



**Eulogy**

QUEEN MARY UNIVERSITY OF LONDON

# Campaign Plan

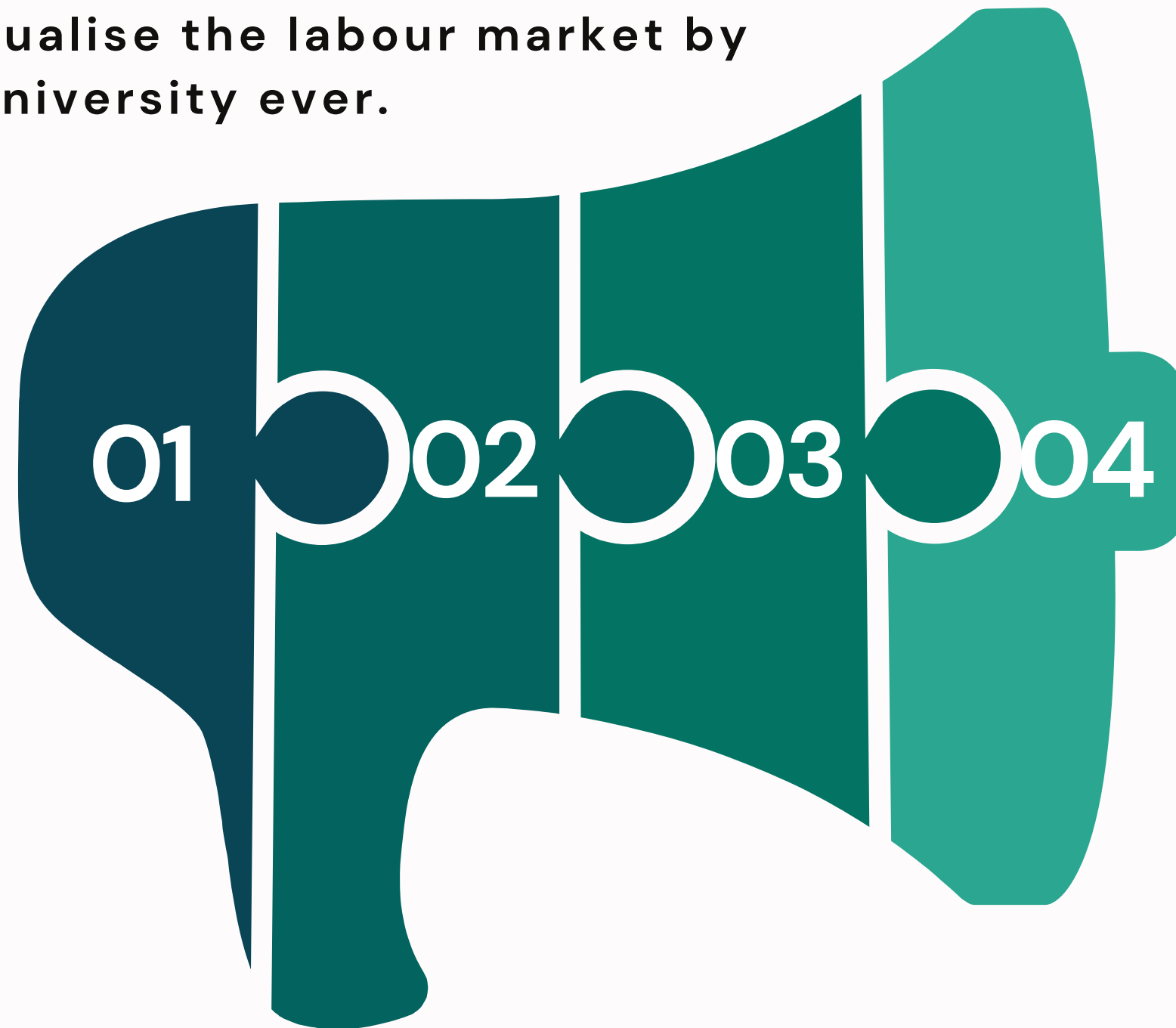
"THE MOST INCLUSIVE UNIVERSITY ANYWHERE"

