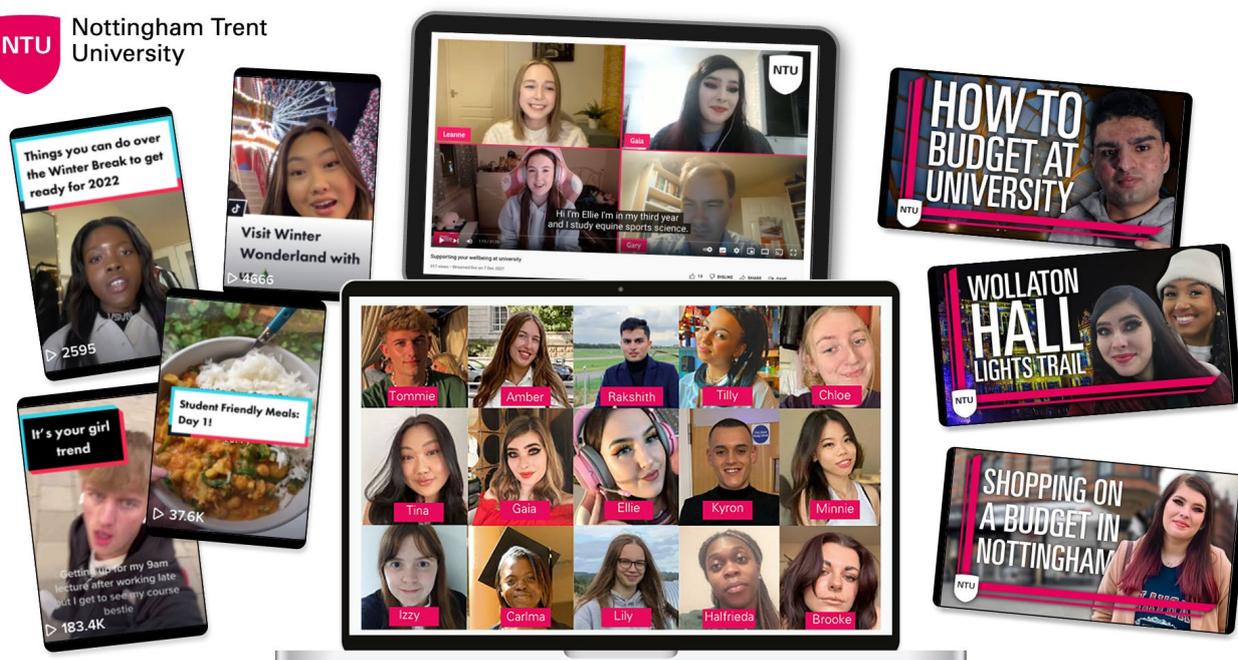


## Nottingham Trent University Content Collective on TikTok

Content Collective is a diverse group of NTU students creating peer led creative content across NTU's channels designed to engage, inform and support. With demand growing for video prompted by the rise of TikTok and Instagram Reels, the Collective deliver authentic, inclusive and content through a unique student lens.

### The Judges Comments:

*"A standout entry in this category, this is an excellent example of how TikTok and user-generated content can work for a University to achieve outstanding results."*



