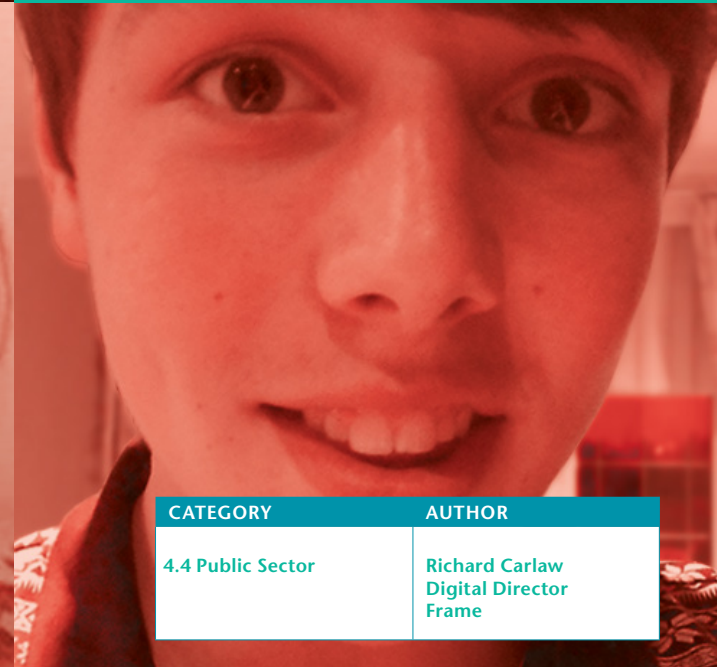


#TESTDRIVEDUNDEE

The University of Dundee was ranked top in the UK in the Times Higher Education Student Experience Survey 2012, for quality of teaching, city and campus experience and overall student satisfaction.

This is the story of how we recruited five young people to #testdrivedundee and tell their own story to their hard-to-reach peers.



CATEGORY	AUTHOR
4.4 Public Sector	Richard Carlaw Digital Director Frame



University of Dundee

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The client brief and two clear objectives:

In late 2013, we were invited by the University of Dundee to pitch for a campaign to recruit student applications from school leavers and young people in the Rest of UK (rUK) market, with the ultimate objective of increasing undergraduate matriculations by students from key rUK regions.

Tuition fees are currently paid for Scottish and EU students by The Scottish Government, with a cap on how many Scottish/EU students universities in Scotland are allowed to enrol. Students from the rest of UK (rUK) market are therefore a crucial target for Scottish universities, as they bring revenue into the institutions.

We were presented with two very clear objectives:

- To raise the profile of the University of Dundee, particularly in key Rest of UK markets (The North West and north East of England and Northern Ireland)
- To increase rUK matriculations to non-controlled courses in 2014





