



THE Awards 2019 – Outstanding Marketing Communications Team

Institution/Nominee	University of Bradford
Title	Reaching new audiences through digital storytelling
Key personnel	Marketing & Communications Department
Submission	<p>The creative output of the University of Bradford Marketing and Communications team in the 2017-18 academic year demonstrates our expertise in storytelling and digital innovation and is the result of effective collaboration between both our in-house teams and our agency partners.</p> <p>We developed a research-based digital content strategy focused on student recruitment and our broader business objectives.</p> <p>Three ‘hero’ projects exemplify our innovative, collaborative approach to marketing.</p> <ul style="list-style-type: none">• The Virtual Experience• Don’t go to Bradford campaign• Enjoy the ride campaign <p>As a smaller university with limited budgets and resources, we could have solely relied on tried and tested student campaigns and rankings, but instead we have taken risks and demonstrated our expertise and talent through innovative videos, virtual tours, integrated campaigns and collaborative working practices.</p>