

999

DBA Design Effectiveness Awards 2012

KING'S COLLEGE LONDON. STUDENT RECRUITMENT ADVERTISING CAMPAIGN

3.2 Viral and Emarketing

King's College London
Florence Nightingale School of Nursing & Midwifery
999 Design Group Ltd
20 July 2011



**PAIN TRUST LOVE
COMFORT FEAR
COMPASSION HOPE**

EXPERIENCE LIFE AS A KING'S NURSE.

KING'S
College
LONDON

“ 999 Design's advertising campaign really helped the School to exceed its recruitment targets. We have we seen a 19% increase in applications and the quality of applicants has also improved, making it easier and faster for us to fill places. The reaction to the campaign has been incredible. Applicants have loved the design and have been inspired by the student stories featured in the ads - making King's an obvious choice to start experiencing life as a nurse/midwife. ”

Laura Delfitto, School Marketing Officer

1,195%
INCREASE IN
POSTGRADUATE
APPLICATIONS

SIGNIFICANT COST
SAVINGS BY AVOIDING
THE CLEARING
PROCESS

18%
INCREASE IN
UNDERGRADUATE
APPLICATIONS

EXECUTIVE SUMMARY

Experience life as a King's Nurse

The Florence Nightingale School of Nursing & Midwifery at King's College London briefed 999 Design to design their 2010/11 recruitment advertising campaign for undergraduate and postgraduate students.

The objectives of this campaign were to:

- Increase the number of applications
- Increase the quality of applications
- Increase the number of places offered to students, specifically among prospective postgraduates
- Position King's as the top choice for nursing in the country with cutting edge research and facilities

999 designed a strong and engaging campaign that targeted high quality prospective students of nursing and midwifery programmes, using highly emotive copy and imagery which delivered real stand out in an increasingly competitive and crowded market.

The design was deployed across a suite of digital (and print) adverts that had a real resonance with very specific target audiences and really set King's apart from the crowd. The design and impact of the adverts was so strong that all objectives of the brief were achieved.

The results of this campaign were as follows:

Undergraduate applications to The School of Nursing and Midwifery have seen a significant increase of 18% for the 2010/11 academic cycle, rising from 4,048 in 2010 to 4,787 this year.

Postgraduate applications have increased an unprecedented 1,195%. Rising from 108 to 1,399 applications. Importantly for revenue generation, international postgraduate applications increased despite an increase in fees.

For the first time ever this year, the School of Nursing & Midwifery is predicted not to go through clearing due to the increases in applications and offers resulting from the campaign. The savings from not having to go through this process are estimated to be approximately £11,800 in design and advertising costs and approximately 300 man-hours.

[word count: 284]

PROJECT OVERVIEW

Outline of project brief

The business objective was to increase recruitment of quality students to nursing and midwifery programmes at King's and to communicate its positioning as the best university at which to study these programmes.

The design needed to be radically different to previously used designs by King's and to have enough impact to cut through the noise of increased competitors' designs on the market.

Description

King's College London is among the top 25 universities in the world (QS World University Rankings 2010/11). The Florence Nightingale School of Nursing & Midwifery is one of nine Schools within King's. It was established in 1860 as the world's first professional nurse training schools and is ranked as the number one school for nursing in London (Complete University Guide 2011). From 2012, the School will require the highest entry grades for Nursing in the UK at undergraduate level.

In order to maintain a high level of applications and build towards an increase in student numbers despite future increases in entry requirements and fees, the School decided to carry out a recruitment advertising campaign. The design of this campaign was briefed in to 999 in August 2010 and sought to communicate the prestige of the School as well as the emotional and vocational aspects of a career in nursing to prospective students.

Higher Education market overview

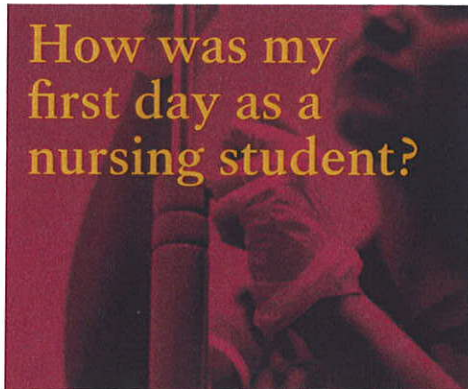
The HE marketplace has become incredibly competitive in London, the UK and internationally. Institutions like King's and even Cambridge and Oxford are no longer able to rest on laurels and rely on historic reputations to attract the best students, scholars, researchers and staff. King's competitors for nursing and midwifery in London alone are: London South Bank, City University and the Royal College of Nursing.

