



Further & Higher Education

Bradford College has been providing education and training for 175 years and, with over 20,000 students and a thousand different courses, is amongst the largest colleges in the country.

Its ambitious new accommodation strategy will see it moving to two state-of-the-art sites over the next four years, involving the creation of a £120 million world-class building that will be home to the majority of students and staff.

“Bradford College decided to pilot TV advertising as part of a wider integrated marketing campaign, to support higher education student recruitment. The investment was surprisingly affordable and the medium well targeted in terms of geographical criteria, since over 90% of the college’s HE student base comes from within the YTV Emley area. The creative was of a high standard and clearly conveyed the key messages of the college’s HE proposition.”

David Brack, Head of Marketing & Communications

Bradford College, the country’s largest provider of degree-level education outside the university sector, was struggling to reach target for HE recruitment. The college had a strong online presence and even sponsored the Bradford Bulls rugby league team, but was looking to boost intake for its University Centre, particularly students for its new Foundation Degrees. The marketing department was also in the process of introducing a whole new graphic identity, featuring a stylish bold B, and wanted to raise awareness of the distinctive branding.



Proof that you can be creative irrespective of budget, in this case just £5k, we drew upon the college’s own library of still images to produce a stylish, fast moving, multi-layered TV commercial, featuring computerised graphics and evocative pictures.



The new B symbol also made its screen debut, bringing the brand identity to millions of homes. The campaign was screened around HE clearing day, in August, and produced an instant response, despite an intensely competitive environment. A follow-up campaign, one year on, uses a live action commercial and two strategic bursts of airtime activity, again focused on HE marketing.

Proposing TV advertising as an affordable, high impact marketing solution, we emphasised that the Yorkshire ITV1 Emley micro transmission area coincided exactly with its core catchment area,



enabling it to appear in top rating programmes like Emmerdale at preferential rates and reach a high proportion of the target audience. The kudos of advertising on TV also offset any perceived lack of prestige associated with studying for a degree at a college.

“In terms of effectiveness, 10% of those questioned at enrolment recalled the advert and hundreds of enquiries were received as a direct result of the campaign. Also, less tangibly, but equally important, the advert generated positive feedback and a feel-good factor amongst staff at the college.”

View the Bradford College commercial at www.davidgent.com/television