

Heist Awards

showcasing the *best of the best* in education marketing

WINNERS BROCHURE

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After a fun-filled awards night, things can get a bit hazy and remembering all those worthy winners can be a struggle. Lucky for you, we've got you covered. Say hello to our winners' brochure. Recap on the award categories, see our 40 (yes, 40!) winning entries, and discover education marketing at its best. What's more, you can download this brochure for future inspiration.

Why wait? Use our interactive anchors to explore.

The categories

Explore our award categories and click to see our gold, silver, bronze and highly commended entries.

1. **Best Undergraduate Student Recruitment Campaign >>**
2. **Best Postgraduate Student Recruitment Campaign >>**
3. **Best Use of Content >>**
4. **Most Effective Use of Digital or Social >>**
5. **Best Brand/Reputation Campaign >>**
6. **Best Event Experience >>**
7. **Best Widening Participation Initiative >>**
8. **Best Use of Data, Insight or Marketing Research >>**
9. **Best Community/Business Engagement Campaign or Initiative >>**
10. **Best Student or Alumni Engagement Initiative >>**
11. **Best Low Budget Initiative (under £15k) >>**
12. **Best Prospective Student Journey/Experience >>**
13. **Rising Star Award >>**
14. **Marketing Team of the Year >>**

Best Undergraduate Student Recruitment Campaign

Sponsored by



Awarded to the best campaign that attracts undergraduate students to apply and enrol for courses.

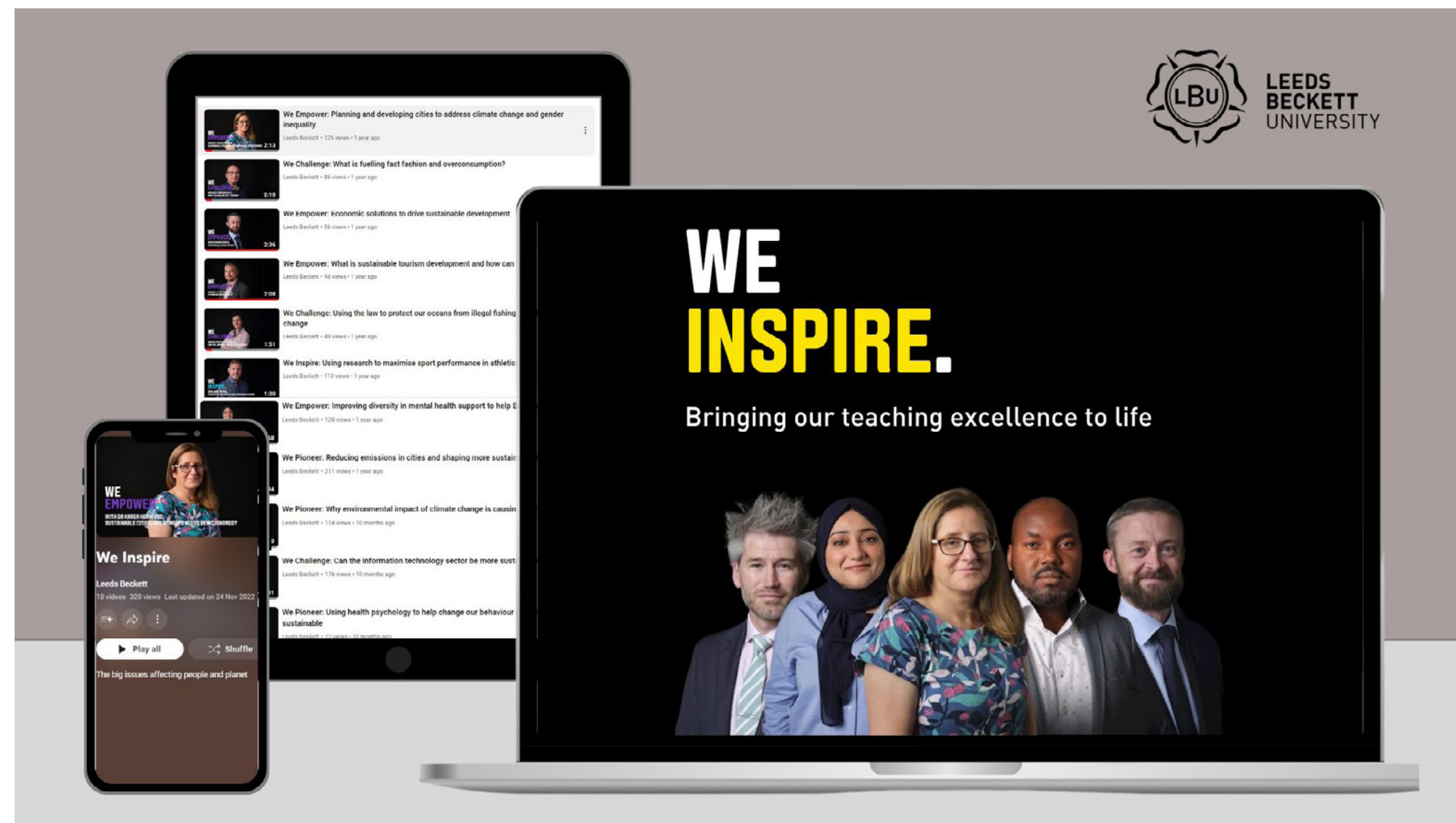
GOLD | SILVER | BRONZE | HIGHLY COMMENDED

Gold Award

Best Undergraduate Student Recruitment Campaign

Leeds Beckett University

We Inspire. Bringing Our Teaching Excellence to Life.



This campaign endeavoured to make teaching and learning as interesting as possible. And Leeds Beckett really pulled it out of the bag with a unique and high-quality initiative that put great content at its core. They proved teaching excellence through stories, not just stats. A multi-channel effort that took the university brand to new levels. Engaging, relevant, dynamic. Bravo.

What did our judges think?

“Backed by detailed data and insight, this was a comprehensive and insightful entry that pushed boundaries by putting academics at the forefront of the campaign – sharing profiles and stories that really stood out to our judges.”

Best Undergraduate Student Recruitment Campaign

Silver Award

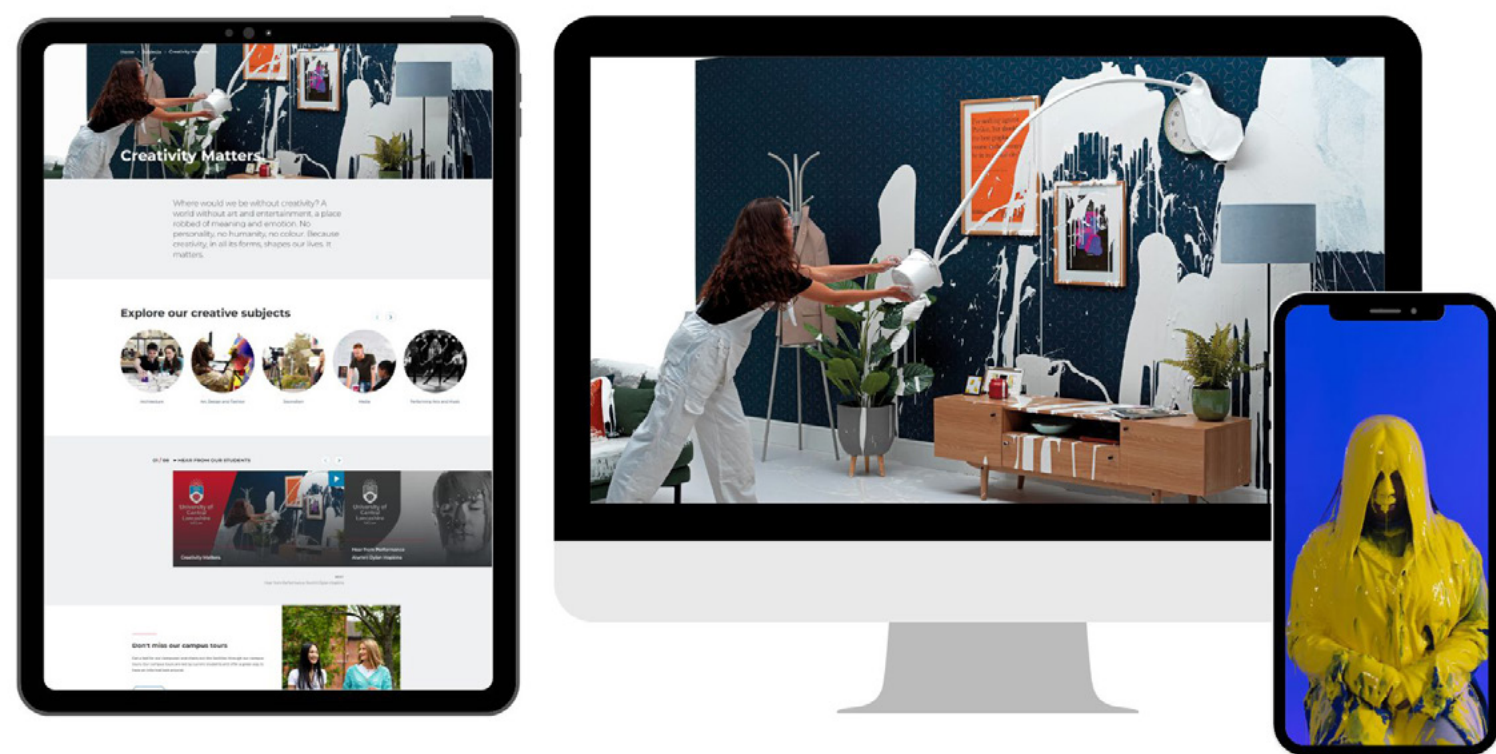
University of Central Lancashire (UCLan)

Creativity Matters

A creative and innovative campaign that pushed the university to increase UK applications and enrolments across its creative arts courses.

What did our judges think?

“Powerful creative that drew students into the industry, not just the institution. This campaign wasn’t just a university campaign but was championing the sector. The outcomes were fantastic considering the challenges in the creative arts sector.”



Bronze Award

University of Sheffield and Sheffield Hallam University

Sheffield – Your University City

A multi-channel campaign partnership with Sheffield City Council that gave 16–18-year-olds in Sheffield and London a new perspective of the opportunities on offer at both universities.

What did our judges think?

“Ground-breaking collaboration between two very different universities, recognising the mutual benefits of coming together to celebrate the city.”



Best Undergraduate Student Recruitment Campaign

Highly Commended Award

University Academy 92 (UA92)

Make It For Real

An intuitive campaign designed to eliminate the hidden costs associated with the daily affordability of higher education – using influencers to achieve high results.

What did our judges think?

“Whilst this was an incredibly competitive category, UA92 demonstrated courage, bravery and mastery of their brand and their audience. They’ve dared to be unapologetically different and thus, we felt it was important to highly commend this campaign.”



Best Postgraduate Student Recruitment Campaign

Sponsored by

Find  University

Awarded to the best campaign that attracts postgraduate students to apply and enrol for courses.

GOLD

Gold Award

Best Postgraduate Student Recruitment Campaign

University of Limerick

Stay Curious Campaign.



The University of Limerick's Stay Curious campaign was a true celebration of the spirit of curiosity. Aimed at students who were considering taking on a postgraduate course, it delivered in more ways than one. With communications across OOH, Digital, Cinema and beyond, the diversity of media matched the diverse range of students the university targeted. Real people. Real stories. A real inspiration. It's a big thumbs up from us.

What did our judges think?

"We thought this was a really engaging entry: it showed clear execution on a tight budget, delivered completely in-house by a new PG team. We particularly liked the creative concept and brand toolkit."

Best Use of Content

Sponsored by



Awarded to the campaign that shows the best use of innovation and creative thinking.

GOLD | SILVER | BRONZE

Gold Award

Best Use of Content

University of East London

Where Next?



The Where Next platform was developed by the University of East London as a promotional effort. Unique and immersive, this site acted as a dedicated go-to area for sharing the various reasons for living and studying in the vibrant East End of London. Not only was it a differentiator for the university, but a platform that stood on its own two feet – no sales pitch necessary. Quality content and varying input. Win-win.

What did our judges think?

“This was a unique, innovative and memorable entry that wowed. With a clear strategy to develop high quality content to connect community to the university, the interactivity created a compelling sense of place.”

Best Use of Content

Silver Award

Arts University Bournemouth

Banksy Unmasked on TikTok

A social campaign that utilised the community aspect of TikTok to drive content views and expand the university's opportunities for growth.

What did our judges think?

"A genius piece of work...loved it, loved it, loved it!"



Bronze Award

University of Stirling

Recruiting The 12th Man

A content-driven campaign that brought 1,000 football fans together over the Stirling vs Dundee Utd match. Community spirit meets strong sports reputation. Goals.

What did our judges think?

"Congratulations University of Stirling – this campaign demonstrated great use of a unique opportunity."



Most Effective Use of Digital or Social

Sponsored by



Awarded to the best campaign that uses digital platforms to attract and engage potential students.

