When SMU was exploring ‘Meaningful Impact’ as a new branding focus, BBC StoryWorks was engaged to raise awareness and inspire students by showcasing the university’s strengths in research, learning, community, and industry affiliation.

INSPIRING CHANGE

Employers are demanding even more from graduates, who are expected to be entrepreneurial, forward-thinking and problem solvers. Based on these insights, the campaign highlighted SMU’s links to industry, offering real-world experiences that make a real difference.

Academia meets industry

Harnessing the heritage of BBC’s powerful storytelling and reach, BBC StoryWorks produced a branded content series, Making an Impact. Thought-provoking articles and a slick, animated video showcased how SMU was a business school that also produced world class research of great social importance, positioning the university as a hub for transformational study.

A change for good

Making the grade

The SMU campaign was extraordinarily successful, delivering 15 million impressions on social media and across bbc.com. Ad recall was 69% and an impressive 31% Uplift in Brand Love was recorded, along with a Familiarity of Brand score of 92%.

Click to discover more and view the work