



A 45% increase in numbers and three awards in one year

An Integrated Communications Case Study

Client

Derby Tertiary College.

Market

Further Education.

Objective

To raise the full time student cohort by 20% in one year .

Background

Derby Tertiary College had a chequered history and previous campaigns had not achieved. The college was facing severe competition from other local colleges and sixth forms with Derby Tertiary College often coming third in a list of preferences. No research was available – nor was there time to conduct any .

Strategy

Agency suggested a multi-tactical campaign concentrated into a period of 2/3 months – whereas previous campaigns had been heavily press-based and spread over a 6/8 month period. Creatively, we wanted true differentiation to reflect the new thinking and culture at the college.

Tactics

Targeting 16 – 18 year olds is traditionally difficult. We had to capture their imagination through standard tactics.

Press, posters, buses, radio, cinema, direct mail, door-to-door, literature and event management both on and off campus were the basics of the campaign.

Creative approach

We recommended a simple message: “open your mind” with a strong visual: a blue brain with a zip. There was no mention of education or college and we didn’ t use stereotypical group shots. It constituted a very brave and confident approach by agency and client and formed the platform for all visuals.



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MIND**
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Wilmorton the first choice

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Result

Year one saw an increase of over 21% in the 16 - 18 year old full time student intake - our target audience.

The college also saw a 75% increase in part time students which together gave a total college increase of 45% in one year .

Year 2 - saw a development of the theme - with an increase of over 10% in full time student registration and retention.

Awards

The campaign has won three awards for marketing excellence - "fe first" campaign first and then runner up and a HEIST merit.



Want to know more? Call Ella Cheeseman

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