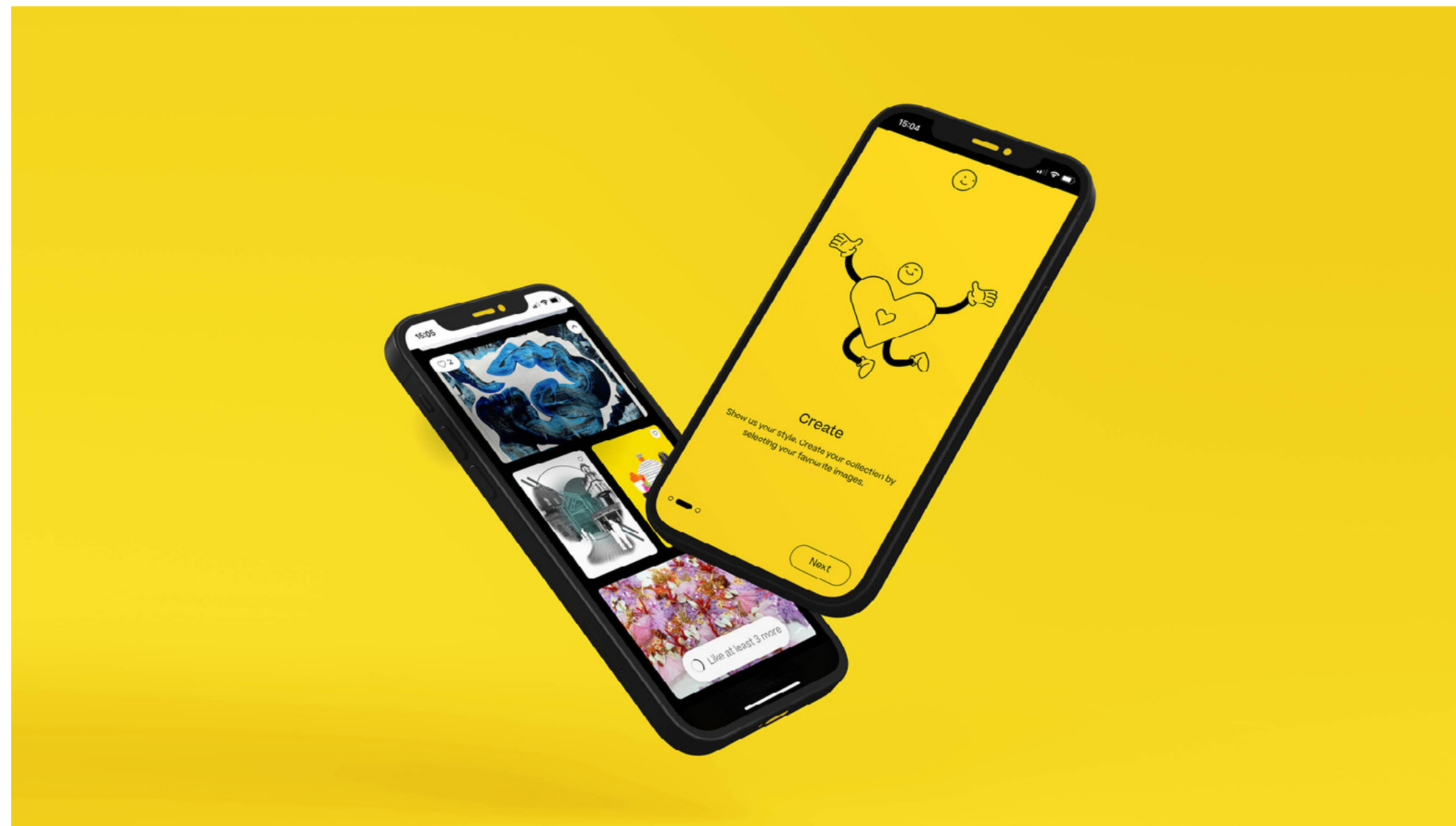
GOLD | SILVER | BRONZE

Gold Award

Most Effective Use of Digital or Social

Arts University Bournemouth

Wonder What: Turning “I kinda like” into “I could be”



Say hello to Wonder What. This visually led careers tool was a wonderfully unique platform that stood apart from the crowd. Part outreach, part brand awareness and part thought leadership, Wonder What was the product of a partnership between public and private sector organisations. It aimed to improve the pipeline of creative talent flowing through the UK creative industries. And so far, so good. Here's to the arts!

What did our judges think?

“A unanimous decision – we felt this was a standout entry, a true game changer. It was a bold decision to make the app neutral and free, and the content was rich and truly innovative, and embraced emerging technologies.”

Most Effective Use of Digital or Social

Silver Award

University of Glasgow

Amplifying The Authentic Student Voice via our peer-to-peer platform

An impartial peer-to-peer platform that put diversity and inclusivity at its heart. A place for positive reinforcement, where meaningful conversations shared the realities of student life.

What did our judges think?

“This was a sector-leading approach to using an existing platform that’s making a real difference in the applicant journey. The engagement throughout the student lifecycle was impressive.”

Bronze Award

University of Stirling

University of Stirling and Squiz Funnelback Search Platform

A web-based search experience built entirely in-house on the Squiz Funnelback Search Cloud platform, transforming how prospective students discover key university content.

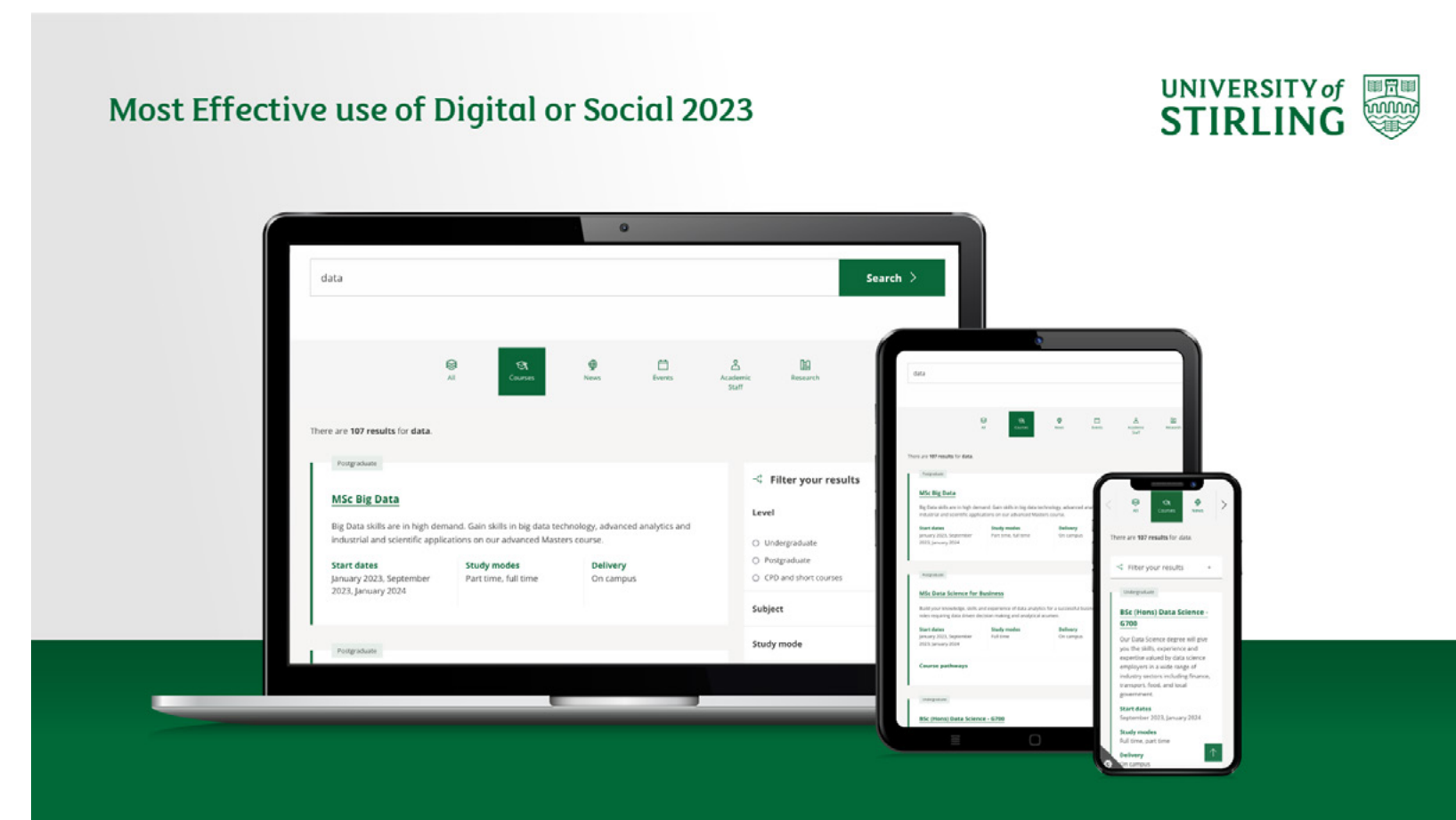
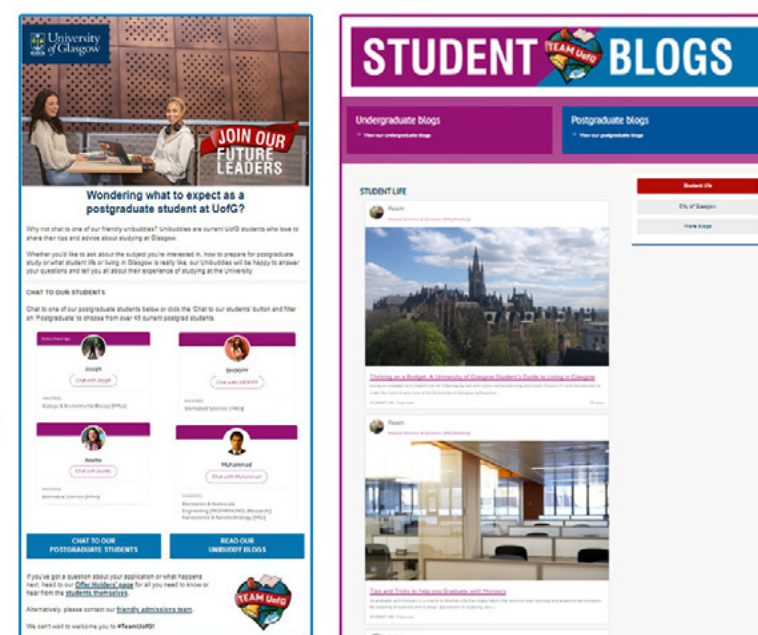
What did our judges think?

“This was a unique way of updating a pivotal function on the website without having to start from scratch, with a clear ‘human-centred’ approach.”



Amplifying the authentic student voice via our peer-to-peer platform

- 230 volunteers
- 52 countries represented
- Over 115 programmes covered
- Widening Participation and ODL included
- 1st in UK for number of students (volunteers)
- Top 10 out of 600 for busiest platform (globally)
- Over 90 blogs
- Active Social programme to keep volunteers motivated



Best Brand/Reputation Campaign

Sponsored by



Awarded to the campaign that shows the best creative brand reputation development.