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# BEST PROSPECTIVE STUDENT JOURNEY/CAMPAIGN BRONZE AWARD

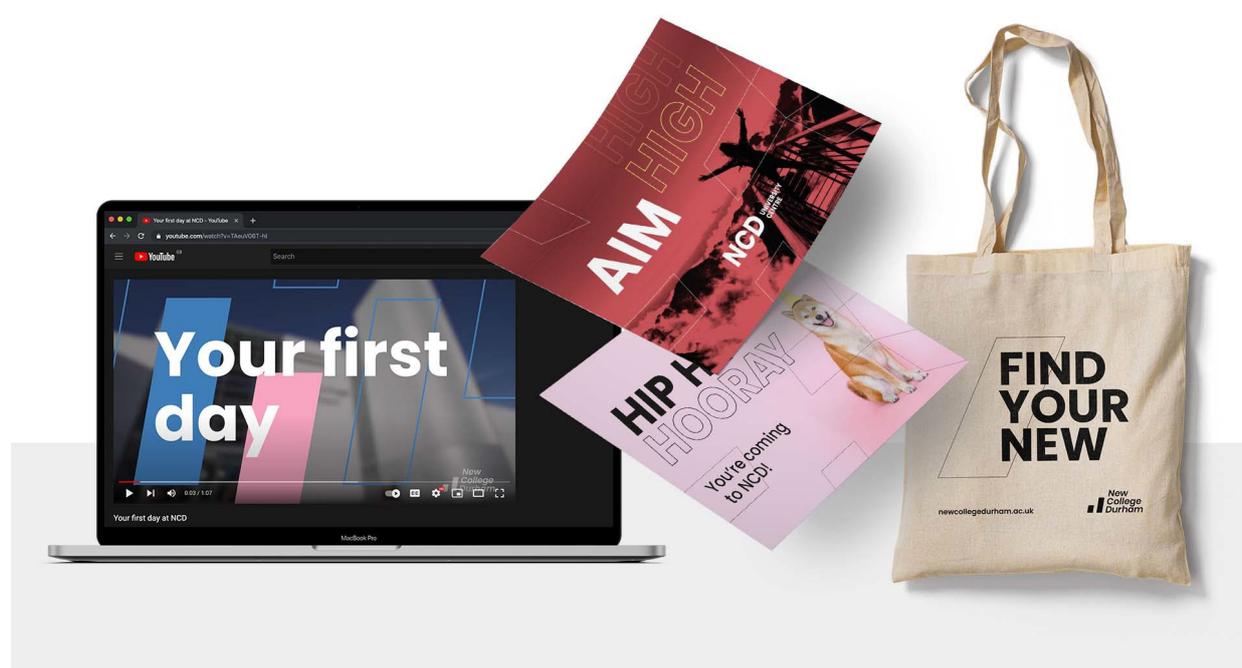
PROSPECTS

## New College Durham Get NCD Ready Campaign

With the Get NCD campaign, New College Durham transformed their application nurture journey. At a time when applicants had limited access to the campus and were experiencing uncertainty, we built a relationship with them and helped them feel confident in their decision to choose New College Durham for their next step.

### The Judges Comments:

*“A fun, friendly and engaging campaign backed by an honest assessment of the student journey. This is a fantastic example of how a campaign can focus around the emotional and rational needs of the prospective student.”*



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# BEST PROSPECTIVE STUDENT JOURNEY/CAMPAIGN SILVER AWARD

PROSPECTS

## Arts University Bournemouth Tailoring a Better Integrated Student Journey

An effective student journey must communicate key information, but also surprise and delight - all the way through a complex decision-making process that can take 18 months. AUB created brand-new, immersive digital experiences, with jewel-like targeted print interventions, for a more sustainable and engaging student journey.

### The Judges Comments:

*“This is an inspiring example of a student journey campaign that thinks outside of the box and aligns with key audience platforms, delivered in a unique and fun way to match the brand of the university.”*



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# BEST PROSPECTIVE STUDENT JOURNEY/CAMPAIGN GOLD AWARD

PROSPECTS

## Leeds Beckett University Building a Global Village

In 2021, Leeds Beckett pulled out all the stops to put themselves in the shoes of prospective international students. This was achieved through hosting pre-arrival events, diversifying ambassadors, developing a new global engagement scheme, and more. Results? Outstanding engagement, increased conversion, and the highest international student intake LBU has ever seen!

### The Judges Comments:

*“An impressive and comprehensive piece of work that was absolutely focused on user journey. The student journey mapping and touch points were all on-point and the work delivered outstanding ROI.”*



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# CIM HIGHER & FURTHER EDUCATION RISING STAR AWARD HIGHLY COMMENDED

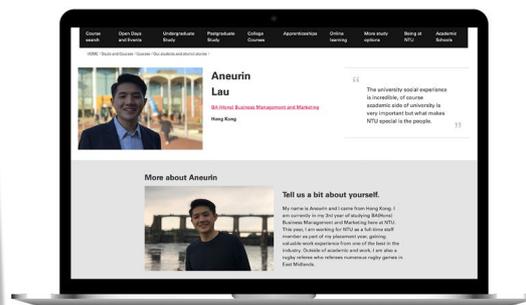
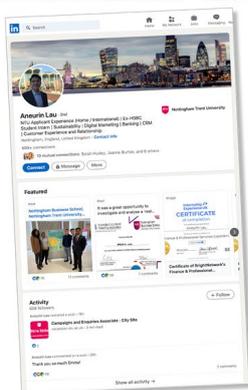


