

UNIVERSITY of
STIRLING



THE Awards 2019 – Outstanding Marketing Communications Team

Institution/Nominee	University of Stirling
Title	Web Transformation Project and the Research 'Ripple Campaign'
Key personnel	Jennifer Harrison, Executive Director Communications, Marketing and Recruitment
URL	www.stir.ac.uk
Submission	<p>In 2017/18, the challenge was set by the Senior Management Team to increase student recruitment numbers, raise brand awareness and enhance the university's research profile.</p> <p>Through the delivery of two flagship marcomm projects – the Web Transformation Project and the Research 'Ripple Campaign', an internal awareness raising campaign aimed at academics – the University of Stirling's Comms and Marketing team demonstrated the tangible contribution of their work to the delivery of the University of Stirling's strategic objectives.</p> <p>The success of the two projects can be measured against clear performance indicators: six months after the new website launched, CTR from Google was up by 44%; Postgraduate lead generation increased by 131% and applications by 23%. Six months after launch, the Ripple Campaign – promoting interdisciplinary research and collaboration, had a 92% unprompted recall among academic colleagues and, significantly, the university recorded its highest total grant bid value by Stirling academics to-date, up over 220% on 2016/17.</p>