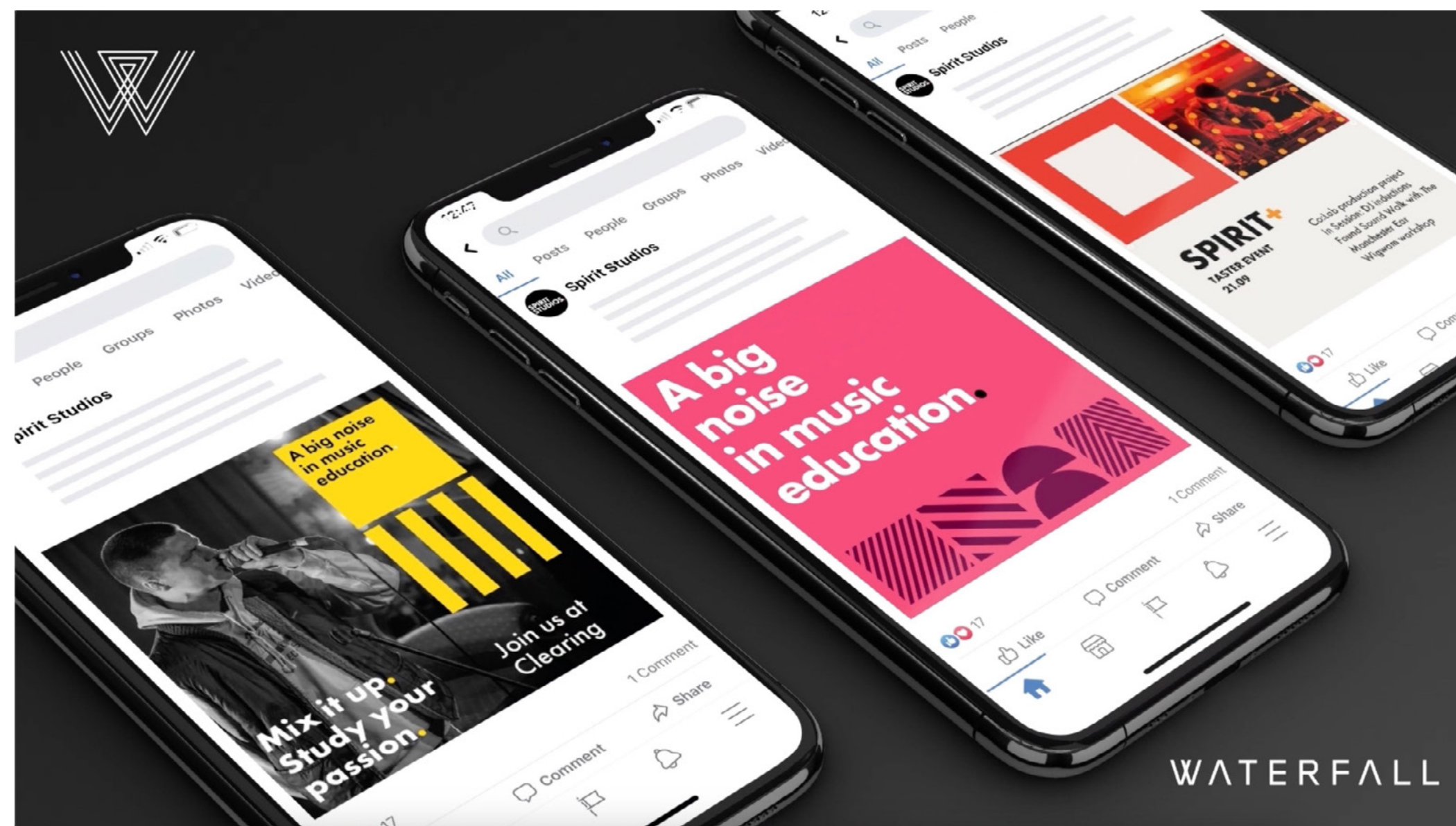
GOLD | SILVER | BRONZE

Gold Award

Best Brand/Reputation Campaign

Spirit Studios

Spirit Studios Rebrand



This vibrant rebrand paired audience insight with brand personality to push the boundaries of the Spirit Studios identity. An identity that spoke volumes. It told the Spirit Studios story. But it also gave back. By connecting with the community and taking on a bold digital transformation, this is a rebrand that went beyond looks and into the realms of reputation overhaul. We think that deserves a round of applause in itself. Add an impressive set of stats to the mix and you have a brand that's worth every penny.

What did our judges think?

"This was clearly a well-executed project, backed by brilliant, creative content and delivering impressive results in a small space of time. Huge congratulations to Spirit Studios!"

Best Brand/Reputation Campaign

Silver Award

London Metropolitan University

The Real London

A campaign that encapsulated the true essence of London. Local, global, community led, city life. This was about the Real London. Real students. Real opportunities. Real experiences.

What did our judges think?

“A brave but necessary campaign that was authentically London Met. This campaign listened to and made use of the university’s best asset – a student. We loved the honesty and passion that radiated through this entry – a huge well done to the team.”



Bronze Award

Queen’s University Belfast

Reputational Campaign

An innovative campaign helping Queen’s University climb the educational ranks. Using data, strategy and creative content, this campaign delivered powerful reputational results with impact.

What did our judges think?

“A strategic and well-executed campaign, led by insight and a well-thought-out aim. This was a truly solid entry that delivered against its objective. Well done Queen’s University Belfast.”



Best Event Experience

Sponsored by



Awarded to the event experience that best stands out from the crowd and enhances brand reputation.

GOLD | SILVER | BRONZE

Gold Award

Best Event Experience

Bridgend College

Bridgend College Careers Store



Demonstrating Bridgend College's approach to creativity, innovative thinking and sustainability, the Bridgend College Careers Store event stand was all about connecting with students. They presented their stand at Skills Cymru Cardiff in October 2022, showing a diverse audience that this is a college that understand their unique needs. A pretty important message in a world yearning for more inclusivity. Nice one!

What did our judges think?

"A fantastic creative project that delivered something innovative on a small budget. We applaud Bridgend College for delivering real impact and a superb event experience, tied into the college's overall sustainability principles."

Best Event Experience

Silver Award

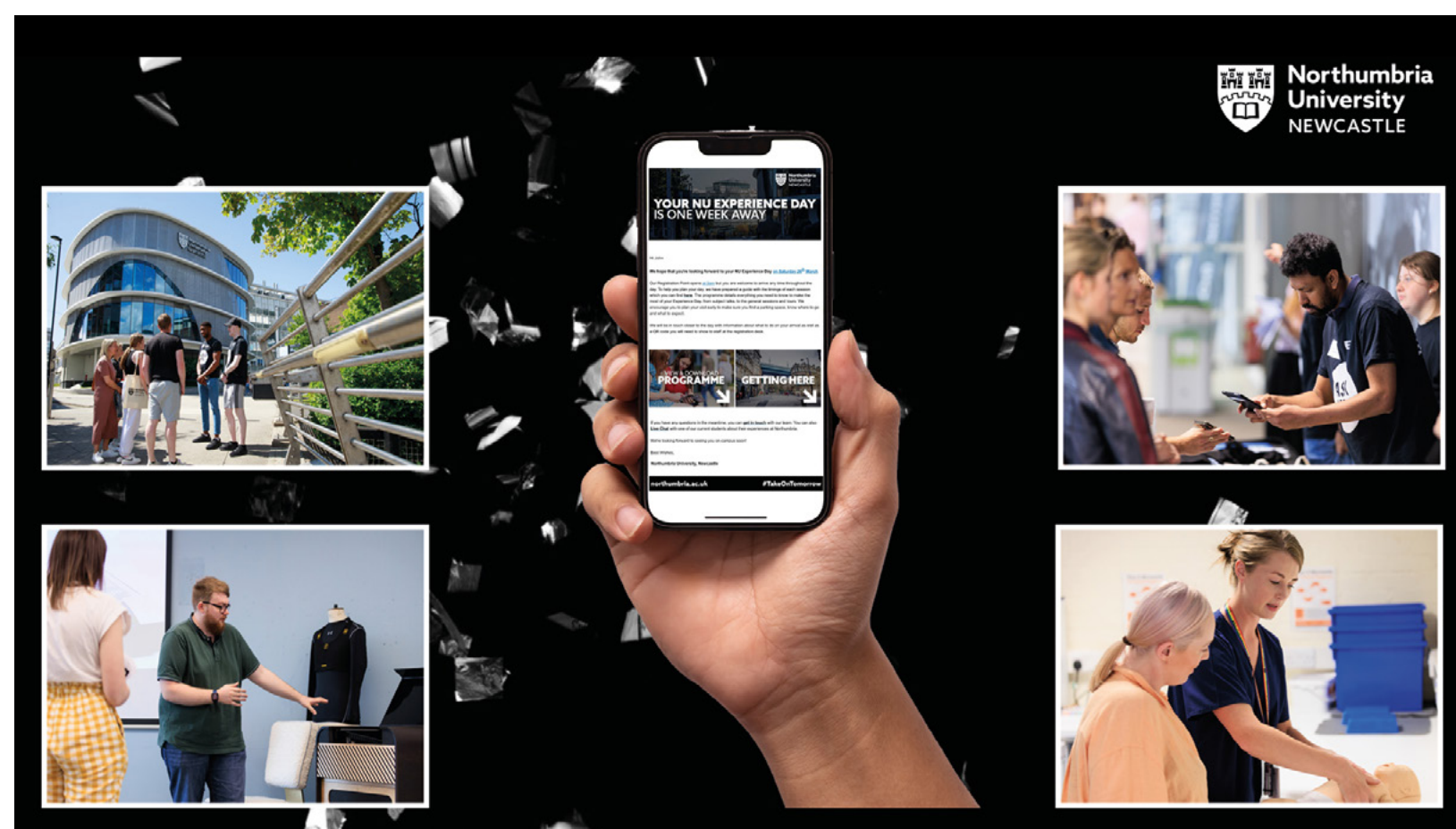
Northumbria University

The Northumbria University Experience

An interactive experience for students holding offers with Northumbria University. With a strong people-first approach and a real events presence, this was an experience with more.

What did our judges think?

“We truly loved this entry. It ticked all the boxes – a brilliant event focussed on the customer experience and a super submission that was backed by strong ROI.”



Bronze Award

University of Sunderland

Applicant Days March 2022

An engaging experience with the power to transform applicant day attendance. Going beyond traditional media, the University of Sunderland rallied students together in style.

What did our judges think?

“This was a clear and concise submission that had well-defined SMART objectives, impressive impact stats, and a brilliant demonstration of extending the remit of an event to maximise impact across the wider applicant journey.”



Best Widening Participation Initiative

Sponsored by

UCAS

Awarded to the most innovative marketing project or activity that promotes diversity, encourages those from non-traditional backgrounds to apply, or reaches new audiences.

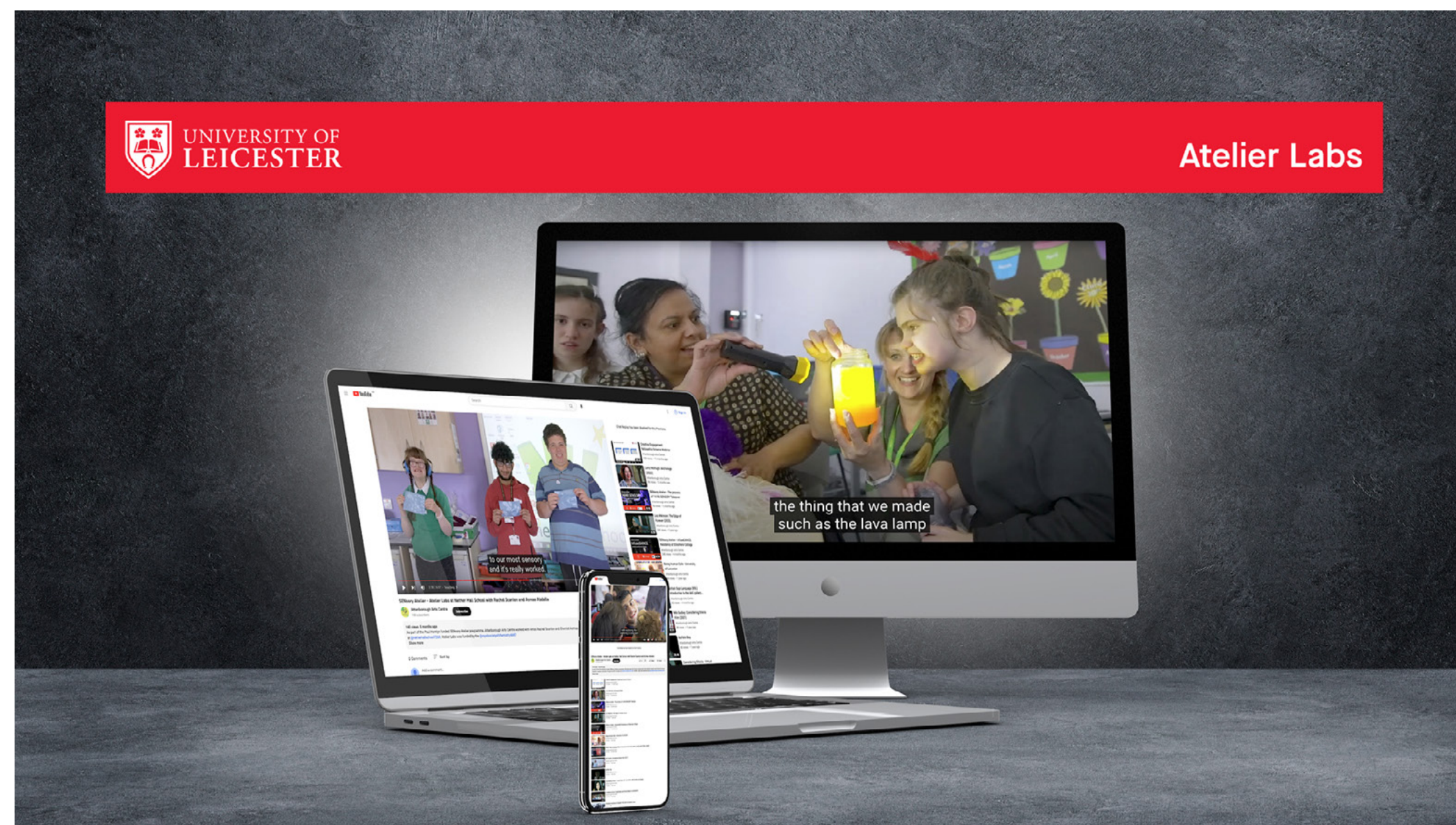
GOLD | SILVER | BRONZE

Gold Award

Best Widening Participation Initiative

University of Leicester

Atelier Labs



This collaboration between artists, chemists and teachers enabled young people with special educational needs and disabilities to develop their learning and explore their place in the world. This was a true art-meets-science force for good that gave back to the community in a safe, supportive and fun environment. And the results were extremely positive!