## Aneurin Lau Nottingham Trent University

A former placement student who is now supporting both UK and international recruitment part-time during his final year, Aneurin is talented, creative and hugely gifted with an incredible future ahead of him. A consummate advocate for NTU, he is an accomplished networker, recruiter, content creator and marketer.

### The Judges Comments:

*“A real asset to the team at Nottingham Trent University, Aneurin demonstrates genuine commitment and passion for ideas and is clearly an outstanding advocate of the university.”*



# CIM HIGHER & FURTHER EDUCATION RISING STAR AWARD BRONZE AWARD

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## James Maas University of East Anglia

James Maas leads by example and has been at the heart of UEA's new data and digital transformation. As they fast-track a whole new digital infrastructure UEA need the experts, enablers and motivators to really help it take off.

James has been all three. He's the ultimate trail-blazer.

### The Judges Comments:

*"A real team player, James' passion for learning has driven innovation and delivered strong positive outcomes for University of East Anglia. His contribution demonstrates that he has effectively transformed the digital strategy and student journey to maximise the impact of marketing communications."*



# CIM HIGHER & FURTHER EDUCATION RISING STAR AWARD SILVER AWARD

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## Tom Rawding Leeds Beckett University

Tom Rawding is a Beckett graduate who joined as an intern just as the country went into lockdown yet still managed to take leading role in overhauling the digital international recruitment content and supported building a whole new university website in his first twelve months with Leeds Beckett.

### The Judges Comments:

*“An outstanding member of the team and a pusher of boundaries, joining just as the pandemic struck clearly hasn't held Tom back. He has reviewed and streamlined processes, led on workstreams and developed new video content series - successfully demonstrating himself to be adaptable and responsive to a changing environment.”*



# CIM HIGHER & FURTHER EDUCATION RISING STAR AWARD GOLD AWARD

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## Lauren Bowling Arts University Bournemouth

From AUB Foundation student, to Photography Graduate, to print designer, to print and digital designer, to AUB's much-loved brand guardian working across every channel... Lauren Bowling has shown remarkable growth and adaptability.

Kind-hearted and deeply dependable, she continues to grow her incredible creative skills, thriving with new challenges and responsibilities.

### The Judges Comments:

*“Leading a world first and delivering clear creativity, Lauren has gone a long way past her job description and has had a huge impact across the institution. Evidently on a strong trajectory, a huge congratulations to our very worthy Gold Award Rising Star.”*