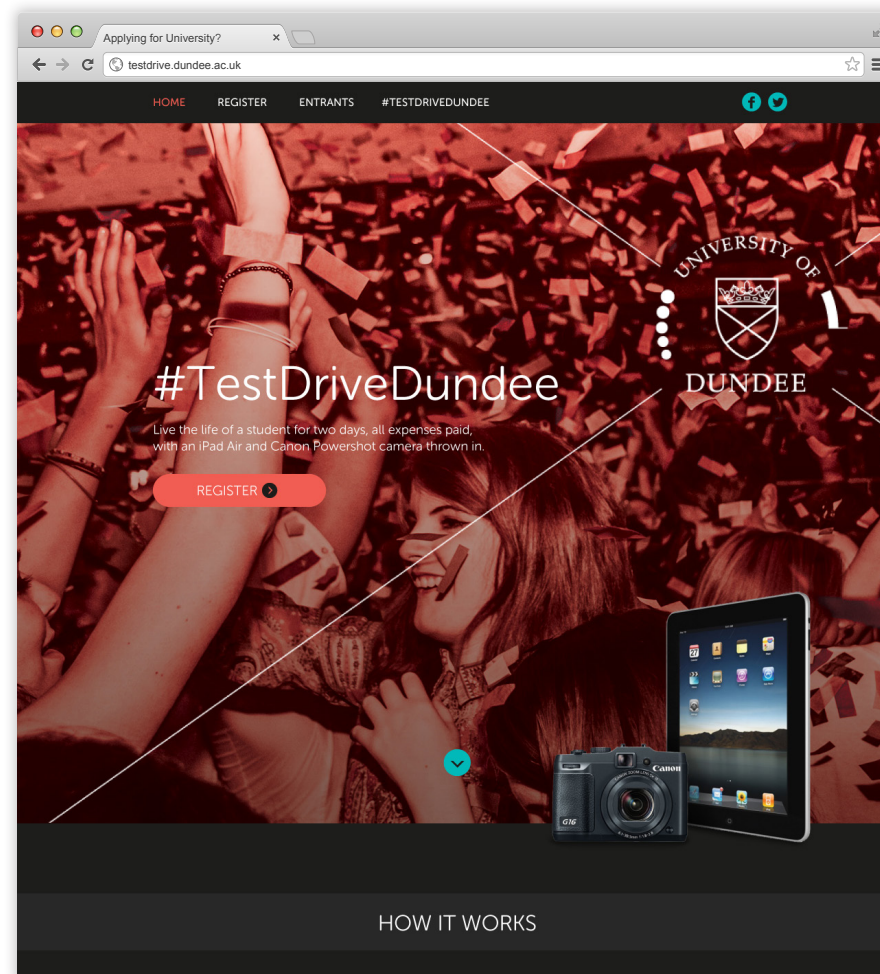
A bold approach:

The pitch brief from the University of Dundee originally asked agencies to develop a creative advertising campaign, to be delivered via a range of traditional media.

On considering the brief, it was our feeling that a different approach to traditional advertising was required for a target audience of 16 to 20 year olds, as research shows this group is the least likely to respond to one-way brand communications, such as outdoor and radio.

Moreover, we felt that given the campaign had to target three specific and geographically distinct regions, an online campaign could achieve greater penetration, reach and frequency within the available media budget.

So, rather than pitch the advertising campaign the brief was asking for, we instead presented an idea for a digitally-led consumer activation campaign - **#testdrivedundee**





Turning Insights into a Big Idea:

Our core idea stemmed from the insight that within the target audience, there was either very little awareness of the University of Dundee or worse, that there were negative perceptions of Dundee as a city to live and study in. We also know how important peer-to-peer advocacy is within this particular audience.

During the research we conducted during the pitch process, we also uncovered numerous facts and 'hidden gems' about both the University and the city, that individually might not have been significant for advertising messaging, but taken as a whole were very persuasive.

The activation campaign we ran was to recruit five young ambassadors to test-drive Dundee during a three day visit to the University and to live-stream their experiences via Twitter, Facebook and Instagram.

As well as an all-expenses paid trip to Dundee, they would also be given an iPad Air and a Canon digital camera to use to blog their experience while they were there, which of course they got to keep.





Driving Awareness, Building Engagement, Generating Content:

There were four broad phases to the campaign from the initial recruitment to the actual test drive event itself.

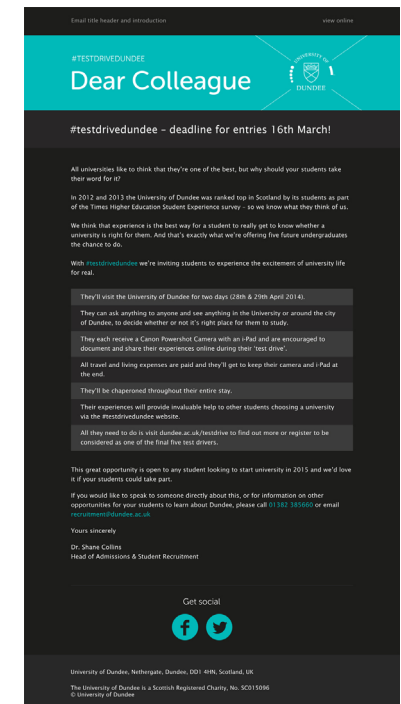
Recruitment:

During Phase One we wanted to recruit as many potential test drivers as possible and spread the word about the campaign, so we developed a microsite to explain and promote the activity and the prize, capture registrations to be a test driver and facilitate social sharing of the activity.