Due to the further globalization of the marketplace, there is a need for institutions to create distinctive and memorable brands that stand out to compete - a high number of international students means that there is greater competition both in the UK and abroad. British Council data suggests that global demand for international student places will increase to approx. 5.8 million by 2020 and the demand for places in the MESDCs is forecast to increase from about 1m places to about 2.6m places. Recruitment of international students has recently become even more challenging as new UK Border Agency regulations on student visas make it more difficult for international students to study here. Institutions are having to maintain the interest of international students who may be put off by such strict visa requirements enough to look to other countries like the US or Australia for their education.

The UK government's removal of the cap on fees for UK students will mean that value for money will be even more of a significant factor to consider for students. Students will become more like consumers and will expect to get what they pay for. Nursing and midwifery students achieving high A-Level grades and paying high fees to attend King's programmes will expect to be more employable with a King's qualification on their CV which adds to the pressure.

Project launch date: October 2010

Design budget: £28,000



OUTLINE OF DESIGN SOLUTION

The final concept created by 999 Design, which was tested with student groups, drew upon the strong emotions - both highs and lows - associated with the nursing profession and brings them to life through a mix of strong typography, bold colours and subtle yet thought provoking imagery.

The creative development focused on the requirement of a design that had stand out, was flexible to the various audiences and was true to the values of the School and nursing profession. The outcome was a compelling suite of adverts that had a real resonance with very specific target audiences and really set King's apart from the crowd.

Previous advertising carried out by the School had been ad-hoc and felt disjointed - in terms of design look and feel and branding. The marketing team felt the time was right for a consistent and coherent design campaign. The new design would need to take the identity and image of the School into a new 'look and feel' direction and break away from previous designs which were lacking in consistency, were off brand and often showed clichéd images of smiling students in classes.

Our remit included the following considerations:

- Resonance: Build a relationship with the audience. Make them feel that KCL is the perfect match for them and their future
- Relevance: 'you're a high-achiever, we'll deliver a world-class learning experience, let's do it together.'
- Standout: 'Be distinctive, bold and be a leader – don't follow.'

999 Design felt that the campaign should also take into account the following considerations:

- High-end positioning, top quality student audience reflected in design
- Concept development and delivery of engaging and emotive advertising visuals and communications pieces - drawing on the emotional connection involved in nursing
- Creation of inspirational visuals and copy to engage students in call to action



The design solution was based on the following elements:

Strapline: 'Experience life as a King's nurse.'

Concept:

- Driven by the idea of the variety of emotions and experiences that a nurse can expect to go through every single day - no two days are ever the same
- The emotional and ever changing experience as an exciting and intriguing aspect of the job
- It's not all about smiley happy people - you will experience both the good and the bad
- A King's nurse will need dedication and strength of character

Visuals:

- Fast paced, dynamic images that show nurses in working environments
- Bold lively colours - eye-catching and energetic
- Idea of the variety of emotions - no two days are ever the same
- Experience and discovery as exciting and intriguing aspects of the job
- It takes dedication and strength of character to be a nurse

SPIRIT ENERGY INSPIRATION

EXPERIENCE LIFE AS A KING'S NURSE.

Apply now for our BSc (Hons) Nursing Studies with Registration.

FIND OUT MORE

KING'S
College
LONDON

SUMMARY OF RESULTS

Improved recruitment

The campaign has resulted in postgraduate applications seeing an outstanding **1,195% increase**. Applications from international postgraduate students as seen an astounding **142% increase** while home postgraduate student applications have increased an amazing **1,659%**. Not only have increase been recorded but the downward trend from 2009 to 2010 has been reversed.

Applications	Home students	Overseas students	Total
2011	1,319	80	1,399
% increase	1,659	142	1,195
2010	75	33	108
% increase	-6.25	-48	-25.5
2009	80	45	125

Offers to postgraduate applicants have also seen unprecedented increases which shows a fulfilment of the campaign brief of increasing quality applications as only quality students received offers. Offers to home and international students has increased **378%** on last year. Home student offers have seen an increase of **534%** and international student offers have seen a **157% increase**.

