

THE AWARDS 2020

Outstanding Marketing/Communications Team

Institution name	University of Dundee
Submission title or project name	Discover Dundee
Nominee/key personnel	Rebecca Trengove, Director of Marketing and Communications
URL	
Submission	<p>To achieve the University of Dundee's ambitious growth targets we needed to attract growing numbers of students from unregulated markets, particularly international. We know the University of Dundee is a very special place to study and with a compelling story to tell, but it's a competitive marketplace, with many of our competitors enjoying greater brand recognition than we do. So we decided it was time the world Discovered Dundee.</p> <p>We developed and introduced a new university-wide brand architecture that has achieved wide buy-in; with senior management we redefined our structural approach to international recruitment, combining forces between professional services and academics; and we conceived and rolled out a new student recruitment campaign across multiple channels to support that combined effort.</p> <p>Our revised OneDundee approach has led to sector-leading increases in our international matriculations over the last four years, both undergraduate and postgraduate.</p>