

SERIOUS Education

Small budget, big award, greater rewards

How SERIOUS took a fresh approach to business school marketing and delivered an end-to-end strategy that launched London Business School's Pre Masters In Management programme, won an IPA Effectiveness Award and generated a 500% Return on Marketing Investment.

The challenge

To launch a new business education product - The Masters in Management aimed at first time graduates without previous business experience or a non-business degree. The objective was to fill 100 places by September 2009.

The strategy

Based on research provided by our association, IPA, our planning approach was to create an online campaign including social media techniques to influence and attract prospects 'under the radar'.

With our media planner we targeted potential students aged between 20 and 23, either converting to business or life planning whose referees would most likely be alumni, career services or universities.

By using our 'Perpetual Marketing Model' we used our target audiences behaviour to 'pass on' the message.

The creative

Creative insight: 'Fast Track your Career'

We created 4 key propositions to be used across various international media platforms.

- 'Milk round or crème de la crème'
- 'The Long road to success just got shorter'
- 'The only option is success'
- 'One Degree of separation'

The image shows five horizontal banners, each featuring the London Business School logo on the left and a different proposition in the center. The banners are stacked vertically. The first banner has a yellow wave graphic at the bottom. The second banner has a yellow background. The third banner has a yellow background with a red and blue text mix. The fourth banner has a yellow background with red and blue text. The fifth banner has a yellow background with red and blue text.

- Milk round**
- Milk round or crème de la crème?**
- Stand out from the crowd with the new postgraduate degree from our top-ranked business school**
- Take advantage of our world-class business expertise**
- The Masters in Management Designed to increase your career opportunities**

London Business School logo in the top left corner. The text reads: "One degree of separation". Below the text is a silhouette of a group of people, with one person in the center highlighted in red.

London Business School logo in the top left corner. The text reads: "Add our internationally-respected brand to your CV". Below the text is a silhouette of a group of people, with one person in the center highlighted in red.

London Business School logo in the top left corner. The text reads: "Take advantage of our world-class business expertise". Below the text is a silhouette of a group of people, with one person in the center highlighted in red.

London Business School logo in the top left corner. The text reads: "The new Masters in Management Designed to make you stand out from the crowd". Below the text is a silhouette of a single person highlighted in red.

London Business School logo in the top left corner. The text reads: "The new Masters in Management Applications open for entry in 2009 Find out more". Below the text is a silhouette of a single person highlighted in red.

Direct results

All financial objectives have been achieved based on client data supplied. The campaign achieved this within an overall budget spend of 12% in line with client expectations.

Targets were stretched to 135% over response with a 125% sales conversion. Return on Marketing investment achieved £2,100,000

| Result stage | Date | Timeline | Targets achieved | Target stretched | Total percentage |
|--------------|--------------------|----------|------------------|------------------|------------------|
| Stage 1 | 5th January 2009 | 6 weeks | 100% | 22% | 122% |
| Stage 2 | 2nd February 2009 | 5 weeks | 100% | 33% | 133% |
| Stage 3 | 28th February 2009 | 4 weeks | 100% | 25% | 125% |
| Stage 4 | 31st March 2009 | 5 weeks | 100% | 21% | 121% |
| Total | | | 100% | 25.25% | 125.25% |

Contributing results

- New target audience of 4,721.
- 100 back links
- No.1 Google Search for 'Masters in Management'
- 40 blogging conversations sites
- Facebook and other groups created

A full white paper can be viewed at
www.seriousdigitalideas.com/downloads/awards.pdf

Winners of the IPA Effectiveness Awards - November 2009



Effectiveness Awards
2009 Winner

Our results didn't stop there...

1. Launched a Pre Masters Management programme delivering back £2,100,000 in income, a return on marketing investment of 500% and 2nd place Google ranking.
2. Integrated DM/Online Alumni networking solution – at a cost over 2 years of £30,000 we delivered back 42% e-mail open rate and a 91% download rate.
3. Delivered a full suite of Executive Education brochures and short videos, delivering VAT savings through our accountancy partners worth - £60,000.
4. Delivered a European brand response campaign including media planning/buying and creative for General Management programmes at a European level generating enquiries worth £1,200,000.
5. Average direct mail response rates of 11%.

Let us realise your ambition

Thank you from the ideas people

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