

# Case Study: Developing an Effective Marketing Strategy on a Budget

Higher Education Marketing Conference

Katy Willis, Pro Vice-Chancellor, Student Success, Plymouth Marjon University  
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# Values





# Values





# Values



## Humanity

We are student-centred,  
making a difference to  
individuals and society.

We create human connections  
and community.

## Ambition

We achieve more through  
working together and sharing  
our achievements.

We empower people to be the  
best they can be.

## Curiosity

We push boundaries and enjoy  
searching for a better way.

We encourage potential and  
possibility.

## Independence

We nurture self-belief,  
independence and wellbeing.

We encourage diverse views  
and independent thought.



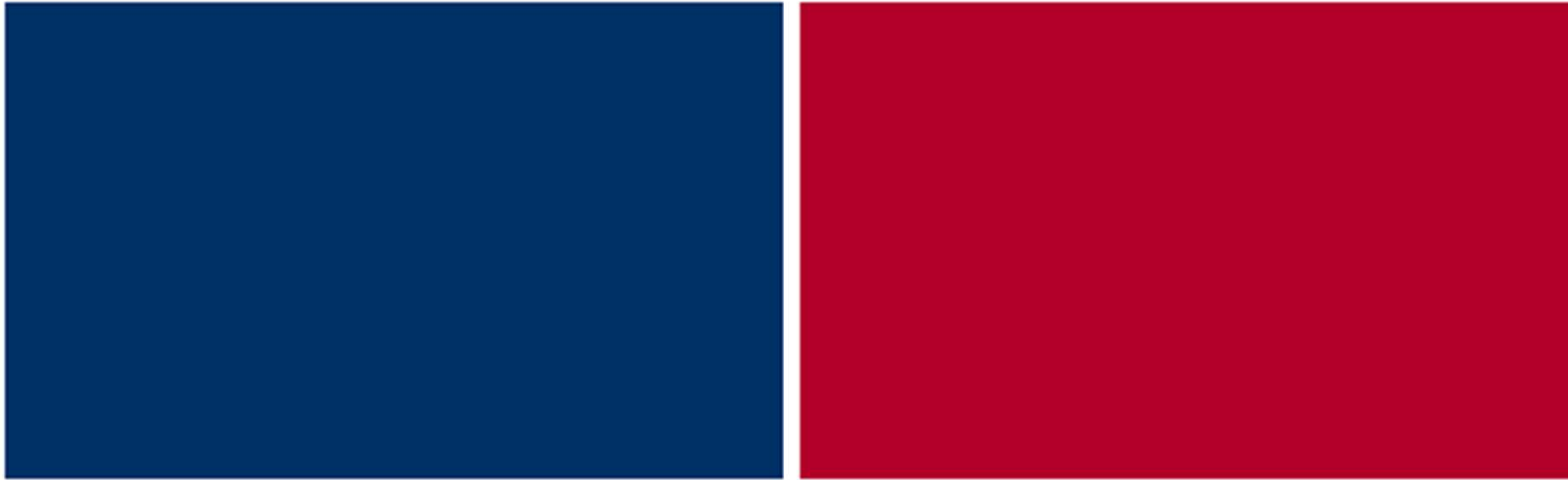
# Values: visual reminders



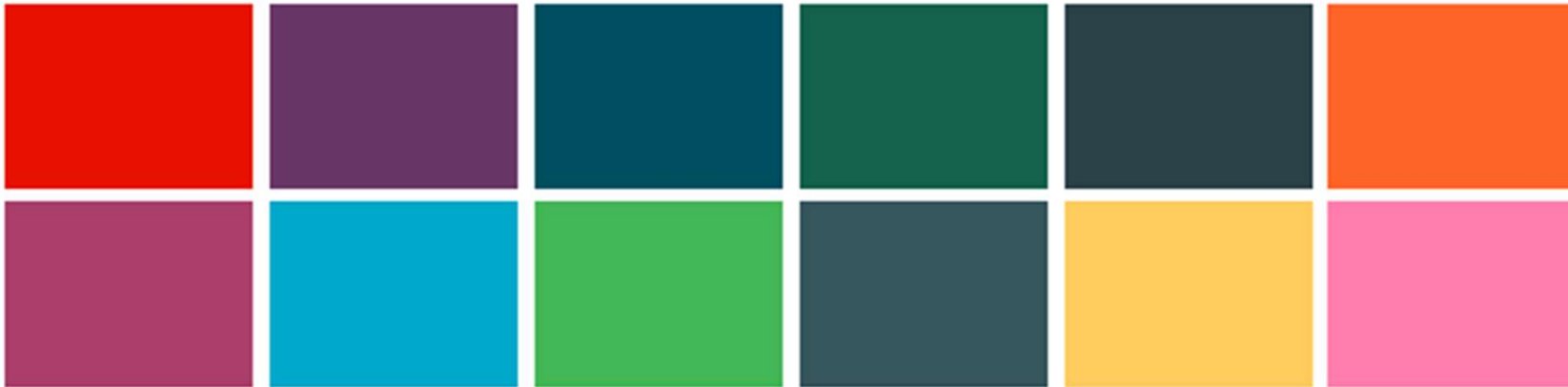
# Brand development

## Option 1a: Existing palette

Primary colours



Secondary colour palette selection



09ADM\_BROWD\_FUNDAMENTALS\_COLOURS & FONTS\_19.05.19 : Page 3

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# Brand development

## Option 2: Environment and location

Reference



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# Brand development

## Option 2: Environment and location

Primary colours



Secondary colour palette



# Brand development





# Brand development





# Brand voice



EDUCATION

**Diane Parry**  
FdA Learning Support, 2016