We utilised a number of channels including direct mail to schools (in the form of a letter to careers advisers and a poster), online display advertising and highly targeted audio and banner advertising on Spotify.

We also ran a social media campaign, which was delivered via the University's Facebook and Twitter channels, but entirely delivered and managed by Frame.

During this first phase we received **357 applications** from young people to become test drivers, with **9,870 unique visitors** to the site in a six week period.





The Shortlist:

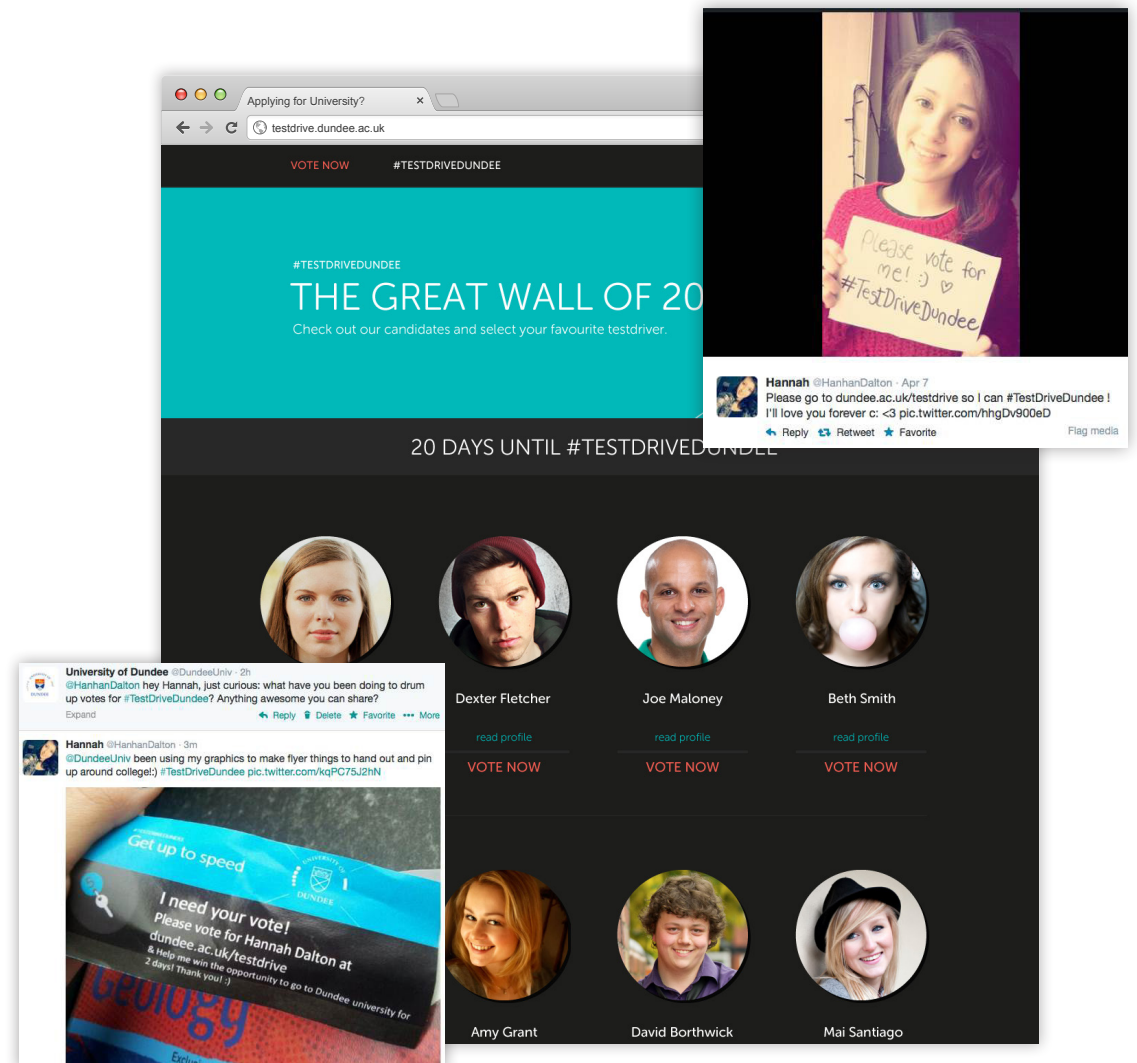
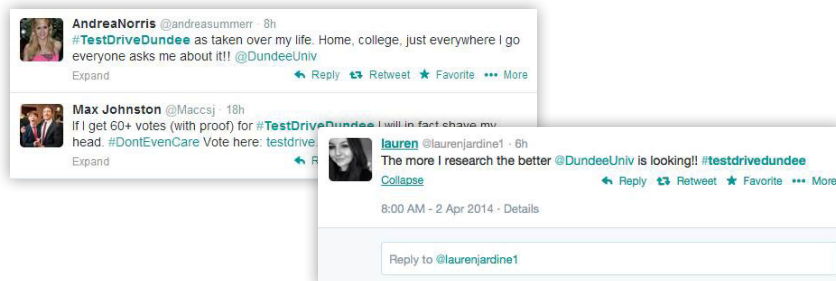
In phase two, we shortlisted the applicants down to twenty, based on the quality of their application and their reach and level of activity on social media.