What did our judges think?

“This was a fantastic and inspiring example of collaboration that leaves a legacy for the future. A well written entry showcasing SMART objectives, this project shows how universities can have a lasting impact on their communities. We really liked the authenticity of the entry and applaud the University of Leicester for shining a light on STEM subjects.”

Best Widening Participation Initiative

Silver Award

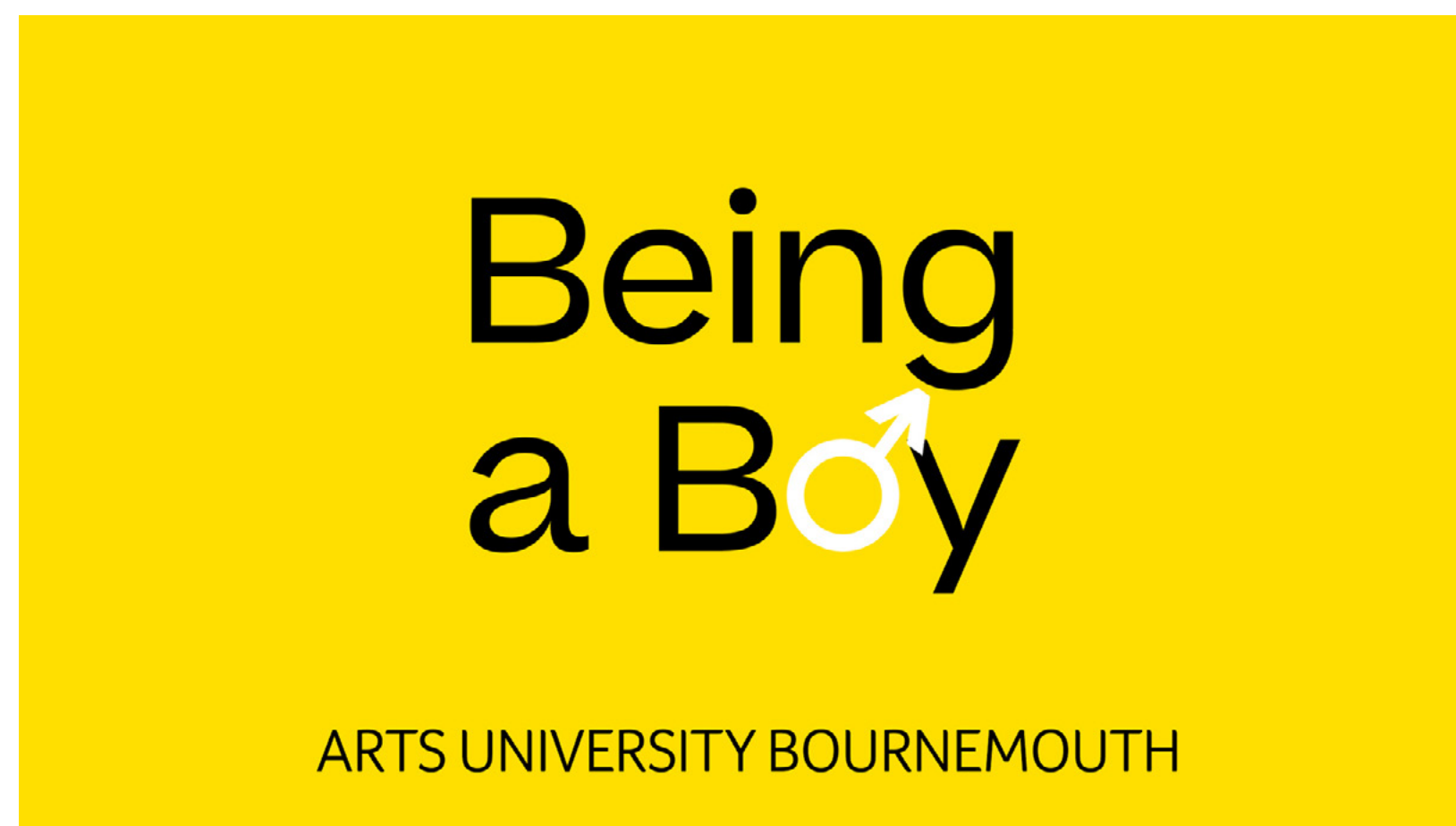
Arts University Bournemouth

Being A Boy

A collaborative initiative that approached a sensitive issue with creativity and respect. This team came together to improve educational opportunities for working-class boys with big impact.

What did our judges think?

“We commend Arts University Bournemouth for tackling a subject not commonly in the news: addressing white working-class boys and delivering a strong project that had great feedback and press coverage.”



Bronze Award

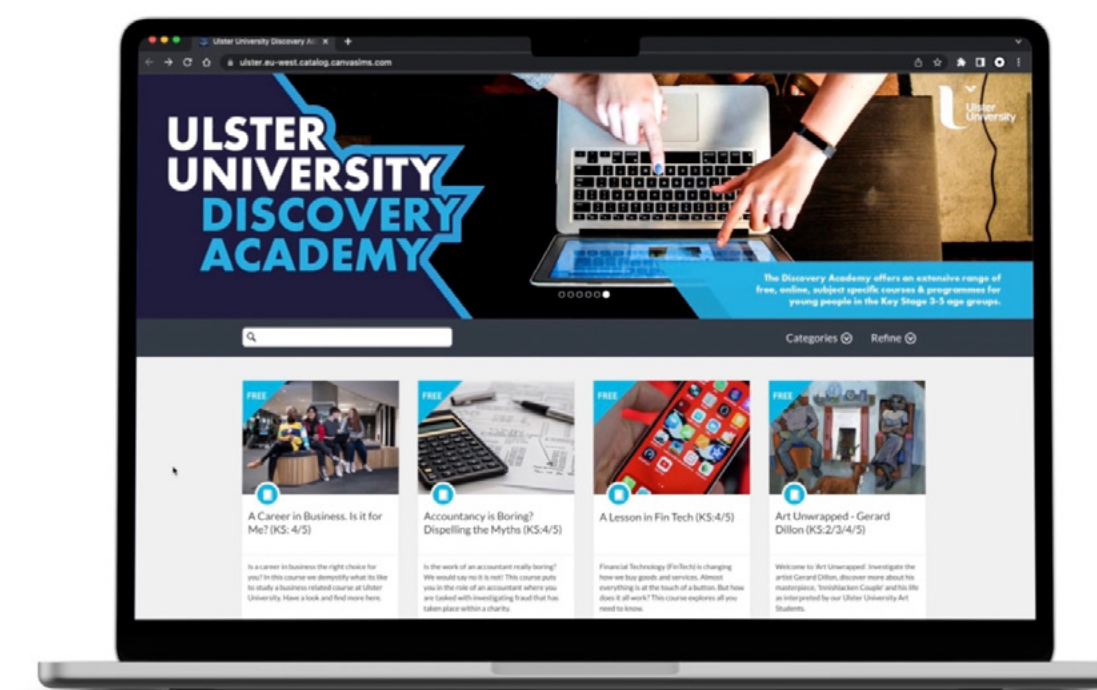
Ulster University

The Discovery Academy

An academy that reached the silent or unspoken aspirations of young people who are not sure if university is for them, delivering a narrative of support and insightful education.

What did our judges think?

“We thought this was a brilliant use of a digital platform to allow students to understand the path they need to take to reach their desired career. The entry also references how this could help future enrolments by students engaging with the university early on in their academic cycle.”



Best Use of Data, Insight or Marketing Research

Sponsored by



Awarded to the most innovative marketing activity routed
in data-driven customer and market insight.

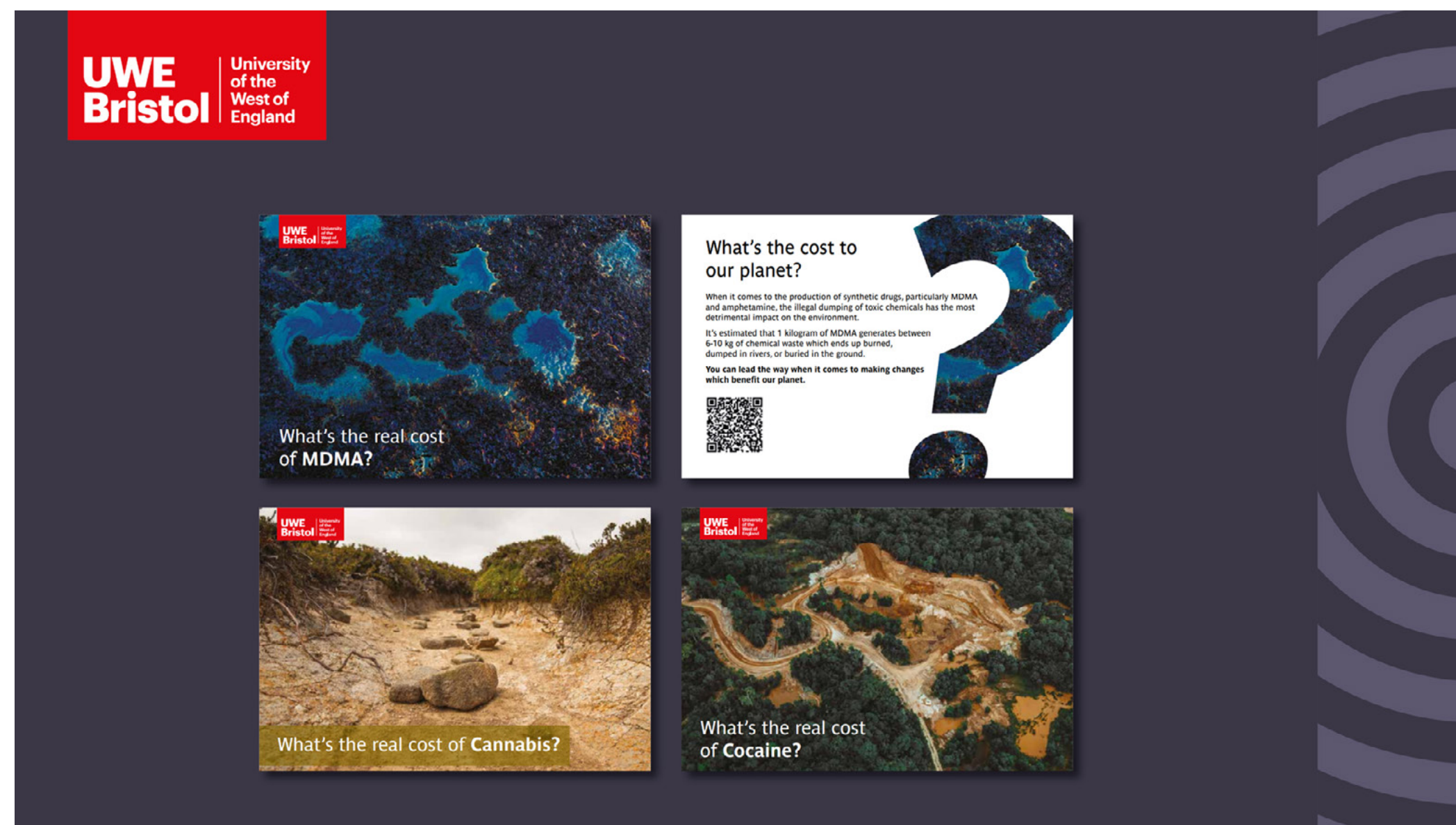
GOLD | SILVER | BRONZE

Gold Award

Best Use of Data, Insight or Marketing Research

UWE Bristol

The Impact of Drug-Taking on The Environment



This campaign encouraged students to consider the impact of drug-taking on the environment, rather than traditional harm prevention messaging. The aim was to reduce drug-related crime, and poor behaviour relating to drugs, during the start of the new academic year. The impact was huge, and UWE Bristol proved themselves to be a strong advocate of positive change in a time when a new approach was very much needed. Here's to sustaining a healthy planet and a healthier student body.

What did our judges think?

“This was an innovative project with a worthy subject matter. The entry demonstrates how great use of data can shape a message that forms a clever and creative campaign to tackle a real problem and deliver brilliant, impactful results.”

Best Use of Data, Insight or Marketing Research

Silver Award

Swansea University

Swansea University Prospectus

A university prospectus with more – and less. This project managed to deliver more impact based on key insights, but with much less investment. Smart marketing at its best.

What did our judges think?

“This was a brave and solid entry with a clear focus on understanding what the customer really wanted. Swansea University’s detailed data and insight gathering methodology impressed us and made for a very strong entry.”



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Your Prospectus Guide

Bronze Award

University of East Anglia

Turbo-Boosting Student Engagement

A student engagement campaign that put data at the core of all communications. With a goal to improve the user journey, UEA used insights and analysis to transform their impact.

What did our judges think?

“A strong submission from a Higher Education Institution who truly understand and respect the importance of data. This is great, well-thought-out activity that stitches different applicant data together to improve the customer journey – work that is clearly transforming the university’s business and absolutely deserves to be celebrated.”



