

# THE AWARDS 2020

## Outstanding Marketing/Communications Team

<b>Institution name</b>	Staffordshire University
<b>Submission title or project name</b>	Creating cut-through at Clearing
<b>Nominee/key personnel</b>	Richard Shepherd, Marketing Manager; James Morgan, Head of Communications; Natalie Baker, Marketing Officer
<b>URL</b>	<a href="https://www.staffs.ac.uk/clearing">https://www.staffs.ac.uk/clearing</a>
<b>Submission</b>	<p>Staffordshire University's Marketing and Communications team came together with colleagues from across the institution to transform our approach to Clearing. Our goal? To increase student numbers while strengthening our public profile among prospective applicants, reinforcing our status as the UK's foremost Digital University.</p> <p>Following a comprehensive phase of market research, our team developed a bold new creative style tailored to appeal to prospective students. Alongside an aspirational video campaign, we redeveloped our Clearing microsite which centred on our online offer calculator and was supported by a clear call to action: 'Get an instant decision online'. We also integrated new 'live chat' functionality to supplement our traditional 'Clearing Hotline', facilitating seamless offer-making and delivering a straightforward and time-effective user experience for students.</p> <p>This resulted in a 50 percent increase in usage of our offer calculator, a 15 percent increase in hotline calls and 63 per cent increase in placed mature students.</p>