*My children had grown-up and my husband had come out of the forces, so I just felt perhaps it was time for me. In the beginning I wasn't sure I could do it, but it was a very proud moment graduating from my Foundation Degree in the same week as my son! It's given me a huge sense of achievement and means a lot to my career. I'm very confident in my job as "Inclusion Teaching Assistant" at a primary school. People listen to what I say because I can back it up with knowledge. I help children with their behaviour or speech and language skills, working one-to-one or in small groups. I love working with teachers to help children to break down barriers to help them to reach their full potential. I am now studying for an Honours degree in Special Educational Needs and Disability Studies.*

#WeAreMarjon

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HEALTH SCIENCES

**Ben Jane**  
Senior Lecturer, BSc (Hons) Sport,  
Physical Activity and Health

*Health conditions such as cancer, back pain and diabetes can be debilitating in many ways, yet appropriately prescribed physical activity has been shown to be beneficial in all of these chronic illnesses. Our public health clinics help people get active and we're able to support them physically and emotionally in taking back control of their health.*

*Students help support the delivery of our clinics and although they sometimes worry about working in a real life setting, they do a great job as part of the team. I find it the most rewarding part of my job seeing them develop into emerging professionals. I'm proud of the work that we do with people in our local community and I'm also proud of the way our students contribute to these projects.*

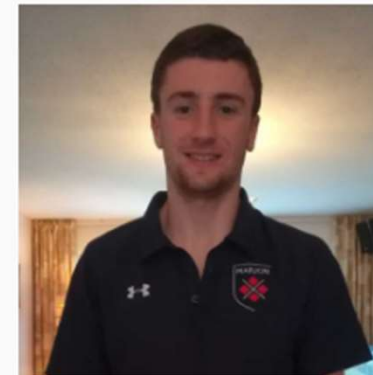
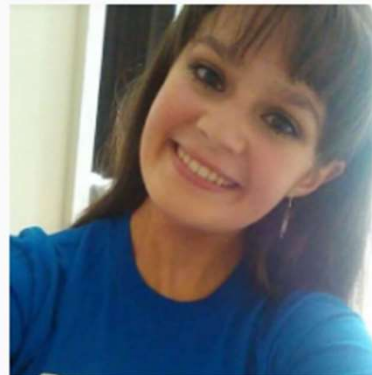
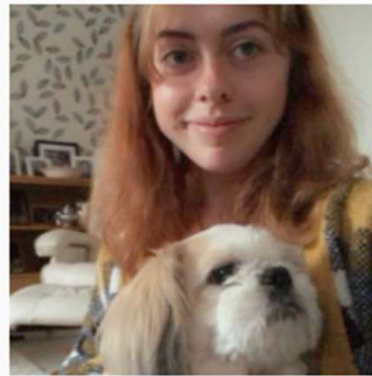
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# Brand voice