# MARKETING TEAM OF THE YEAR BRONZE AWARD

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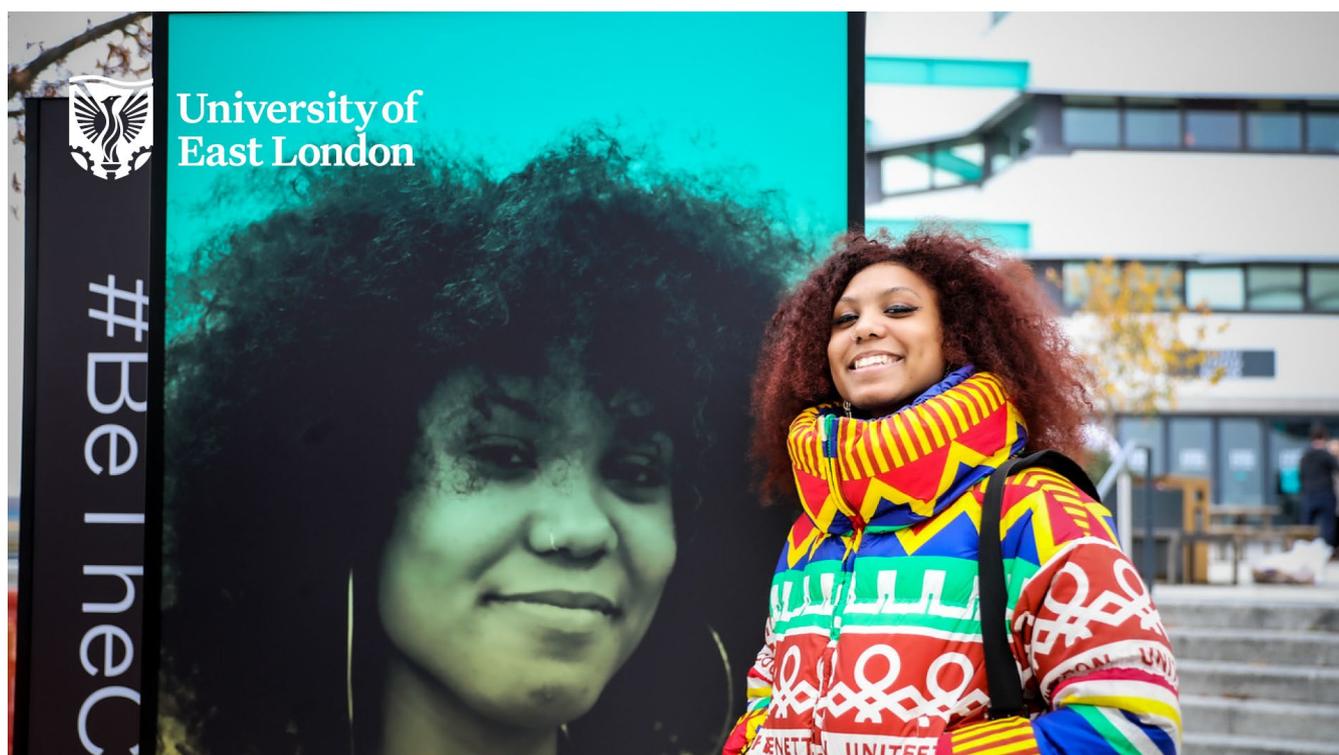


## University of East London

The strategic, integrated and agile approach had a significant positive impact on the financial stability of the institution in a highly competitive and volatile cycle. By scenario planning, working with UCAS and the entire institution at an executive board level, UEL mitigated challenges and delivered considerable results.

### The Judges Comments:

*“This entry really showcased how the marketing team have brought to life the mission, vision and values of the university and tapped into its student populations beliefs. With an excellent focus on building short-term success in order to achieve long-term sustainability, this team is leading change across the institution. Well done.”*



# MARKETING TEAM OF THE YEAR SILVER AWARD

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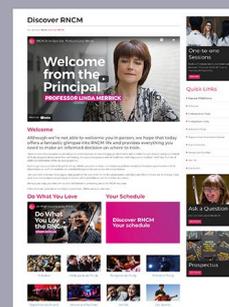


## Royal Northern College of Music

A small but dedicated team, with responsibility for providing creativity and essential services integral to the date-to-day running of the world leading conservatoire. Embracing collaborative working to push boundaries, meet set goals and exceed all expectations.

### The Judges Comments:

*“For an incredible output for such a small team under immense pressure, the team at Royal Northern College of Music have delivered amazing work across multiple areas of Student Recruitment, Communications and events. Remarkable work - congratulations.”*



# MARKETING TEAM OF THE YEAR GOLD AWARD

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## Nottingham Trent University

NTU is a large, complex institution with high ambition, aspirations and targets. A newly structured and energised team have put digital first, delivering some best in class social media and PR activity, record breaking recruitment campaigns, bold new branding and a new research marketing campaign that engaged academics university-wide.

### The Judges Comments:

*“With a very impressive array of achievements after significant change, NTU's marketing team have implemented many impactful projects over the past 12 months with strong engagement results and return on investment. The judges particularly noted the significant academic engagement achieved as part of the Re:search, Re:imagined campaign, the significant engagement with graduates for the NTU Graduation events and the innovative social media engagement achieved by activating the student voice through the Content Collective. These achievements clearly signpost NTU's Marketing Team to be The 2022 Heist Awards' Marketing Team of the Year.”*