Best Community/Business Engagement Campaign or Initiative

Sponsored by



Awarded to the best initiative or campaign that engages with the local community, local businesses or the corporate community.

GOLD | SILVER | BRONZE

Gold Award

Best Community/Business Engagement Campaign or Initiative

Ulster University

North Belfast New Campus



**Best Community/Business
Engagement Campaign or Initiative**

This campaign sought to build an inclusive university-community relationship before, during and after the opening of Ulster University's new Belfast campus. The campaign brought together 15,500 staff and students across North Belfast during a time of cultural change. And inspired an entire community to feel more united than ever. That's quite the achievement. Big pat on the back from us.

What did our judges think?

"An outstanding example of higher education at its best. In tune with the community and delivering results through multiple communication channels – congratulations, Ulster University."

Best Community/Business Engagement Campaign or Initiative

Silver Award

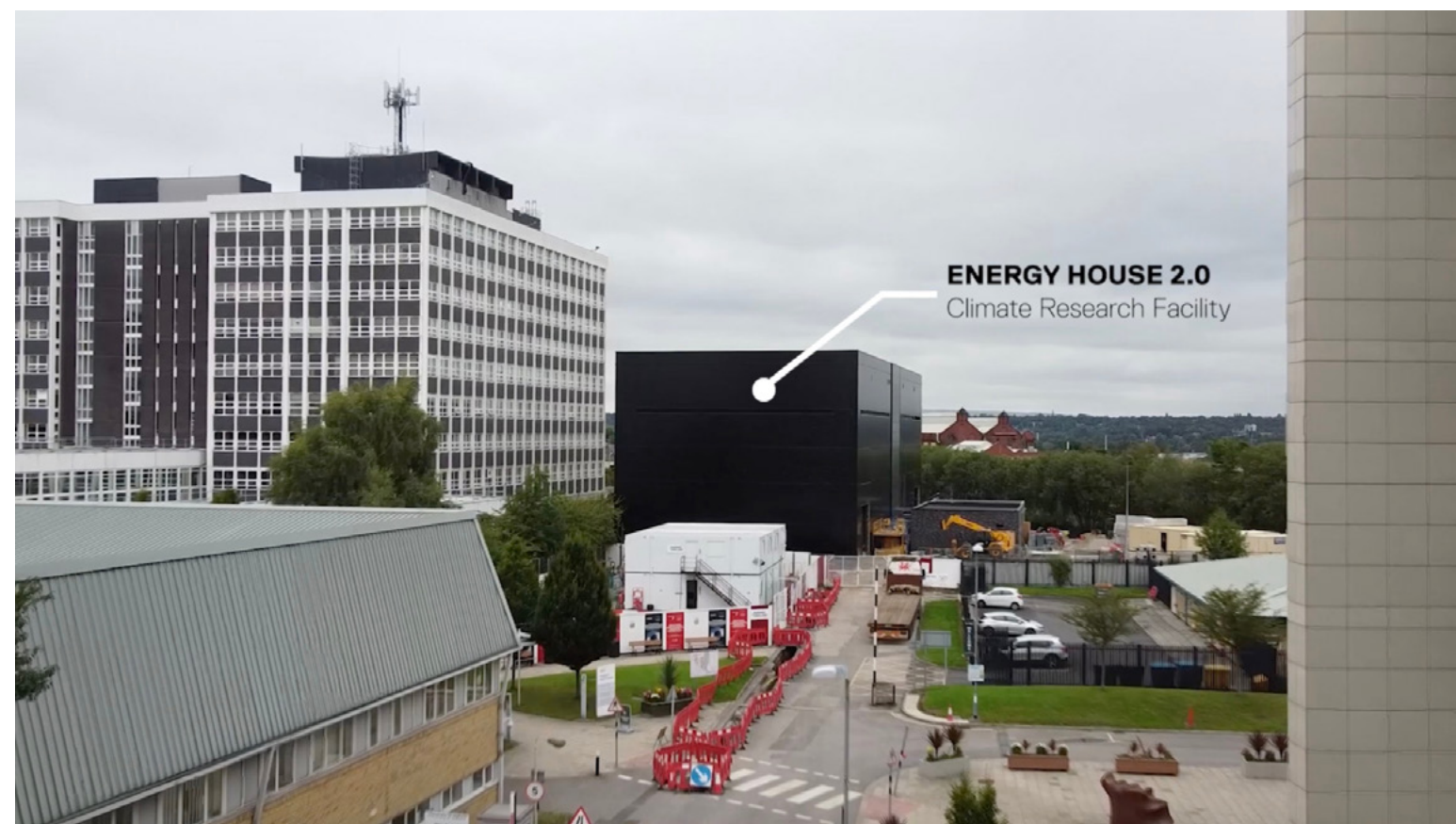
University of Salford

Friends of Energy House 2.0

An ambitious campaign that aimed to connect the expertise of a world-leading research facility on campus with local community projects – from raising funds from businesses and developing a pipeline of talent in sustainability, to raising awareness of climate change issues, encouraging the public to reduce their carbon footprint and tackling issues around fuel poverty.

What did our judges think?

“A positive community engagement project from virtually zero budget. This campaign raised outstanding awareness throughout the UK and created a long-term legacy.”



Bronze Award

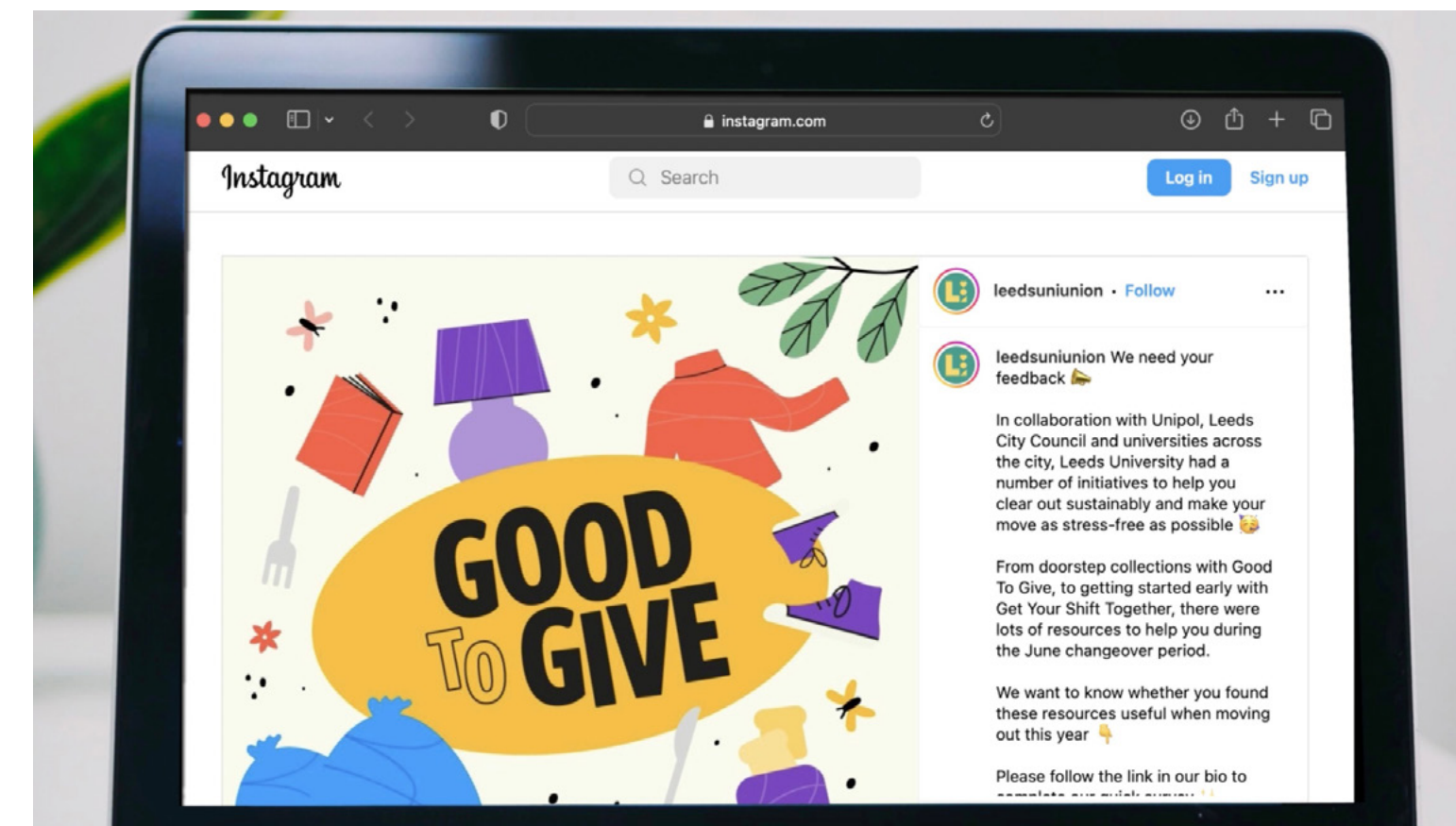
Leeds Beckett University

Good To Give

An integrated initiative using strategy and operations to drive partner-level engagement and show students' commitment to sustainability on household changeover day.

What did our judges think?

“A beautiful example of solving a problem in the community via a simple but brilliant mission very well planned, measured and executed.”



Best Student or Alumni Engagement Initiative

Sponsored by



Awarded to the best campaign or initiative addressing an identifiable challenge or objective.

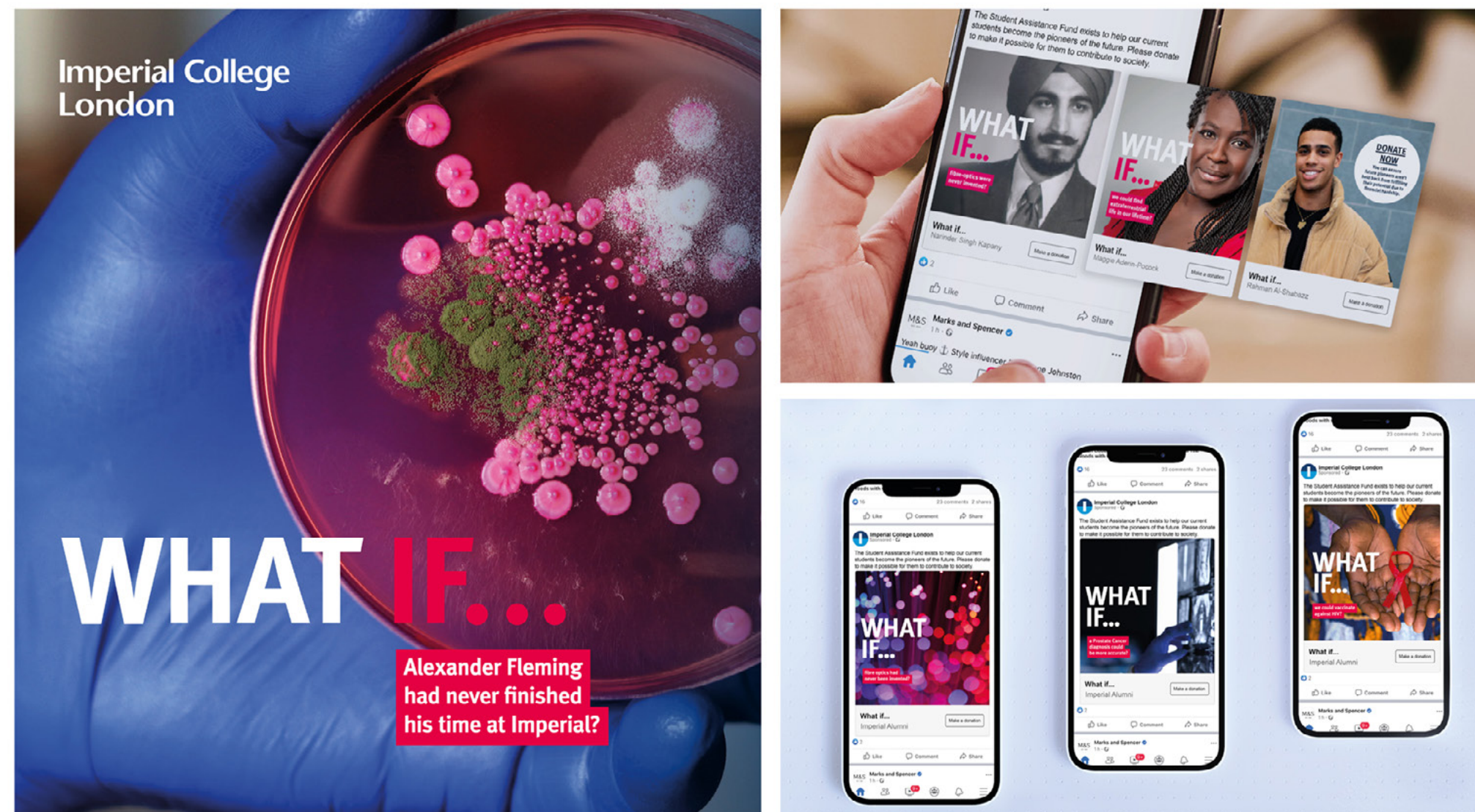
GOLD

Gold Award

Best Student or Alumni Engagement Initiative

Imperial College London

Student Hardship Fundraising



In response to the cost-of-living crisis, Imperial College London wanted to make sure its students were being properly supported. That means helping them focus on studies, inspiring their futures and becoming pioneers of student success. All of this was achieved through an illuminating Alumni Fundraising campaign. Not only was this an inventive and creative way to solve the problem, but also delivered big results. Congrats!

