

Session Title:	Insight and Impact with Waterfall Agency (Behind the scenes at an HE creative marketing agency)
Speaker(s):	Jim Tudor – Strategic Director
Chair:	
Reporter:	Amy Pendlebury

Speaker/Institution Bio/Information:	<p>For over a decade Jim was a board director at Havas, one of the largest integrated marketing communications agencies in the world. He ran a number of agencies in the group with a combined turnover of £30 million.</p> <p>A founding director of Waterfall, Jim also runs sister company and trends consultancy Future Index®. Specialising in working with universities, business schools and the higher education sector, Jim has partnered with over 30 European institutions. As well as providing strategic and creative consultancy, Jim delivers inspiring hacks, workshops and presentations of the latest trends.</p> <p>A hands-on professional and creative strategist with over 20 years' advertising and marketing experience, Jim has managed all kinds of projects. University visions and plans. Student-led communications platforms. Award-winning social media campaigns. Alumni engagement initiatives. You name it.</p> <p>Jim has delivered keynote presentations at CASE, CIM HE, UCAS and numerous conferences in Europe. He also has significant experience working outside of education, managing creative work for blue-chip names like ASDA, Halifax, Virgin Media and more.</p>
Overview/Aim of session:	

<p>Workshop Content</p>	<p>Marketing Intelligence</p> <p>Insight is the life blood to a good creative campaign for the HE sector</p> <p>Waterfall is a specialist agency for the HE sector. Won best small marketing agency in the Marketing Awards 2022.</p> <p>Work closely with Future Trends to get the best insight in the market</p> <p>Insight > Impact</p>
<p>Case Studies/Examples:</p>	<p>Case Study 1 – University of Gloucester</p> <p>Getting rid of the prospectus and getting ready for a UCAS event</p> <p>Campaign entitled ‘Who Cares?’</p> <p>We do.</p> <p>Won awards – the Northern Marketing Awards 2020, at the 2021 Heist Awards (Gold, Silver), and the Anthem Awards (global) Bronze Award</p> <p>Inspiration – brought in the future index research and insight to start with. Looked at 50 best examples of what was going on in the world with the youth. Tiktok, American universities, Nike etc.</p> <p>Understanding the audience and what we want to achieve.</p> <p>At the time, the university was number 1 in the people and planet league for sustainability.</p> <p>Needed to walk the talk.</p> <p>Competition</p> <p>Went to the UCAS fairs and events to see what the competition are doing</p> <p>Bag-Drop moments – UCAS fairs full of the same stuff. Same giveaways (plastic bottles), stacks and stacks of prospectuses. Execs won’t get rid of the prospectuses, but the University of Gloucester executives were on board and receptive to change. Brought in a tote bag filled with prospectuses from a UCAS fair and dropped it on the table to make them understand.</p> <p>Vice Chancellor was cycling to work every day and was very behind sustainability and bringing in much needed change. Needed to take a lead.</p> <p>Challenge</p> <p>Pushback from other members of the university. A lot of people ‘need’ it. Rely on the prospectus – bit of a comfort blanket.</p>

Have to understand a 16–17-year-olds. They might say 'yes' if you ask them if a prospectus is useful but if you asked them if they *really* needed it – would the answer be the same? Probably not. There are other ways to provide them with the information. Tiktok, Instagram, digital prospectus, webpages.

Taking a brave step – but it was right. If they were number 1 for sustainability – they had to walk the talk.

Held a youth panel to gain better insight.

'We listened to you'

Light weight card with a QR code on instead of huge paper prospectus 'Who cares? We do.'

Hear from our students, find out more on our Instagram stories. Scan the QR code.

First Instagram prospectus (stories) – 6 stories about different areas of the university

Then there was a UCAS event – giant QR code on the wall – very impactful. Lot of attention.

Seeded wristbands (sustainable, gimmicky – students still like gimmicks) with QR code.

If they scanned the QR code, they were thanked for doing so – thank you for helping us be sustainable.