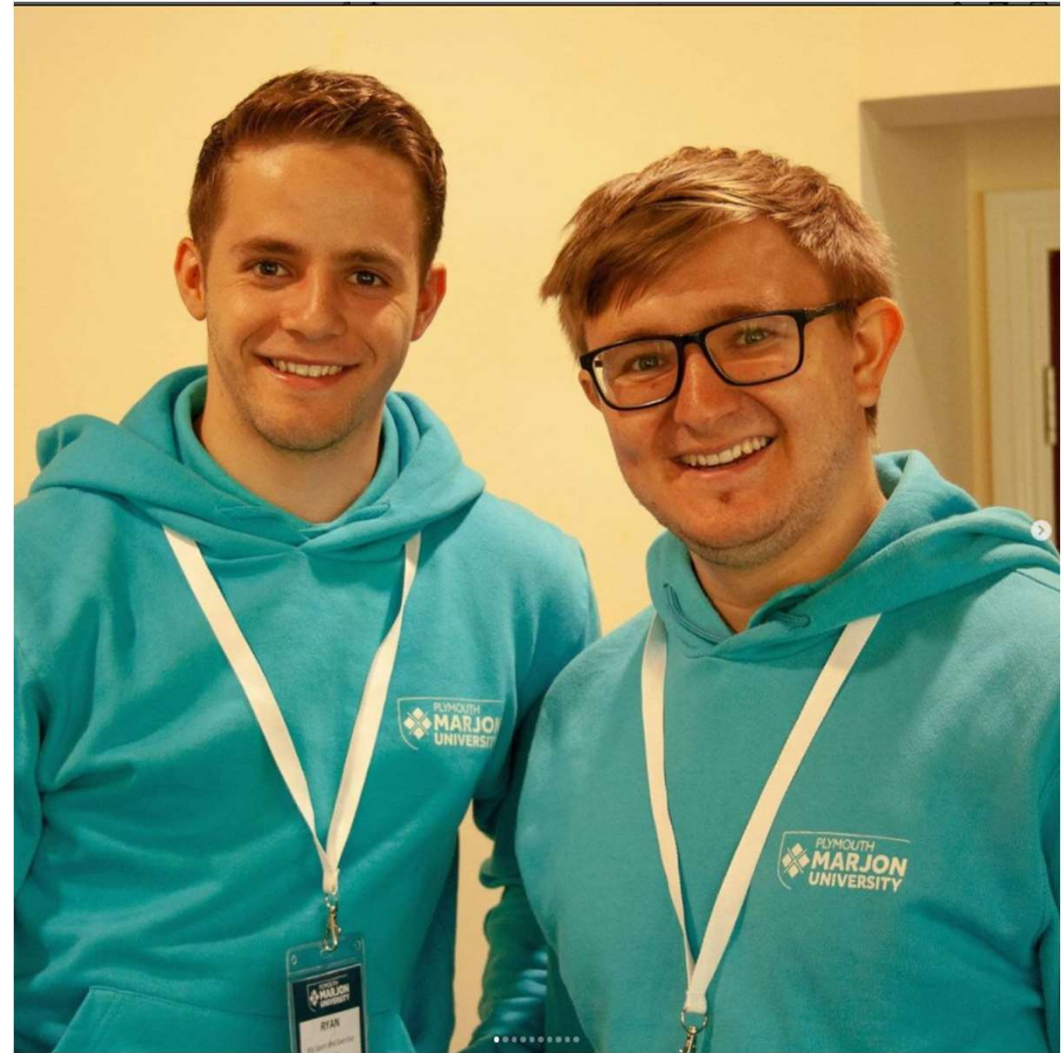


# Brand voice: welcoming and inclusive





# Student colleagues



# Student colleagues





# Student colleagues



# Results



**No 1 in England for  
teaching quality**

Good University Guide 2022



**No 1 in England for  
learning community**

National Student Survey 2021



**No 2 in England for  
student voice**

National Student Survey 2021





# Results



**No 2 in England for  
social inclusion**  
Good University Guide 2022



**No 3 in England for  
student satisfaction**  
Complete University Guide 2022



**No 3 in England for  
students' union**  
National Student Survey 2021



**No 3 in England for  
learning opportunities**  