What did our judges think?

“An outstanding fundraising campaign for a very worthy cause, based on research and insights that spoke directly to the alumni audience, whilst also engaging current students. This was a strong and well-executive creative concept, with an innovative use of DM.”

Best Low Budget Initiative (under £15k)

Sponsored by

HAVAS People
A Havas Company

Awarded to the best campaign that showcases real value for money – based on a maximum budget of £15k including staff costs.

GOLD | SILVER | BRONZE

Gold Award

Best Low Budget Initiative (under £15k)

University of Stirling

Recruiting the 12th man: campaign drives 1,000 fans to historic cup match



It's another accolade for University of Stirling's 'Recruiting the 12th Man'. And with their campaign bringing a whopping 1,000 fans to their football team's David vs Goliath game against Dundee United, it's a worthy win. Their low-budget solution boosted the university's reputation as Scotland's University for Sporting Excellence and reignited their students' pride for being a part of the institution. Brilliant work!

What did our judges think?

"With an impressive turn around, this was a comprehensive campaign that capitalised on a unique opportunity. There was a real sense of joy that transcended the university community and engaged people in their wellbeing initiatives."

Best Low Budget Initiative (under £15k)

Silver Award

Leeds Beckett University

Poetry With Power

An ambitious video that showcased Leeds School of Arts new campus – and didn't break the bank. Edgy, visual and engaging, it encouraged students to see Leeds as a school of choice.

What did our judges think?

“An exceptional example of a student led video that showcased the emotional connection between the facilities and the human side of the arts.”



Bronze Award

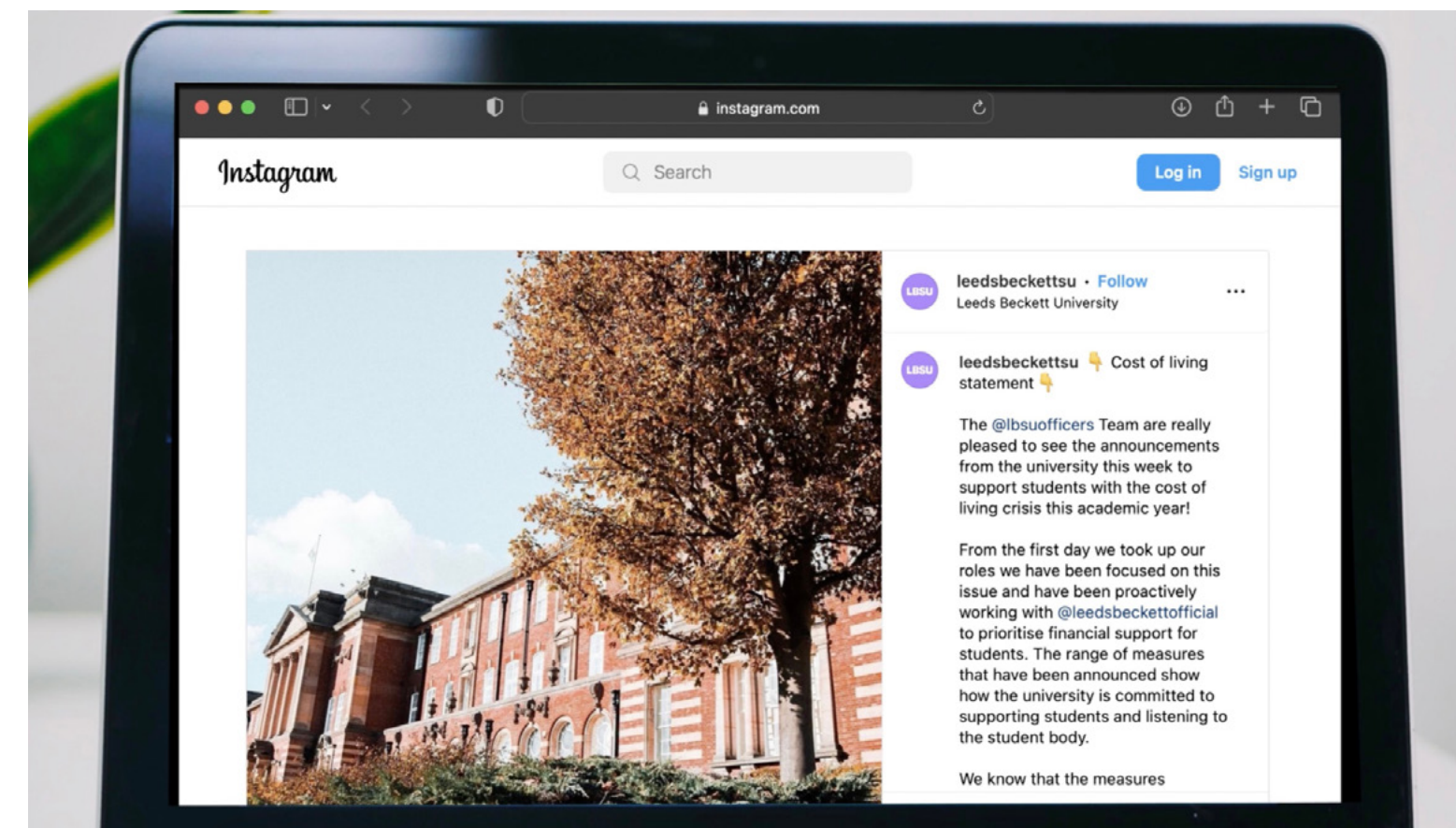
Leeds Beckett University

LBU Cost of Living September 2022 - February 2023

A relatable campaign focusing on the struggles of the cost-of-living crisis. University leaders and union members collaborated to offer support, advice and inspiration for students.

What did our judges think?

“From joining forces with the Student Union to result in a more productive campaign, to tackling a range of cost-of-living challenges whilst ensuring the student body were aware of support available and how it can be accessed. This was a brilliant initiative that remained in-touch with the student demographic and delivered fantastic outcomes.”



Best Prospective Student Journey/Experience

Sponsored by



Awarded to the best institution that offers an outstanding, consistent, and distinctive experience for every student, from engagement through to application and offer or decline.

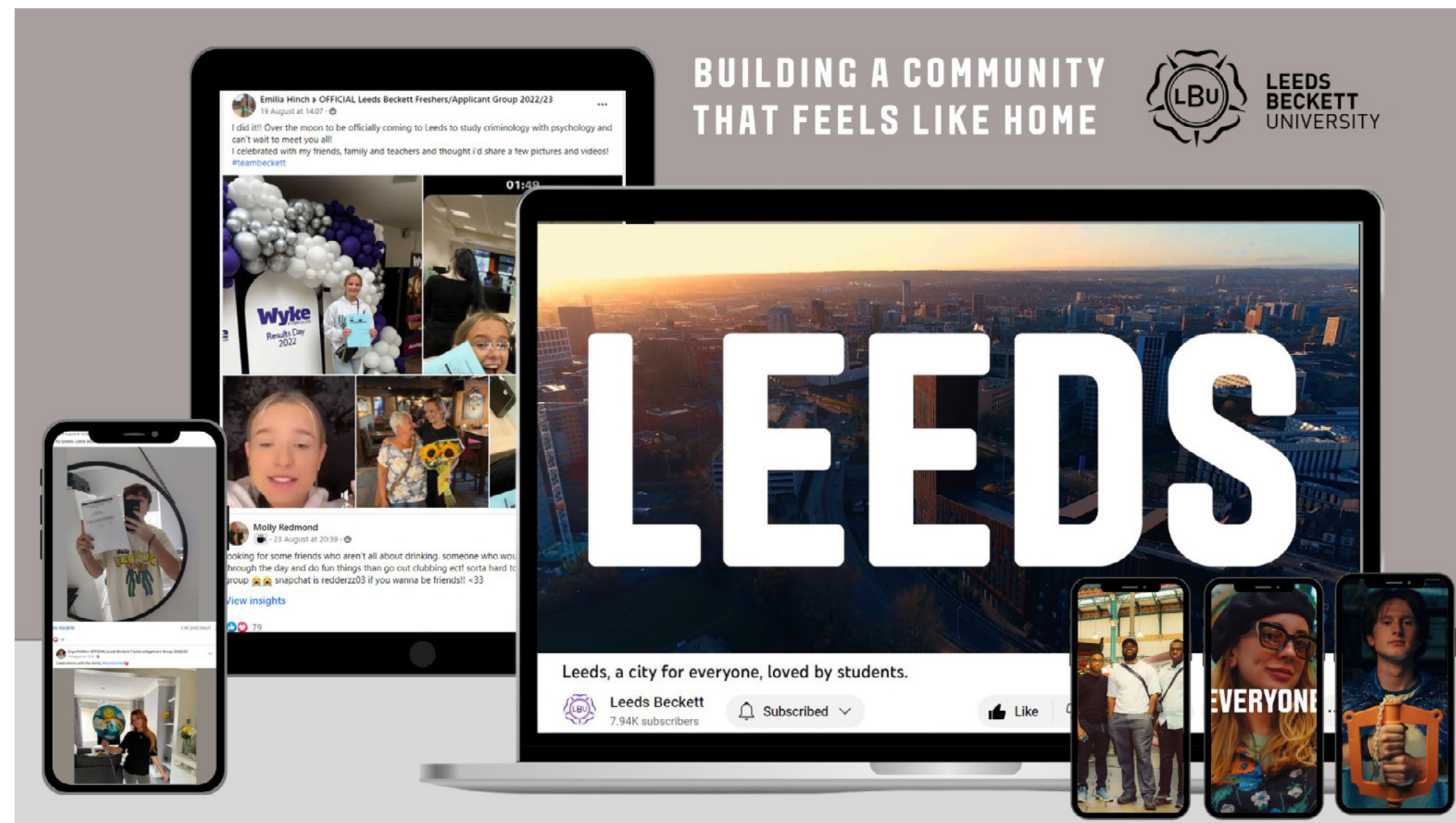
GOLD | SILVER | BRONZE

Gold Award

Best Prospective Student Journey/Experience

Leeds Beckett University

Building A Community That Feels Like Home



Another win for Leeds Beckett, this campaign was all about building a community of inclusivity for students. Having identified that applicants needed extra reassurance, the team at Leeds Beckett set themselves the task of bringing these applicants together. Using a Facebook Group, new Leeds film, and student blogs, applicants at all stages in their journey could see themselves as a part of something bigger – a network of people with a common goal. This supportive approach took the student experience to a whole new level.

What did our judges think?

“With a very clear rationale for the campaign and great use of existing media formats, the judges loved how this campaign built a real sense of place with pride in personal stories. It was audience driven, creative and holistic and considered multiple elements - impressive work, Leeds Beckett University!”

