

TRANSFORMING BRAND PERCEPTIONS THROUGH USEFUL CONTENT ON THE STUDENT ROOM

THE UNIVERSITY OF EAST ANGLIA'S CONTENT PARTNERSHIP WITH TSR

The Student Room is the natural destination for ambitious, inquisitive and high-achieving young people; with 7.5m+ students exploring options and finalising decisions monthly.

The University of East Anglia (UEA) set an objective to build Year 13 brand profile and shape perceptions of both the university, and Norwich as a destination, with an audience actively searching for universities. The diversity and volume of students turning to The Student Room everyday made it the perfect platform to reach their target audience.

UEA and TSR teamed up for a content hub partnership, sharing helpful advice on university life. Content pieces cover a range of extra-curricular themes identified by our Community and expert SEO teams as popular and recurring areas of discussion. The content hub, 'student life' has been running for 12 months and is made up of 22 pieces of helpful written content and rich media for students, including articles, quizzes and video.

UEA added extra value through student case studies, advice from lecturers, student advisors and the UEA Student Union to create the bank of informative content which addresses students' changing needs as they progress throughout the decision-making process.

Through their content partnership, UEA set key objectives to increase brand awareness amongst year 13's, reinforce their status as a top 20 University and transform perceptions of Norwich as a study destination that caters for all types of students.



UEA CONTENT PARTNERSHIP – HIGH-VALUE IMPACT

We surveyed two key groups of students to find out how the exposure to the content hub changed perceptions, sentiment and brand awareness.

GROUPS OF STUDENTS WE SURVEYED

Results compare responses between the following groups:

THE 'CONTROL'

2017 entry TSR
students who've had
no engagement with
UEA content



THE TARGET AUDIENCE

2017 entry TSR students
who've engaged with multiple
pieces of UEA content
(25,000 students in 90 days)

14% uplift in students who
know UEA is top 20

18% uplift in students who
'know a lot' about UEA

30% uplift in students who
think UEA delivers an
excellent experience

80% uplift in students who
would 'definitely consider'
applying to UEA

FEEDBACK FROM STUDENTS

"I like reading the experiences people are having at uni, all the information is really useful as I'm currently choosing universities to apply to."

"You can get information on the questions that usually bother you before you start uni, it partly takes away your fear and helps you with general things such as accommodations or student life (like the section promises)."

1,466 more students would
'know a lot' about UEA

4,561 more students would
know UEA is a top 20
university

9,537 more students would
think UEA delivers an
excellent experience

8,192 more students would
'definitely consider'
applying to UEA

This unique content partnership showcases how client needs and business objectives can align with students' requirements to deliver high-value results for both. The transformation in brand perceptions over time demonstrates the value in content marketing and how quality content can attract attention, influence opinion and drive awareness.

“We wanted to engage our audience at an early stage in their decision making process and cut through the noise of traditional digital marketing.

Working in collaboration with The Student Room allowed us to utilise data about what interested the TSR community to create material that fulfilled the dual purpose of boosting our brand awareness as a leading UK university, by providing informative and entertaining content to our target audience.”

- James Smith, Marketing and Recruitment Manager, UEA

