

THE AWARDS 2020

Outstanding Marketing/Communications Team

Institution name	University College London
Submission title or project name	Disruptive thinking since 1826 #MadeAtUCL
Nominee/key personnel	UCL Communications and Marketing
URL	www.ucl.ac.uk/made-at-ucl
Submission	<p>Since 1826, UCL has been confronting humanity's biggest issues.</p> <p>Our campaign, 'Disruptive thinking since 1826' and the hashtag #MadeAtUCL highlighted our unique multidisciplinary approach to problem-solving through game-changing research, and united staff, students, and alumni in sharing the real-life impact of our work in ways that wider audiences could relate to.</p> <p>The campaign was the first of its kind that involved the whole community – from academics and communications professionals to members of the public who voted for their favourite UCL research stories.</p> <p>By working together, staff in faculties and the central marketing team created a digital hub for 100 breakthrough stories, which were transformed into animations; social media advertising; hoardings at the new UCL East campus; podcasts; a festival and public lecture series.</p> <p>Combining resources and clever use of content led to engagement with over 5M people, far exceeding our original objectives and demonstrating excellence in the education sector.</p>