Thirsty? Edible water pods – flavoured elderflower, proved to be very popular with students. Quirky, fun – students loved them. Still on the theme of sustainability.

Podcasts too – 6 episodes, interviews with current students, staff members etc.

Made BBC News – Gloucester Uni has QR code wristband for prospectus.

"This was a genuine disruptive multi marketing channel campaign."

Stand out entry.

Postcard of QR code made up of pictures of students (very unique) – the QR code went to a video made up of students, informing them about the university. Sent to prospective students. Something physical, personal touch.

Questions

A few people mentioned how difficult it would be to get their SLT on board with moving away from physical prospectuses.

It may not be right for you; however, a huge prospectus is not needed. Most students only need a couple of the pages from the prospectus.

Look for other solutions.

Budget concerns with 'freebies' – however, the money that's saved from printing the prospectus can go towards other things – water pods, seeded wristbands etc.
Not getting rid of the prospectus, just moving it online.
Software to produce a bespoke prospectus to students.

Case Study 2 – University of Manchester “Hello Tomorrow”

PHD researchers

Enormous task.

Good old Marketing plan using - SOSTAC – situation, objectives, strategy, tactics, action, control

If you have a big task to do – PLAN IT PROPERLY

Trawled the world to see what other universities across the globe were doing to recruit a similar target audience.

IBM target graduates – how do they do it?

Talk a lot. Spoke to current UG as well as current PHD researchers for insight.

Worked with academics, students, held focus groups.

Spoke to the FAB FOUR – four senior academics at Manchester University.

Tested out some adverts – text not suitable, went back and spoke more to find out what would work.

Needed storytellers. Found 3 really great PHD students to do this.

Built a storyboard around them.

Prospectus PHD students are going to watch 2 minute videos, as they will be committing 4-5 years on the programme. They are quite happy to invest their time in watching and researching universities.

Made a promotional film but had a bit at the end showing 3 individual films that people could then click on to watch for further information.

Landing page – the stars of the films kept appearing.

Made wrap arounds to display around the campus

Huge promotional campaign with posters and banners around campus – targeting their current students.

Double sided leaflet with QR code on.

T shirts made for the Open Days to increase visibility

Joined this with a media campaign.

Multi-channel marketing – thorough campaign.

Insight Warning

The warning is to be careful with generation labelling.

Gen Z are this

Gen Alpha are all this

You can divide a generation by age but they're all different as individuals.

	<p>They want different things – you cannot paint them all with the same brush.</p> <p>Don't just grab a piece of research from Google.</p> <p>Questions</p> <p>How many people actually listened to the Podcasts? – <i>No stats</i></p> <p>Was the Manchester campaign evenly split in trying to reach current students as well as external students? - <i>Massively untapped opportunities targeting the current UG students. However, the campaign was pushed on external sites – social media, search engines</i></p> <p>Can you track the QR codes for each event or interaction? <i>Yes, you can.</i></p> <p>What is the longevity of the campaign. Is it for one cycle or more? <i>More. It's to kick start activity for future years. It has longevity. Of course, it will change but 'Hello Tomorrow' will be here for a few more tomorrows. Became a brand itself.</i></p> <p><i>PGT and UG a lot of overlap – they work well together – a lot of universities are looking at more collaboration between the two and students are looking to do a UG and PG degree combined, however, PGR is a different beast. Target audience can come from industry. It's a completely different game.</i></p> <p>Universities don't like change. We need to be more sustainable. If the evidence is there (Gloucester), then we should be moving towards that. Going to be difficult to prove to SLT.</p> <p>Access needs for students – some students do still need a physical copy – should be a happy medium.</p> <p>Should not have a prospectus for Post Grad.</p>
Scenarios/Roundtable discussions:	N/A
Questions and Answers:	Included in Case Studies
SummaryKey takeaways:	<p>Be different</p> <p>Stand out from the competition</p> <p>When in doubt, use SOSTAC approach</p> <p>Plan properly</p> <p>Take a multi-channel marketing approach</p>

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