



The University of  
**Nottingham**

UNITED KINGDOM • CHINA • MALAYSIA

***THE Awards 2019 – Outstanding Marketing Communications Team***

Institution/Nominee	University of Nottingham
Title	Discover Our World
Key personnel	University of Nottingham Communications and Marketing teams in the UK, China and Malaysia
URL	<a href="https://www.youtube.com/watch?v=NBKILRLd0WE">https://www.youtube.com/watch?v=NBKILRLd0WE</a>
Submission	<p>Brand research by the University of Nottingham’s marketing and communications team demonstrated the power of the institution’s reputation. The research found that whilst its stakeholders thought highly of the University in its key territories (UK, China and Malaysia), there was nothing unique to Nottingham.</p> <p>Against the backdrop of a fall in league tables, losing market share (in some areas moving from selecting to actively recruiting prospective students), and challenging strategic goals to enhance global reputation and profile by 2020, the institution needed to act.</p> <p>In 2017-18 the team delivered the University’s first reputation campaign in all three countries using research to tell Nottingham’s story. ‘Discover our world’, which drew on a mix of paid, owned and earned channels and platforms, exceeded all its key objectives against awareness/reach: 493 million people (target 110 million); digital engagement: 1.9 million people (target 1 million); and physical engagement at events: 10,480 people (target 3,600).</p>