

WOW!

case studies!

Hopwood Hall College



Project

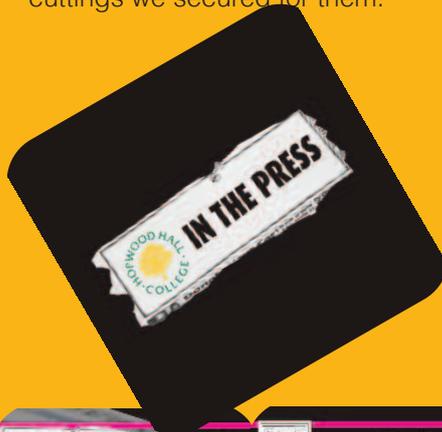
In early 2010, Hopwood Hall College in Lancashire decided to outsource the majority of its marketing; Wow! Marketing won a tender to provide several of the colleges marketing services including:

- I. A full PR service (to agreed KPIs).
- II. Planning the College's Open Day advertising/promotional campaigns
- III. Production (including all copywriting etc.) of the College's community newsletter.
- IV. Editing the College's staff newsletter.

Results

Regarding PR, we hit their yearly local press coverage target in 4 months, so perhaps not surprisingly, feedback from the College has been fantastic.

We dubbed the campaign 'Let's get Hopwood Hall College in the press', here are some images of a brochure we created for them containing some of the masses of cuttings we secured for them:



In addition to local coverage, we secured them 5 stories in the TES– not something they targeted us on, but something of course, they were happy about.

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Hopwood Hall College - Results cont...

Regarding advertising, we created a fantastic integrated advertising campaign to promote the College's Open Day, using an amazing price of 3D street art.

This 3D image of a rickety rope bridge across a chasm was drawn on a giant canvas and placed in the colleges local shopping centres so that local shoppers could see (and take part in, if they like) the highly unusual advertising campaign



People were encouraged to stand on the 'chasm' and have their picture taken by the College's schools liaison staff. The photos were then put onto a special microsite which we designed for them, so that people could download their own photo and show their friends.

The great thing about this 3D campaign was that it was interactive; College staff were on hand to give out leaflets about their Open Days and also to advise the young people about their options. Most colleges have stand in their local shopping centres etc., but with limited success, people need a reason to come over and engage and this was it.

It was covered extensively in the local press; some people even came especially to see it after seeing it in the paper! It also had a viral element; people almost certainly downloaded and forwarded their photos to friends etc., creating a far wider reach than possible to track. The fantastic results can be summarized as follows:

- 5 stories appeared in the local press
- 2000 flyers were handed out
- 284 local people had their photo taken on the 3D 'chasm'
- 1000 visited the micro site
- 166 viewed the photos on Flickr
- 109 people signed up to attend the open days on the microsite

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Hopwood Hall College - Results cont...

We recently completed their most recent edition of their community newsletter; we've used a cool technology called a 'Quick Response' or 'QR' code on the back page to promote their new Bursary Scheme; the image of the back page of their community newsletter is below.

A FREE community Newsletter produced by Hopwood Hall College Summer Edition 2023

HOPWOOD HALL COLLEGE **taking you further...**

the community messenger

Hopwood Hall College Delights in Ofsted Success

outstanding. An innovative feature in the Student Leadership Team which plays a significant part in the life of the College. Learners are fully involved in the strategic and operational processes of the College.

Hopwood Hall College was also highly praised for the sense of ambition that runs through the organisation; staff and learners are striving high and this is already being reflected in their successes.

Derek O'Toole sums up the feelings of elation at the College. "We are thrilled with this report. It reflects the massive amount of work we have done to raise standards and our overall success rates are good and, we predict, will soon be outstanding. Our feedback from learners is extremely positive and we are delighted by OFSTED's recognition of this with its 'Outstanding' rating for learner engagement. We feel the Borough now has a College it can be really proud of."

The hard work paid off, both in terms of the year-on-year improvement in success rates for learners and in terms of this latest inspection; the Inspectors concluded Hopwood Hall College is now good across the board, next, importantly for the outcome for the learners but also for areas such as its leadership and management.

An area of particular pride for Hopwood Hall is the way it involves its learners in the running of their college; to their delight OFSTED stated "engagement with learners is

NEW COLLEGE BURSARY SCHEME for 16 - 18 year olds
See whether your child is eligible on the back page

Hopwood Hall College | The Community Messenger | www.hopwood.ac.uk | 01708 345346 | enquiries@hopwood.ac.uk

College announces new **Bursary Scheme**

Many young people who live locally and are in full-time education will be affected by the Government's abolition of the Education Maintenance Allowance (EMA); the EMA was a weekly payment of £10, £20 or £30 a week paid to young people in full-time education and on a low household income. The money was intended to help with the day-to-day costs of staying on at school or college - such as travel, books and equipment for courses.

The EMA has now been replaced by a Bursary Scheme which, unlike the EMA, is to be managed by individual schools and colleges. Hopwood Hall College has recently announced its new Bursary Scheme which it hopes will help the most in need learners.

The College has taken great care to develop a fair system which targets those learners who would otherwise not be able to continue studying.

There are some learners who will continue to receive EMAs directly from the Government for 1 more year; these are learners that were already claiming EMA, prior to its abolition.

So, Hopwood Hall College's Bursary Scheme is aimed at all learners who are not in receipt of the EMA and includes new and continuing learners. Approximately 15000 is available through the Bursary Scheme.

Download the app, scan the code
Click the Bursary Scheme Link on our Homepage!

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The Vice Principal has been impressed with the level of service and says:

"We are very excited to be supported by wow! At this point the College needs an excellent service delivered at very low cost. wow! are already raising the College's profile and delivering considerable savings for the College. It makes a real difference working with an agency which is dedicated to the sector...they talk our language and know what we need"

John Spindler, Vice Principal, Hopwood Hall College

And, perhaps the best testimonial is the fact that this was a one year contract which has recently been renewed by the College.