INSPIRING TOMORROW’S LEADERS

Choosing the right university can be a life-changing decision. Beyond courses, students seek institutions that thrive on innovation to help them make a bigger difference in the world. Monash University engaged BBC StoryWorks to showcase its bold history, clear vision and what makes its Business School a smarter choice.

Driven by insight

Our content series, Masters of Change, told the stories of Monash students, researchers, professors and thought leaders through the lens of groundbreaking academia, specifically, in research. The key take-out was that by graduating from Monash, any student could become a master of change.

Interactive, engaging content

Five articles and a user-directed infographic were available in a dedicated content hub. The infographic was ideal for Twitter, populating feeds with intriguing snippets about the future of work and evolving skill sets. Each thought-provoking article offered new perspectives on opportunities, collaborations and ideas fostered by Monash Business School.

Making the grade

The Monash campaign delivered millions of impressions and over 48,000 page views. The infographic was the stand-out performer, delivering snackable, attention-worthy content. Articles focusing on Antarctic research and how business schools are tackling global issues resonated with the target audience, resulting in high engagement and impressive dwell times.