Session - Strategic Planning of Rich Media Content – Revolution Viewing (Sophie Jackson and Sarah-Jane Spooner)

         Revolution Viewing work with 91 universities on a variety of projects (virtual open days, virtual tours and 360s)

         All work is created in house so no projects are outsourced

         Surveys and other research to get prospective students views on HE are carried out twice a year

Content is created to be used throughout the student recruitment cycle at various points (AIDA - awareness, interest, desire, action) and Revolution Viewing can advise on when to push out content during the cycle but it can be up to the institution to decide too.

Case Study 1

Scotland’s Rural College - SRUC

Approached Revolution Viewing with a brief to create a video to dispel the myths around studying land based courses at agricultural colleges (Barbour jackets, needing to come from a farming background, if you’re female then needing to have married a farmer). Video was very popular with great engagement on Twitter, mainly from B2B with the agricultural sector commenting that they had been waiting for a long time for someone to dispel rural college myths.

Case Study 2

Virtual open day for Leeds Beckett University

Brief from LBU was that they wanted to convey the human connection from an open day, and for students to be left wanting to find out more. Virtual open day needed to replicate the journey of a face to face open day.

         Key to show content of lots of actual students to be authentic.

         Virtual open day is a scroll down feature

         Having content and information on accommodation is so important as it’s one of the main factors of students choosing where to go to university. Students really like the 360 shots as they are in control of the content. If they want to look at the ceiling, they can!

         This virtual open day tested well with widening participation students

Case study 3 - University of Derby

Brief to show Derby as an attractive city for students to study in. Video content shot by Revolution Viewing and Marketing Derby. University of Derby conducted research and created personas of their applicants (adrenaline junkie, sport lover etc) and it was important to feature these in the video.

Case study 4 - Nottingham Trent University

Brief from NTU had an issue with students dropping out from lead acquisition to application, so they wanted to create personalised content.

Video featured; Students and societies, meeting with a lecturer, cooking with housemates, going to a nightclub. Typical activities that a student would encounter at university.

Higher than average click through rates on personalised content.

There was the ability to send a text message to the users phone during the video, which tested well with prospective students as long as the text is delivered at the right point in the cycle (when students receiving it know where the university has got their phone number from, usually because they have made an application or enquiry to the university) as it can be creepy if it’s done through geo targeting or very early in the cycle.

Tips for Maximising Impact

         Use a mix of digital rich media as it increases influence, interest and decision making

         Prospective students expect to see high quality and authenticity is key

         More interactive, the better

         The greater representation of student views, the better

         Location, campus and facilities are important, show them prominently

         Tell a story and evoke emotion and connection

         Consider where and when you will display content