Offers	Home students	Overseas students	Total
2011	146	36	182
% increase	534	157	378
2010	23	14	38
% increase	0	-57	-56
2009	23	27	51

Undergraduate applications have seen a remarkable **18.26% increase** this year from 4,048 in 2010 to 4,787 in 2011.

As at January 2011	2011	% increase	2010
TOTAL	4,787	18.26	4,048

Digital campaign measurements

The industry average CTR% (clickthrough rate) for a standard display advertisement placement is 0.03%. Each element of this campaign consistently resulted in a remarkably higher CTR% than this average. An email sent via Hotcourses, for example, delivered an incredibly strong 25% CTR from opened emails. Both UCAS emails sent in November and October received an open rate of around **25%** and then a click through rate of **2%**.

Recall

The campaign generated a high amount of post view activity, which accounted for 63% of the total activity on the King's online prospectus page, suggesting a very strong branding connection. Students visited the King's website after seeing and advert or reading one of the emails of the campaign which means they were engaged enough by the advertisement design to have strong enough brand recall to return. This is an indicator of a very successful call to action.

Digital elements of the campaign

(Report Dates: 18 October – 18 May):

- 956,168 delivered impressions
- 902 recorded clicks
- CTR% average on all elements of .09% - considerably more successful than the industry average of 0.03%.
- Emails, generally around 2% CTR which again is higher than the average.

Adverts were placed in the following vehicles:

Digital:

- TheStudentRoom.co.uk: MPU banner, skyscraper and advertorial
- Whatuni.com: banner
- UCAS: direct emails
- NursingTimes.net: button
- Nursing Standard: button and email
- Hotcourses: email

Print:

- Psychologies Magazine
- London Student Paper
- RCM Conference Guide
- Smaart Graduate

Comments (note CTR standard of 0.03%):

- The Hot Courses February email, delivered an amazing **25.35%**
- The Student Room delivered a CTR% at **0.08%**
- Both display sites, What Uni & The Student Room delivered well over the average CTR%
- The MPU (300x250) was the best performing size for CTR% at 0.09%
- The Nursing Times site generated 75,919 impressions and a CTR of **0.19%**, which is largely above the average of 0.03%

Savings

King's is one of the very few amongst its institution peers to go into clearing each year. King's goes into clearing as a result of under performing programmes, most of which are usually in the School of Nursing & Midwifery. Due to increases in applications this year, the School of Nursing and Midwifery is predicted not go into clearing for the first time since the clearing process was introduced. Not going into clearing will aide toward lifting the institution in terms of its positioning when compared to its competitors. The savings from not having to go through this process are estimated to be approximately £11,800 in design and advertising costs and approximately 300 man hours.

Improvements in staff morale:

The result of the new design was an injection of enthusiasm for the School, its identity and its purpose. The adverts not only inspire prospective students but staff too, and remind them of the importance of nursing in society.

'The advertising campaign, developed for King's by 999, has been instrumental in our successful recruitment of nursing and midwifery students. Existing students and academic staff had input into the development of the advertisements, so there was a real sense of ownership when the campaign was launched. The eye-catching colours and dramatic descriptors of the professions, in the advertisements, appeal to our target audience and make it clear that a healthcare profession has moments of both joy and sadness.' -

Barbara Dahill,

Director of Administration and Business Development
at the Florence Nightingale School of Nursing & Midwifery.

Other influencing factors:

The Florence Nightingale School of Nursing & Midwifery at King's has a small marketing team. The team engage in various student recruitment activities during each academic cycle, such as: open days, campus tours, study fairs, direct mail, events (other than open days) and PR. This year's range of events has not varied significantly on previous years. An increased footfall has been recorded for attendees of these recruitment events. Among these attendees, there was a high amount of recall for the campaign.

RESEARCH RESOURCES

- Universities & Colleges Admissions Service (UCAS) application figures for UK higher education institutions, June 2011
- Florence Nightingale School of Nursing & Midwifery admissions data
- Feather Brooksbank, media buying and planning consultancy – measurement data on campaign performance
- British Council UK higher education sector data

KING'S
College
LONDON

Leo Sudea

ACCOUNT DIRECTOR
leo.sudea@999design.com

Lisa Grace

SENIOR DESIGNER
lisa.grace@999design.com

London

91 Great Eastern Street
London
EC2A 3HZ
Phone +44 (0)20 7739 3945

www.999design.com

999