

# WOW! case studies!

## South Thames College



### Project

The Marketing Manager wished to increase the number of 16-18s that were attracted to the College's open days; despite making improvements to schools liaison etc., these had become a bit stagnant. She commissioned us to develop an Open Days Advertising Campaign Plan for the College. This involved:

- I. Researching their local area and the assessing the appropriate promotional/media opportunities for the College.
- II. Analysing their previous open day data and using this (along with previous FE experience) to develop a targeted and integrated campaign plan

### Results

The Marketing Manager was pleased with the plan and immediately instructed her team to put it place with the result that the target of a 10% increase in 16-18 attendance was beaten.

They continue to use our advice, for example using 'Open Day sign-up forms' on their website (see pic).



The screenshot shows a registration form titled "International Open Day Registration". It includes input fields for "Name: \*", "Email address: \*", and "Telephone number:". Below these are several checkboxes for course interests: English Language, Business and Management, Construction and Engineering, Art and Design, Hair and Beauty, IT and Computing, Health and Social Care, and Media, Multimedia, Music & Performance. A section for "Course(s) of interest:" is also present. At the bottom, there is a CAPTCHA challenge with the text "Please type in the words you see in the picture below. Letters are case-sensitive." The CAPTCHA image shows the words "Nante" and "1109" in a stylized font. To the right of the CAPTCHA are icons for refresh, back, and forward. A "Submit" button is located at the bottom left of the form.