



THE Awards Asia 2020 - Student Recruitment Campaign of the Year

Institution Name	Southern University of Science and Technology (SUSTech)
Submission title or project name	#tobeaSUSTecher
Nominee/key personnel	Ling Zhang, Director, Communications and Public Relations Office
URL	https://www.youtube.com/watch?v=hPM0XqRgYJI
Submission	<p>As an emerging research university that is widely regarded as a trailblazer and innovator in advancing Chinese higher education, SUSTech was willing to think outside the box for its promotional campaign to recruit students in 2020.</p> <p>The International Publicity Office made the conscious decision to make a video in English, with no Chinese subtitles, thus the #tobeaSUSTecher concept was born. Focused on capturing the essence of SUSTech students and their experience of university life, the #tobeaSUSTecher video had over two million views within the first twenty-hours on social media, followed by a dramatic increase of followers on all social channels after one week.</p>