We then went to a public vote for our final five, using social media (especially boosted Facebook posts) to drive traffic and engagement as well as encouraging our shortlisted candidates to mobilise their own social networks to vote for them.

Voting:

During the two week voting phase, over **8,962 votes were cast**, with the #testdrivedundee hashtag receiving **2,325,277 impressions**.

Importantly, voters were invited to share the fact they had voted on their own social channels, and with over **1,200 shares**, the activity was exposed to nearly **250,000 friends**, so touched a significant number of people within our target audience organically.

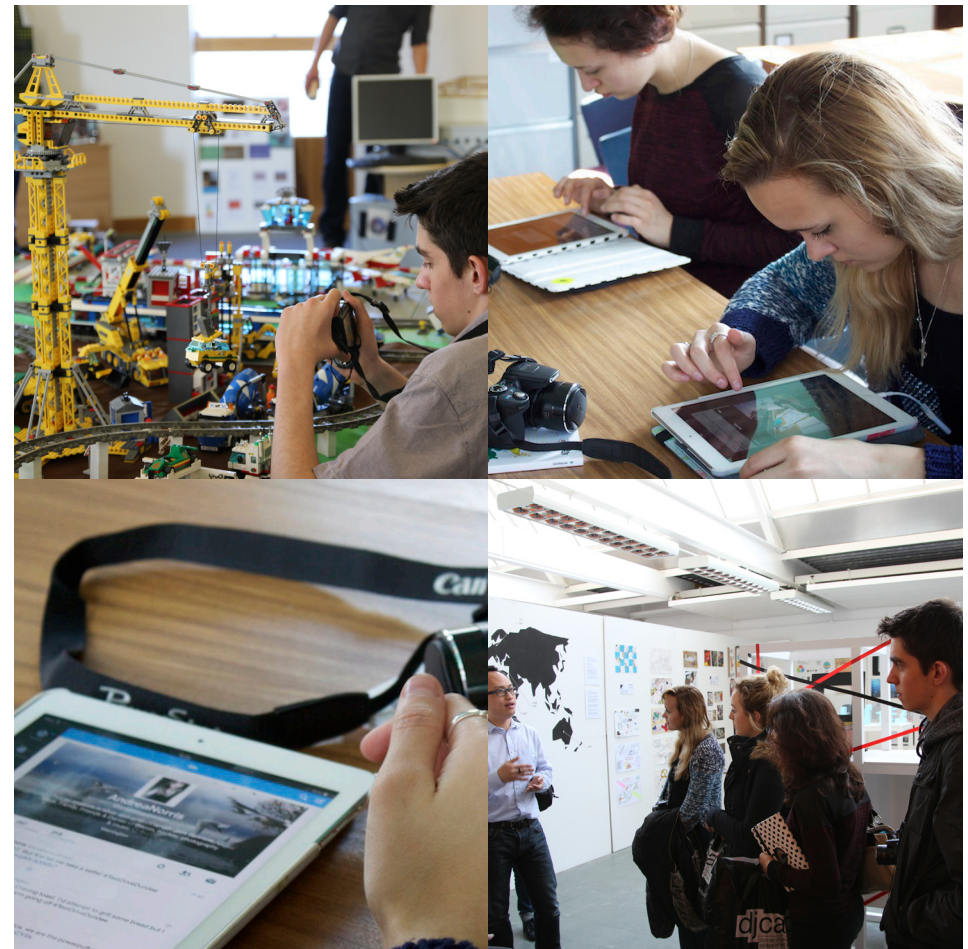




The Test Drive:

Once our final five test drivers were decided, they visited Dundee in late April and engaged in a huge number of activities when they were there, including a mock trial, watching keyhole surgery lessons, some tourist activities, interviews with the student's union radio and a pool competition in the student's union.

In between these activities our test drivers were constantly tweeting and posting up photos, with the #testdrivedundee hashtag receiving **742,221** impressions over two days, with a reach of **46,593**.





So did it work?

We were given two clear objectives for the activity which were:

- To raise the profile of the University of Dundee, particularly in key Rest of UK markets (The North West and north East of England and Northern Ireland)
- To increase rUK matriculations to non-controlled courses in 2014

In terms of the results, we certainly did a lot to raise awareness:

- 600,428 highly targeted impressions on Spotify across audio and display formats
- A reach of over 100,000 for paid media on Facebook (highly targeted boosted posts)
- 19,703 unique visits to the #testdrivedundee microsite during the campaign, with 26,092 total visits
- Highly targeted Facebook advertising drove 80% of site traffic.
- 8,962 votes with 1,294 social shares, giving voting an estimated social media reach of 250,000
