

THE AWARDS 2021

Outstanding Marketing/Communications Team

Institution name	University of Reading
Submission title or project name	Demonstrating research strengths through the COVID-19 pandemic
Nominee/key personnel	University of Reading Corporate Communications
URL	
Submission	<p>For more than a year, there has been only one story. A handful of top universities have dominated public discourse. They are working on vaccines, advising the government, and training the next generation of doctors and nurses. Smaller universities – who also play a vital role in the response to the pandemic – risk losing out.</p> <p>The University of Reading needed a campaign to stand its ground against the behemoths, and show its work was relevant in the fight against COVID-19. This would target policymakers, public, influencers, the HE sector and alumni, highlighting Reading's skills and expertise. In doing so, we more than doubled our media coverage, hosted high profile political and royal delegates to see our COVID work and raised over £13,000 for home testing activities.</p>