



Awards 2024

Outstanding Marketing/Communications Team of the Year

Institution Name	Queen's University Belfast
Submission title or project name	
Nominee / key personnel	Strategic Communications Team led by Director Eamon Deeny and Media Manager Suzanne Lagan
URL	
Submission	For the academic year of 2022/23, Queen's strategic communications team worked tirelessly to significantly enhance the University's public perception locally, nationally and internationally, with 97% of the 50,000+ pieces of media coverage generated being positive. Social media sentiment echoed this positivity, with targeted storytelling amplifying Queen's across the world as a reputable academic authority and a force for local good, with positive sentiment increasing across platforms. The team's concerted media engagement efforts yielded unprecedented results, including: the major Agreement 25 conference; an innovative communications approach to highlight funding challenges by strategically demonstrating Queen's contribution both economically and to wider society; and taking a quirkier approach to scientific research. Their efforts have positioned Queen's University as a global leader in academia and research, driving positive public perception and impactful outcomes on both local and international scales.



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Institution Name	University of Stirling
Submission title or project name	Recruiting the 12th Man
Nominee / key personnel	A collaboration led by the Communications and Marketing Teams, including Performance Sport, Social Media, Alumni and the Students' Union
URL	
Submission	University of Stirling footballers made history when they played Premiership side Dundee United in a "David versus Goliath" tie in 2023. It was an unprecedented opportunity to promote Stirling's reputation as Scotland's University for Sporting Excellence – but the marcomms team faced several challenges. With limited time and budget, the team focused on creating exciting and engaging social media content, while strategically maximising earned media opportunities. The ambitious strategy yielded phenomenal results, with major sporting names – including Sir Alex Ferguson and Lilian Thuram – backing the campaign. Their endorsement, combined with the production of four impactful films, led the team to surpass their objectives. Driven by the campaign, which reached 1.49 million across social media, Stirling sold 1,000+ tickets for the match. With widespread media coverage including BBC Sportscene, Reporting Scotland, STV News, The Times and The Sun, the campaign cemented Stirling's reputation as a leader in university sport.



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Institution Name	Abertay University
Submission title or project name	A-B Campaign
Nominee / key personnel	Abertay University External and Corporate Relations
URL	www.abertay.ac.uk
Submission	Abertay University rolled out a comprehensive brand awareness campaign in 2023 creating a new narrative for the institution based on its core values, sense of local pride and social mission. Work began to conceptualise a top-to-bottom brand refresh focused on three key goals from the Strategic Plan 2020-25: offering transformational opportunities; inspiring students/graduates to achieve full potential; and preparing students for work. These values reflect Abertay's student demographic (around 50% of students from the local area, high proportion of disadvantaged students, around a third of all students coming to us from college, high proportion of mature students). The successful campaign addressed outdated local and national perceptions and led to an 11% rise in student applications, bucking a national downwards trend.



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Institution Name	London Metropolitan University
Submission title or project name	London Metropolitan University marketing and communications team
Nominee / key personnel	
URL	
Submission	We are a fraction of the size of most university marketing and communications teams and we have a giant remit. By prioritising everything we do based on impact and efficiency, we have driven huge success for the University, from driving exceptional ROI through our Clearing campaign, to generating 1,270,772 organic engagements from one important moment in our students' journey. Our work has contributed to almost all strands of the University's strategy and we have gone above and beyond in our commitment to our students' futures. With London Met graduates making up more than a third of our team, we embody our institution's values, we deliver authentic marketing and communications activity and, with it, we are achieving great success.



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Institution Name	University of Leeds
Submission title or project name	Cost of Living campaign
Nominee / key personnel	Student Communications Team
URL	
Submission	The University of Leeds' Student Communications Team launched a dynamic content campaign to empower students in tackling the cost of living crisis through effective money management. The strategy aligned institutional messaging with student insights and needs, structured around key milestones in the academic calendar, culminating in a series of activities timed during National Student Money Week. The campaign included an online cost-of-living hub, 26 blogs, 7 TikTok videos, 10 Instagram story takeovers and 42 student newsletter articles. A student-informed digital recipe book enabled students to create affordable recipes from peers around the world, while student money tips formed the basis of a student money guide shared with freshers every September. Campaign content was created in collaboration with students being student-led, -informed or -approved. As a result, the campaign drove behaviour change and significantly increased student awareness of financial support available.



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Institution Name	University of Exeter
Submission title or project name	Green Futures and Beyond
Nominee / key personnel	
URL	https://greenfutures.exeter.ac.uk/
Submission	In 2022/23, the University of Exeter brought marketing and communication professionals together with world-leading climate scientists and collaborated with policymakers, businesses, philanthropists and charities to create a new campaign to drive action on the climate and ecological crisis. Exeter built a Green Futures campaign that drew upon its 1,500 experts working on green solutions to deliver change utilising platforms such as the World Economic Forum, New York Climate Action Week and UNFCCC conferences, to speak science to power and thus influence key decision-makers. At COP28 in Dubai, Exeter delivered over 4,000 pieces of media coverage and achieved nearly 2,000 media mentions, six times more than any other university. On social media, Exeter reached over 17 million people within two weeks, and a campaign on positive tipping points has now reached over 15 million people. Exeter's work was referenced by world leaders and in the final COP28 text.