Best Prospective Student Journey/Experience

Silver Award

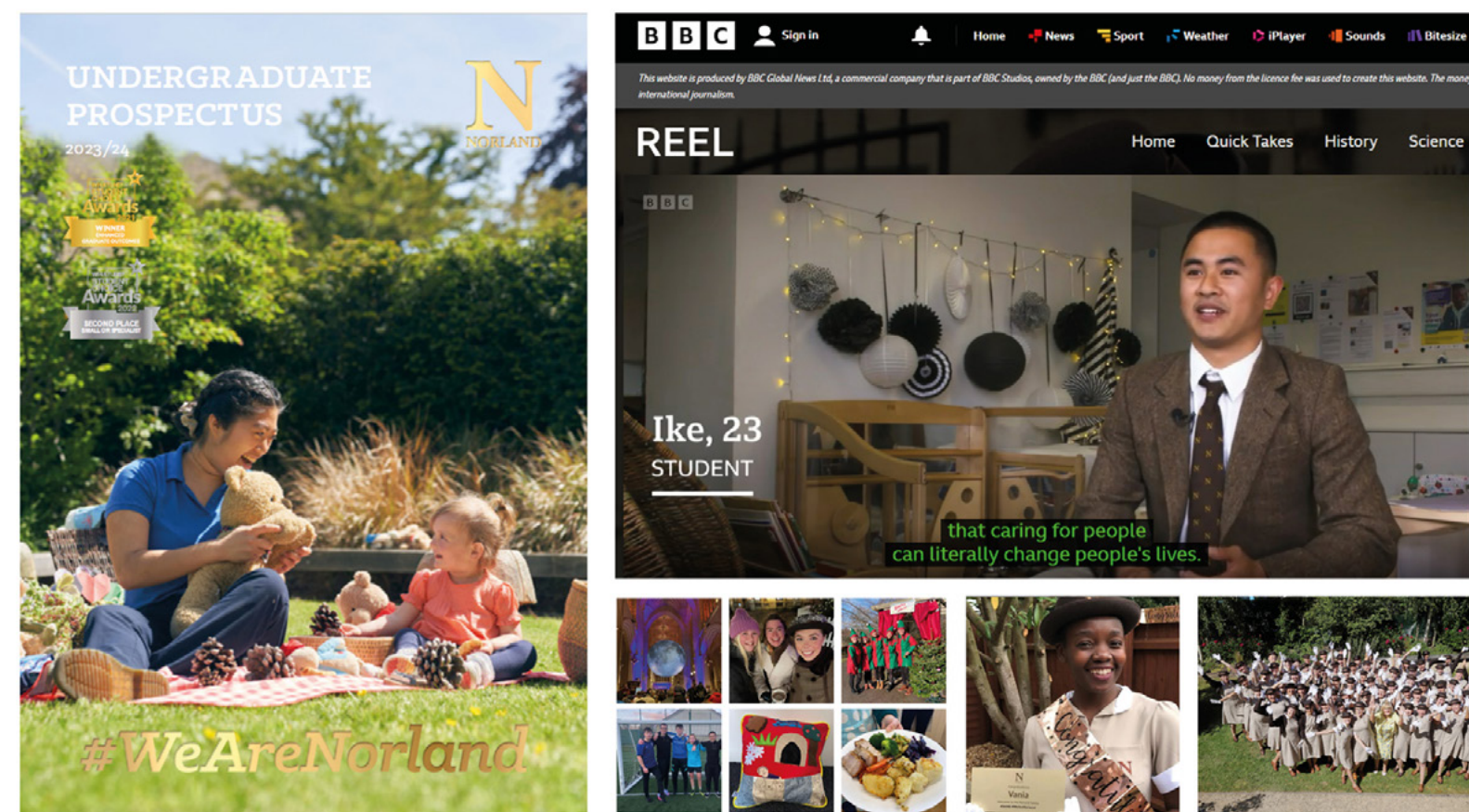
Norland College

The Best Prospective Student Journey Experience in The World

A student journey designed to maximise the advantages of a small and specialised single-course provider. From attraction to enrolment, this experience exceeded all expectations.

What did our judges think?

“This entry demonstrated a super impressive use of limited resources to deliver a fantastic end-to-end rebuild of the student journey. The activities put in place compliment the brand values of Norland College and created a student experience that was thoughtful, personal and impactful.”



Bronze Award

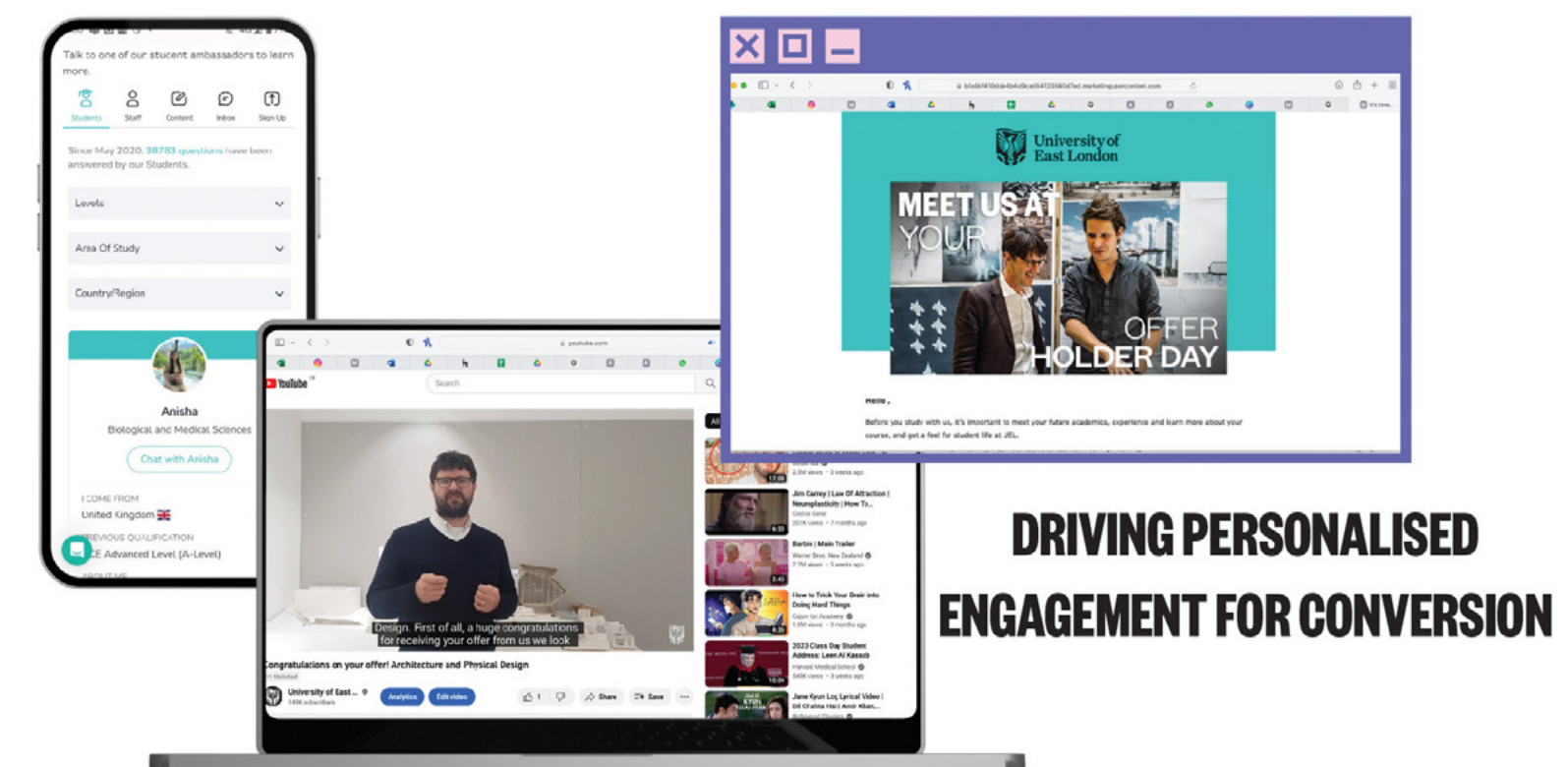
University of East London

Driving Personalised Engagement for Conversion

An offer-holder experience that utilised an expanded calendar of conversion touchpoints – helping potential students make the right decision. A true unified effort by the whole team.

What did our judges think?

“A considered approach to deliver meaningful activity aligned to patterns in decision-making. This entry demonstrated good use of collaboration, project management and resources to take students on a consistent journey.”



Rising Star Award

Sponsored by



Awarded in recognition of the best emerging talent in the industry, celebrating those who go above and beyond in their professional role.

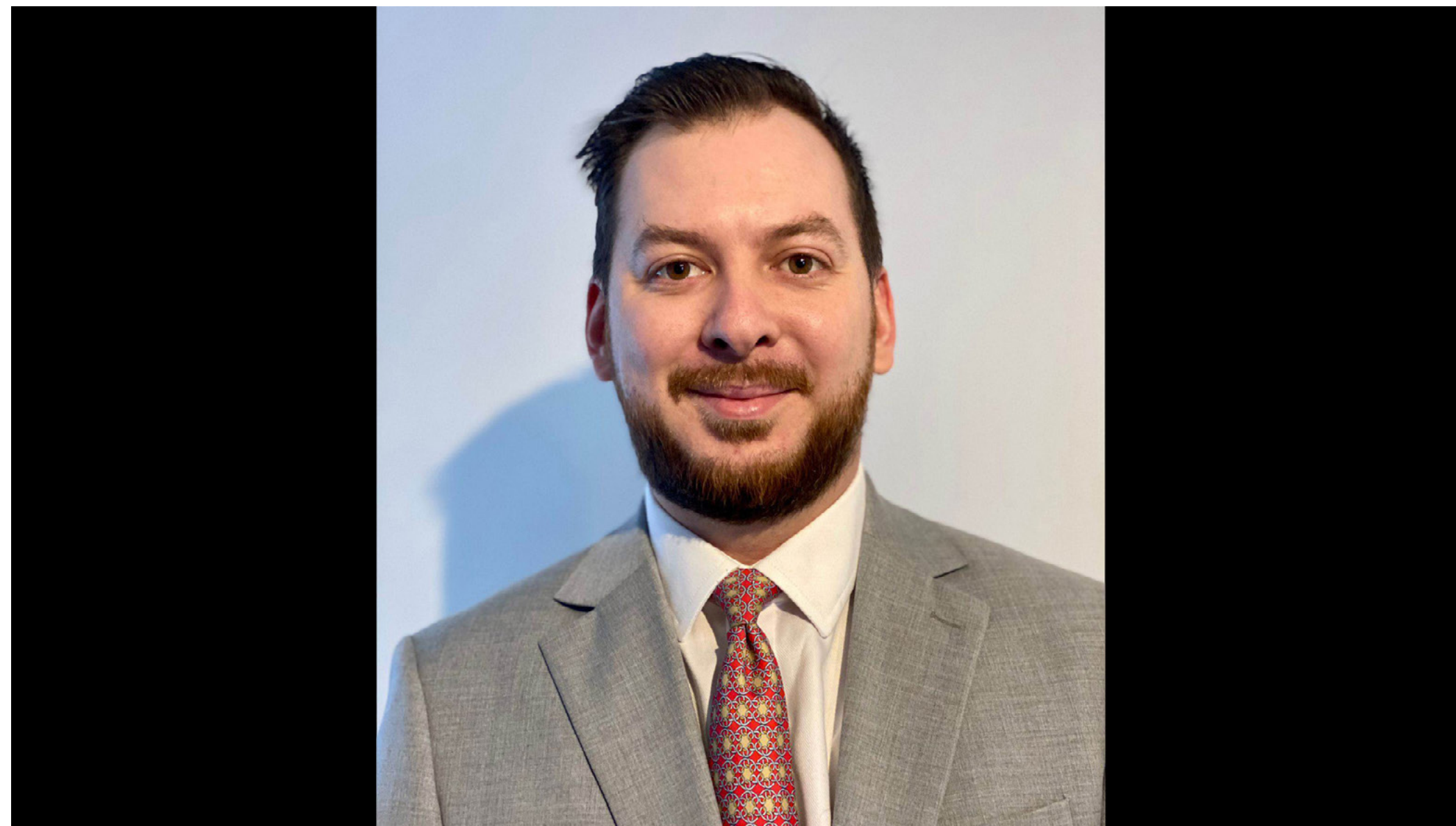
GOLD | SILVER | BRONZE

Gold Award

Rising Star Award

Swansea University

Joshua Goldstone



Joshua Goldstone was nominated by his team at Swansea University for always having a big impact behind the scenes. Joshua's support has improved communications with alumni and donors, ensuring the university communicates with the right people in the right way and with less risk. It's a big responsibility, which he takes on confidently. Great stuff, Joshua – you're smashing it as our Rising Star!

What did our judges think?

"After being thrown in at the deep end, we were extremely impressed with how Joshua has carved his own path – consistently going above and beyond in his role and demonstrating truly innovative activity in just 18 months. Joshua's work will undoubtedly have a sustained impact in a role that is not often in the limelight. Huge congratulations from the judging panel, Joshua"

Rising Star Award

Silver Award

Swansea University

Sarah Gwilym

Our runner up is Sarah, another Swansea University superstar. Working in the marketing team, she delivers on all fronts, offering a clear dedication to organisational change that really sets her apart.

What did our judges think?

“Clearly on a real mission and delivering incredibly impactful results, Sarah has shown real, admirable initiative and determination in her career so far – driving forward the Welsh language within Swansea’s marketing to become a real USP and solidifying herself as an expert in the team. A superb and seriously impressive Rising Star!”



Bronze Award

Leeds Beckett University

Eliza Lita

Eliza brings strong skills and an even stronger personality to her role – first as an intern and now as an officer at Leeds Beckett University. Progress, commitment, impact. She’s a one-of-a-kind talent.

What did our judges think?

“A standout candidate, Eliza has clearly made things happen at pace on her journey from intern to established member of the team at Leeds Beckett University – evidencing great progression from someone with a bright future.”



