

THE AWARDS 2021

Outstanding Marketing/Communications Team

Institution name	University of Oxford
Submission title or project name	Oxford University's Public Affairs Directorate: COVID-19 Response
Nominee/key personnel	Oxford's Public Affairs Directorate
URL	www.ox.ac.uk/coronavirus-research
Submission	<p>By the time the WHO declared a pandemic in 2020, the Oxford's Public Affairs Directorate was deploying major COVID-19 news stories every day. The team was tasked with ensuring this research had the right impact, and we pivoted immediately to a global COVID-19 campaign strategy.</p> <p>The campaign focused on telling a powerful story about Oxford's research excellence and its practical application against COVID-19's global challenges. We achieved global awareness of Oxford's key messages through a people-focused approach to scientific storytelling combined with accurate information on Oxford's coronavirus research and public health messaging.</p> <p>The campaign achieved record outcomes, contributing to perception shift around Oxford research, establishing the university as a leader in science/medicine among target audiences and making Oxford the 'go-to' institution for stakeholders. In addition, the communications campaign supported hugely successful fundraising and led to positive retention among student offer-holders, record engagement with internal communications and evidence-based business choices.</p>