

New award to find which university lives up to its marketing promises

There will be a unique new category in this year's prestigious Heist Awards, which for 25 years have recognised the marketing achievements of universities, and are now a key fixture in the education industry calendar.

The Student Voice Award, in association with [The Student Room](#), is giving students the opportunity to vote on the quality and accuracy of their university's marketing efforts for the first time. The award will be given to the university whose marketing messages are judged by students to most closely match their experience of the institution.

Simon Bracewell, education and public sector director at Havas People which runs the Heist Awards, says "Universities run many campaigns to encourage students to join them, but do students believe they deliver what was sold to them when they arrive at the university? This award will give us the answers."

He adds "The Student Voice Award is really important to us. It is the only award in all our categories that isn't entered into by universities - institutions will only make the hall of fame if their students vote for them."

A strong performance in the Student Voice Award will give the winning university a powerful marketing edge and signal to prospective students that the institution delivers on the promises it is making.

Jason Geall, CEO of The Student Room, comments: "Every student receives a wide range of different marketing messages before finally choosing their university; with everything from beautiful designed prospectuses to persuasive emails used in an attempt to sway their decision. Students want to know that universities can live up to the promises they make, and The Student Voice Awards recognises the universities that do just that".

"We constantly see amazing examples of open, honest, engaging – and because of that - highly effective marketing from universities. We're proud to be supporting the Student Voice Award as an important way of spreading this best practice.

"We urge any university that believes their marketing deserves recognition for its credibility, to encourage their students to rate their experience in The Student Voice Awards."

Students can place their vote via [The Student Room](#) website, the world's largest online student community. Voting closes on 5th June and the winner will be announced at the awards ceremony in Manchester on 9th July.

Key Dates:

Voting closes – 05th June 2015

Winner announced – 09th July 2015

Links

The Student Room - <http://www.thestudentroom.co.uk/>

Voting Page - <http://thestudentroom.clickmeter.com/HeistVoting>

Heist Awards - <http://thestudentroom.clickmeter.com/HeistAwardsHome>

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Editor's note

Founded in 2001, The Student Room is the world's largest online student community and the UK's no.1 education website. The Student Room Group has over 3 million registered members, primarily aged between 14-24 and attracts over 8 million visitors a month. It provides student-to-student advice on studying, educational career choice and lifestyle issues. The Student Room Group works directly with most UK universities as well as a wide range of leading brands and companies.