Marketing Team of the Year

Sponsored by

HAVAS People
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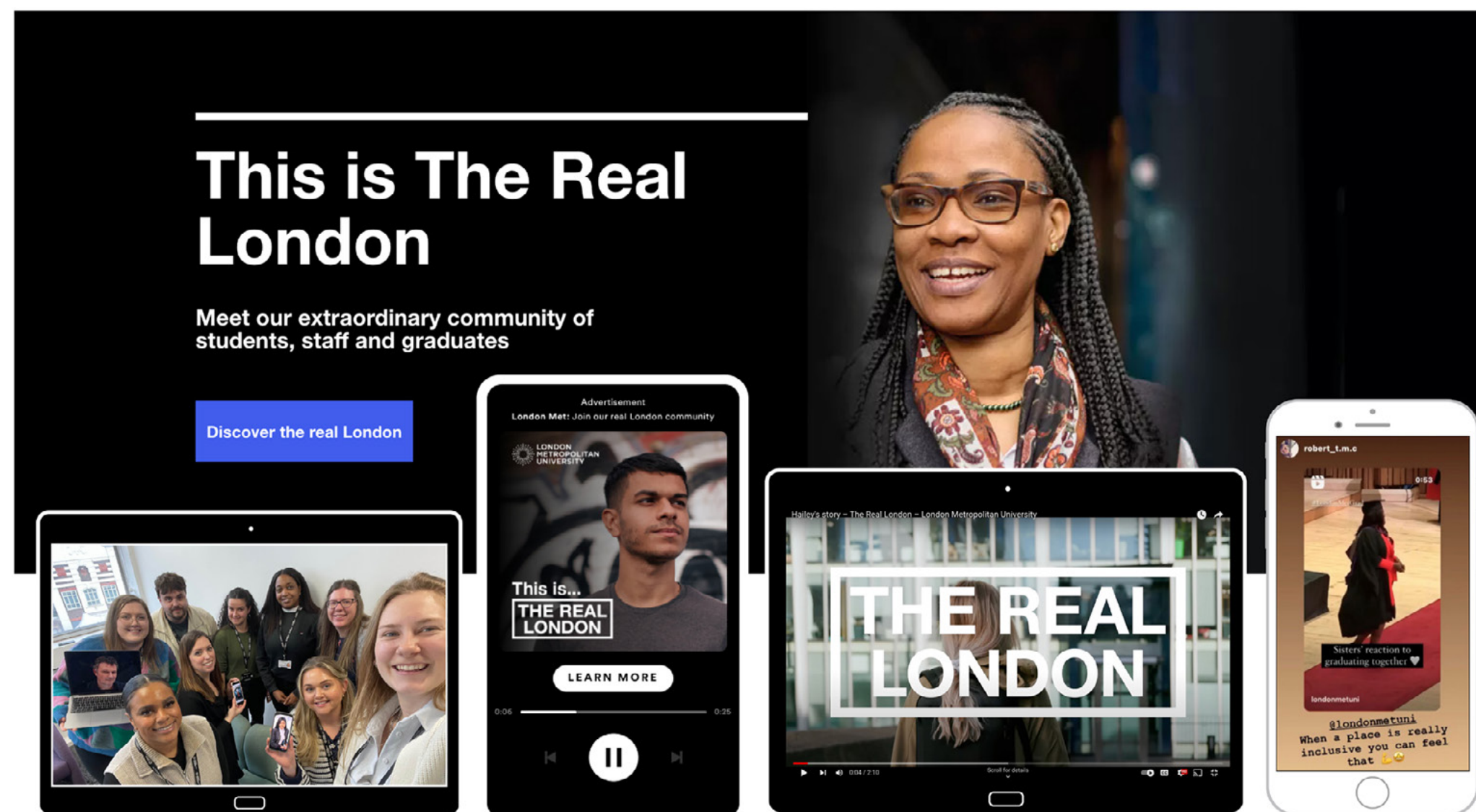
Awarded to the best overall FE or HE Marketing Team.

GOLD | SILVER | BRONZE | HIGHLY COMMENDED

Gold Award

Marketing Team of the Year

London Metropolitan University



Our Marketing Team of the Year is an undeniably talented group of individuals. Going the extra mile, setting new standards, designing world-class strategies – it's all in a day's work for these guys at the London Metropolitan University. They're leading the way in higher education marketing, unwavering in the commitment they offer to the school's social mission and continuously dedicated to having one another's backs. Worthy winners, take a bow.

What did our judges think?

"A cut-through entry that stood out among the rest. We were delighted to see how London Metropolitan University have radically improved the diversity of their team in a short space of time, helping them to deliver excellent campaign work and impressive results, especially across social media. Huge congratulations to our 2023 Marketing Team of the Year!"

Marketing Team of the Year

Silver Award

University of Salford

A 'modern family' of 40 – the team at Salford have spent seven years crafting a structure that works – efficient, evidence based, results driven and most important of all, they clearly have a fantastic team culture.

What did our judges think?

“This was a lovely entry with real character. The University of Salford’s marketing team are a truly standout team, who have consistently delivered creativity, exceptional results and clearly have a great team culture – we look forward to the future Christmas number 1!”



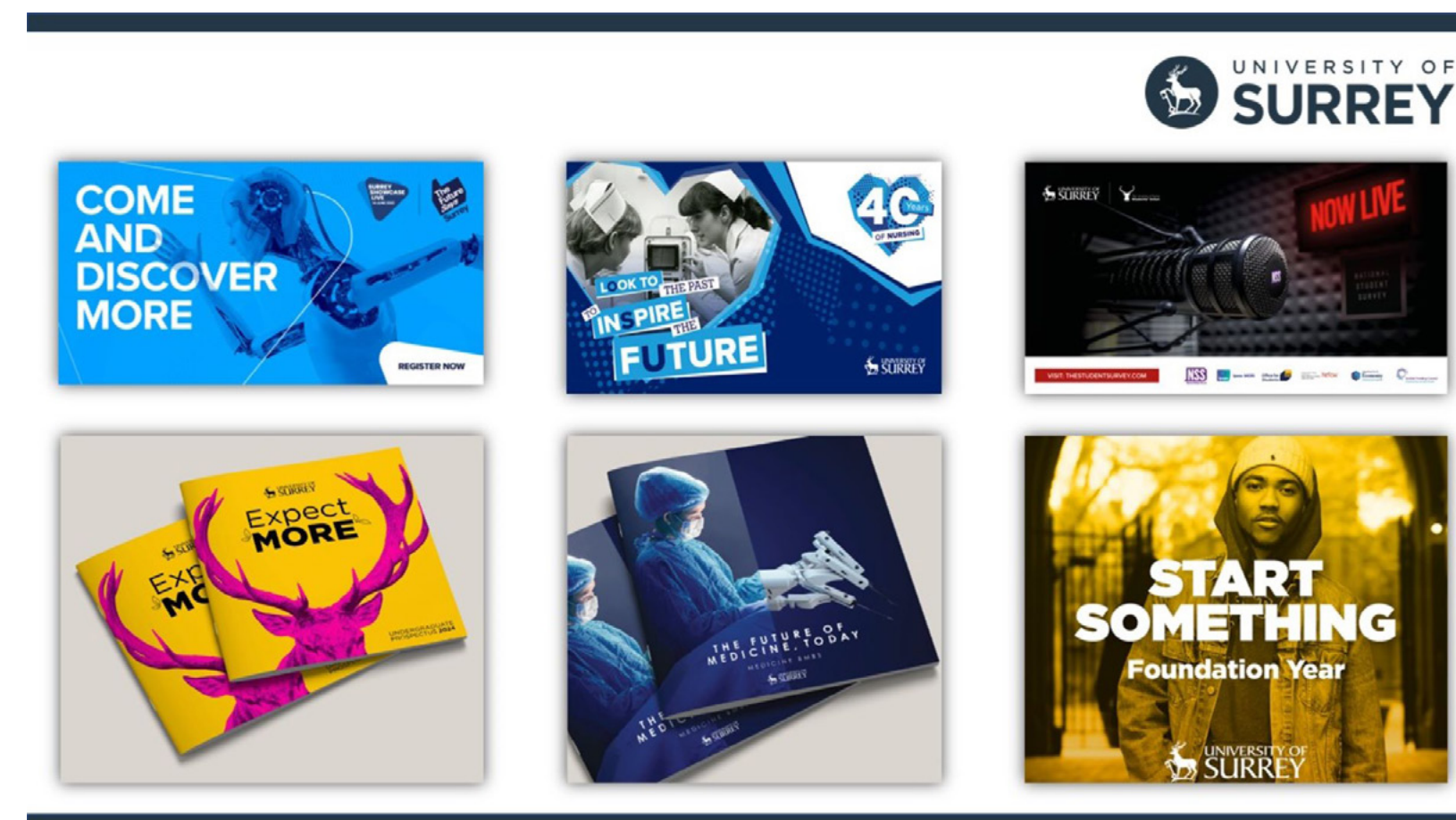
Bronze Award

University of Surrey

An experienced team of devotees who do things differently. This team’s seen significant growth and has been at the heart of a reputational transformation at Surrey. A truly exciting time.

What did our judges think?

“Faced with a unique set of challenges, we were impressed by the major turnaround achieved with and by this team, who came together to transform their culture whilst delivering great results.”



Marketing Team of the Year

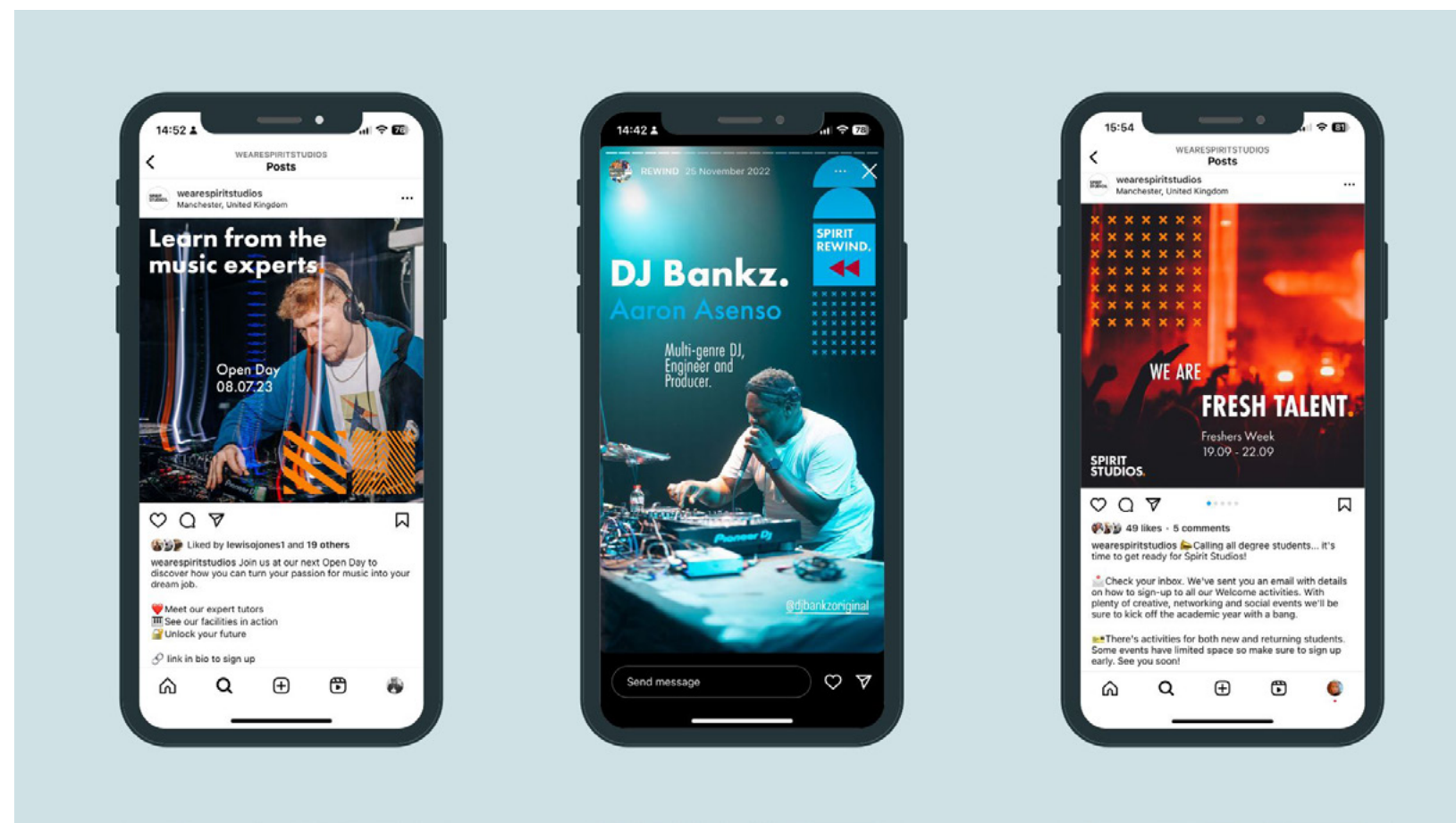
Highly Commended Award

Spirit Studios

A small crew with big ambitions. In a bid to win over the hearts and minds of students, the marketing team at Spirit Studios built a true community and reimagined their entire brand.

What did our judges think?

“For a team of just three people, the Spirit Studios marketing team have delivered impressive results across a variety of brand, student recruitment and student engagement work – surpassing targets and delivering real impact. Brilliant work.”



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That's all, folks.

Well done to all our 2023 winners!

We'll be back in 2024 to celebrate the next best in education marketing.

Until then, thank you and goodbye for now.

Questions? If you'd like to know more about Heist or have questions about the awards, we'd love to chat.

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