- #testdrivedundee received over 3 million impressions throughout the campaign

Anecdotal feedback from The University of Dundee suggests that the activity has been viewed as highly disruptive in a space where student recruitment marketing can be fairly traditional.

Moreover, the Test Drive visit itself generated over 3,000 photographs and 20Gb of video footage that has been used in ongoing marketing activity both on and offline since the campaign finished in April 2014.

Ultimately, the real test was the effect on matriculations:

- The target for matriculations in 2014 was surpassed by 7% (the client has asked to keep actual numbers in commercial confidence)
- There was an 18% increase in Open Day bookings from target rUK regions
- The activity also supported both conversions and clearing in 2014, with a secondary benefit of reaching lucrative international students



In Conclusion:

It's always a bold move to challenge a client brief, but we felt the alternative approach was justified on the basis of consumer insight and would be a better way of achieving the objectives of the campaign. It takes an even bolder client to buy into a different way of doing things and take a leap of faith, but the buzz around the campaign and the ultimate results more than justified their bravery and ambition.

So much so, we're delighted to say we're working with The University of Dundee to run the activity again in 2015.

We have created an archive version of the 2014 campaign site, as it was at the end of the campaign and this is available at <http://testdrive2014.du.framedev.com>

The 2015 #testdrivedundee campaign is currently live and can be viewed at www.dundee.ac.uk/testdrive

"Working with the team at Frame was such a great experience the first time round that we're doing it again! The #TestDriveDundee campaign they came up with was innovative and exciting, and exactly spot on for our particular audience. We were really pleased with the implementation and the end results exceeded our expectations from the initial brief."

Karen Martin, Marketing Communications Manager,
The University of Dundee