

University of Hull uses Voxburner Bespoke Research to shape their student recruitment campaign strategy

Challenge

Recruiting prospective students is a hugely competitive arena. Universities and Higher Education providers want their campaigns to connect with a niche age range within Gen Z; which is often easier said than done.

The University of Hull have been working with an agency to create a marketing campaign for recruiting undergraduate applicants. They were unsure which campaign ideas would resonate the most with prospective students. So The University of Hull tasked Voxburner, the Student Beans' insights agency, to help gather feedback from prospective students on which concept would resonate the most.



Objectives

- Help shape a new campaign to attract undergraduate applicants to the University of Hull.
- Ensure that the visual creative and messaging resonates with the target audience, people aged 16-18 who are planning to go to university in the future.

Solution

- **Bespoke research package delivered by Voxburner**
- Group of 500 16-18 year olds in the UK surveyed
- **Full 60+ page findings report delivered to The University of Hull**
- Detailed analysis and recommendations provided
- **Presentation and Q&A delivered by Voxburner's Head of Insights**

Results

Voxburner ran a survey with future university students getting feedback on their four campaign concepts, including the design and messaging of each. Voxburner then provided in-depth feedback highlighting the winning campaign.

The winning campaign turned out not to be the one the client expected to win, proving the value of having proof-points and bespoke research.

Overall this project has given the University of Hull and their agency great confidence that the chosen campaign is relevant and engaging will attract their target audience, encouraging new applicants to the university over the course of their student recruitment campaign.