National Student Survey 2021



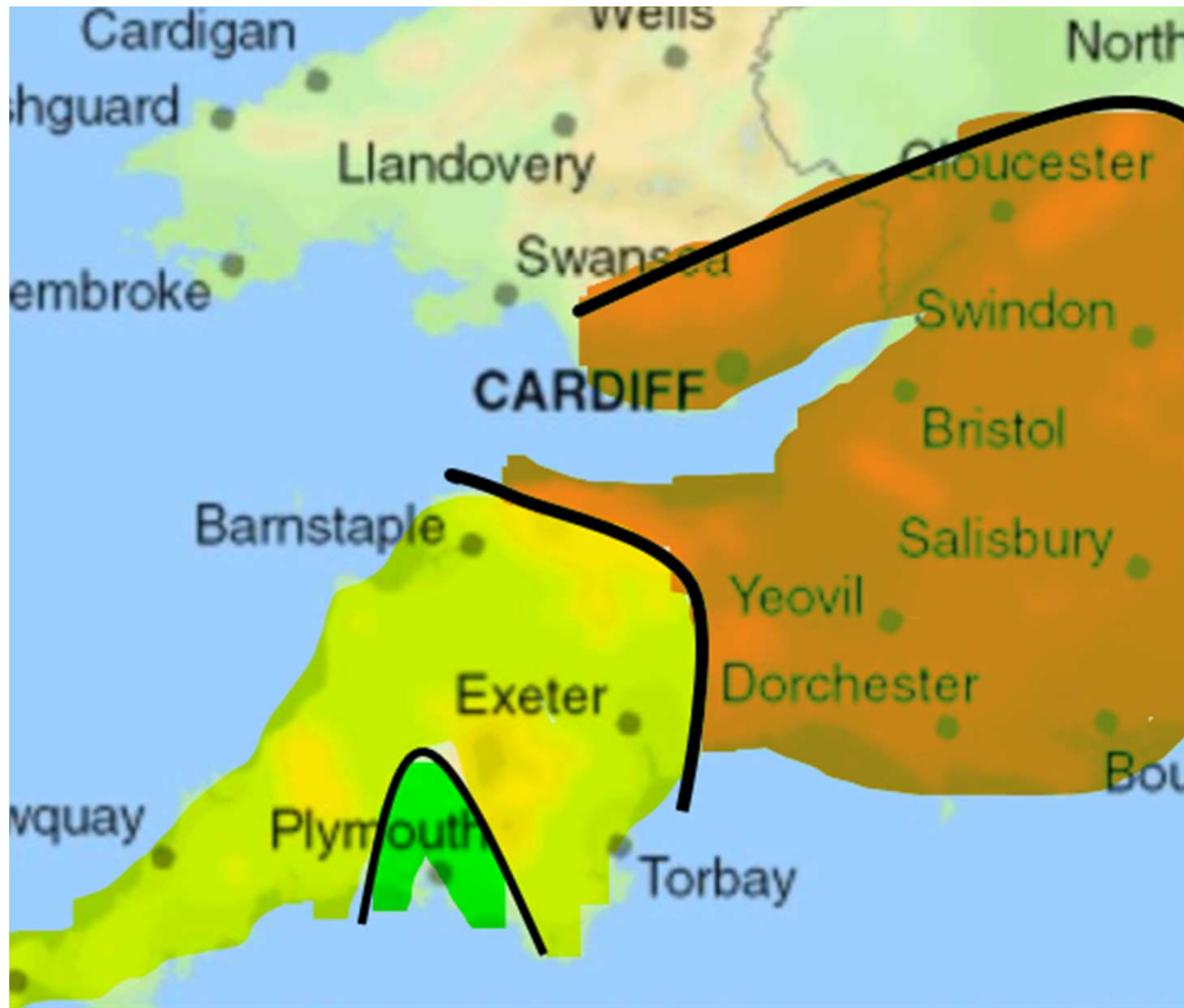
**No 4 in England for  
teaching on my course**  
National Student Survey 2021



**No 5 in England for  
student experience**  
Good University Guide 2022



# Tight targeting: geographically





Tight targeting: by school and college



# Year 7&8 Marjon Scholars Programme



# Tight targeting: OOH





on.ac.uk

# MARJON

PLYMOUTH  
**MARJON**  
UNIVERSITY

- Acting
- Business
- Criminology & forensic science
- Education & communities
- English
- History
- Journalism
- Liberal Arts
- Musical Theatre
- Nursing and health
- Osteopathic Medicine
- Physiotherapy
- Technology
- Therapy
- Language Therapy
- Life Sciences



# Thank you