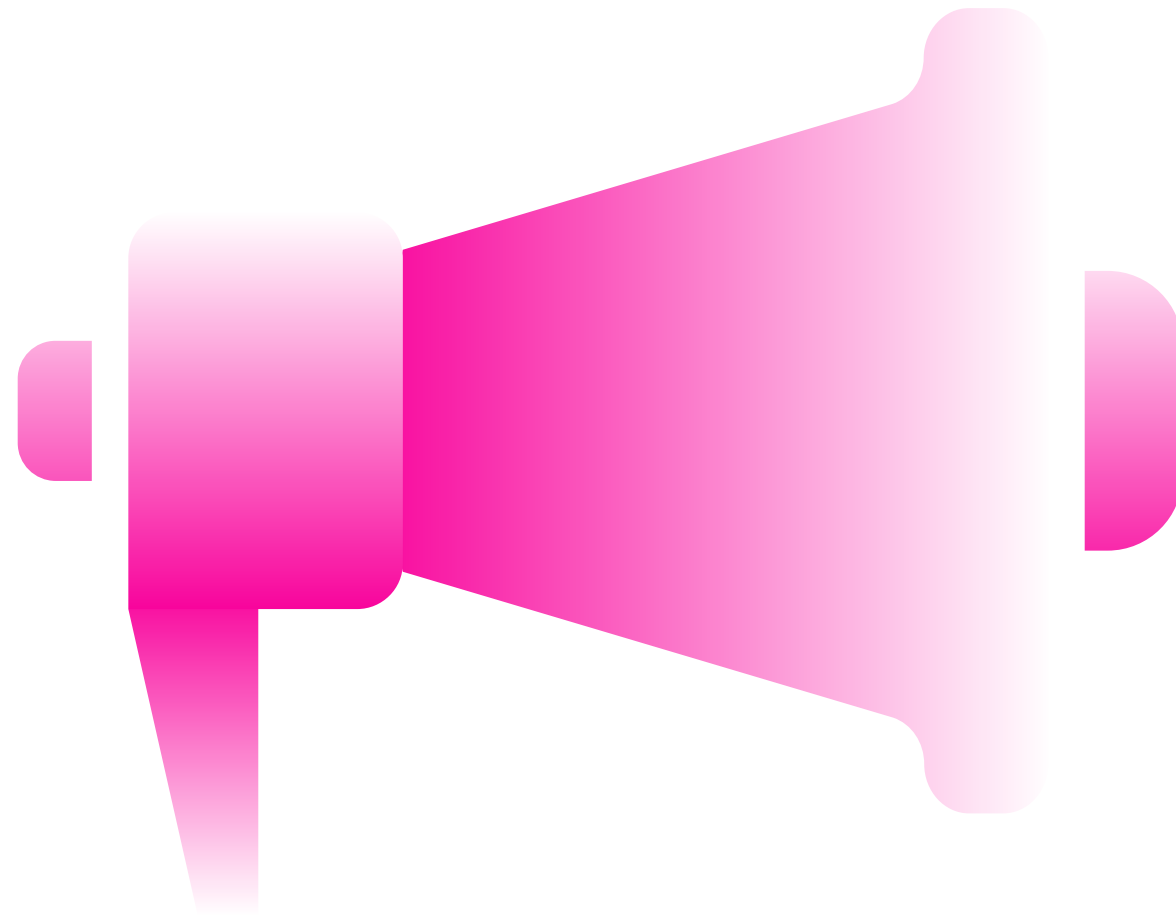


# CAMPAIGN GOALS

**To increase social mobility and equalise the labour market by making QMUL the most inclusive university ever.**

- 01** To rebrand QMUL as the world's most inclusive university
- 02** To use partnerships to affect policy & equalise the labour market
- 03** To empower a global student body
- 04** To increase social mobility through higher education





# **CREATIVE STRATEGY**

## Strategy 01

To attract diverse applicants

## Strategy 02

To antagonise barriers to progress & redefine the workforce of the future

## Strategy 03

B2B: To affect policy and leverage partnerships





# **STRATEGY 01: TO ATTRACT DIVERSE APPLICANTS**

# Why?

QMUL has the current highest mobility rate of any university. At 6.8% its graduates are in the top 20% of earners by age 30.

To maintain and attract diverse applicants, campaigns must confront the psyche of those reluctant to apply, including the discrimination in 'elite' professions and confusing pathways to a career.



# STRATEGY 01: TO ATTRACT DIVERSE APPLICANTS

The world's "most inclusive" university must first attract diverse applicants, because when views collide and disciplines combine society is propelled forward.

This ethos will manifest in four mini print/social campaigns: "IMPOSSIBLE", 'This is what a fail looks like', 'Hack This', and 'When I grow up'.



## IMPOSSIBLE

"Impossible" is a defiance against social mobility injustice. Print and social ads will portray "gendered" or racially discriminative jobs being done by unexpected people - to encourage diverse applicant in imbalanced industries.

"IMPOSSIBLE" is shown stamped across the ad to expose unconscious bias.



## This is what a fail looks like

*"Try a career in engineering instead."*

Masterful displays of unqualified engineering or political inclinations like an origami skyscraper, an assault course for a cat, or a young person at a protest project the idea that your grades don't always reflect your potential, or that natural ability can be nurtured into a career at university.



## Hack This

This campaign involves brand sponsorship. Computerised vending machines are placed at train stations and malls that require you to solve a STEM related puzzle, ethical dilemma, or problem to receive an energy drink wrapped in information about pathways to a STEM career.



## #When I grow up

Designed to stimulate conversation/thought via socials. Strangers are interviewed on the street about their profession, their path and/or what they imagined they'd be when they grew up. Gaps between dreams and reality may surface or we may meet those living their purpose. This can help position QMUL as a path to the impossible as well as telling some heart-warming human stories.



**STRATEGY 02: TO ANTAGONISE  
BARRIERS TO PROGRESS & REDEFINE  
THE WORKFORCE OF THE FUTURE**



# Why?

Designed to make audiences question their unconscious bias. We must differentiate QMUL from secular, traditional institutions and professions.

Positioning QMUL as a forward-thinking university that aims to modernise the workforce with inclusivity as an obvious standard for the future of society.

## STRATEGY 02: TO ANTAGONISE BARRIERS TO PROGRESS AND REDEFINE THE WORKFORCE OF THE FUTURE

This stage inspires people less inclined to invest in a STEM/University career by dismantling elitist, classist attitudes towards certain professions. It aims to position QMUL as a university in touch with a globalised world, with diverse students. Two mini ad campaigns support this aim:



### This is a ""

These ads ask viewers to question their bias towards 'elite' professions and encourage diverse applicants to equalise the labour market.

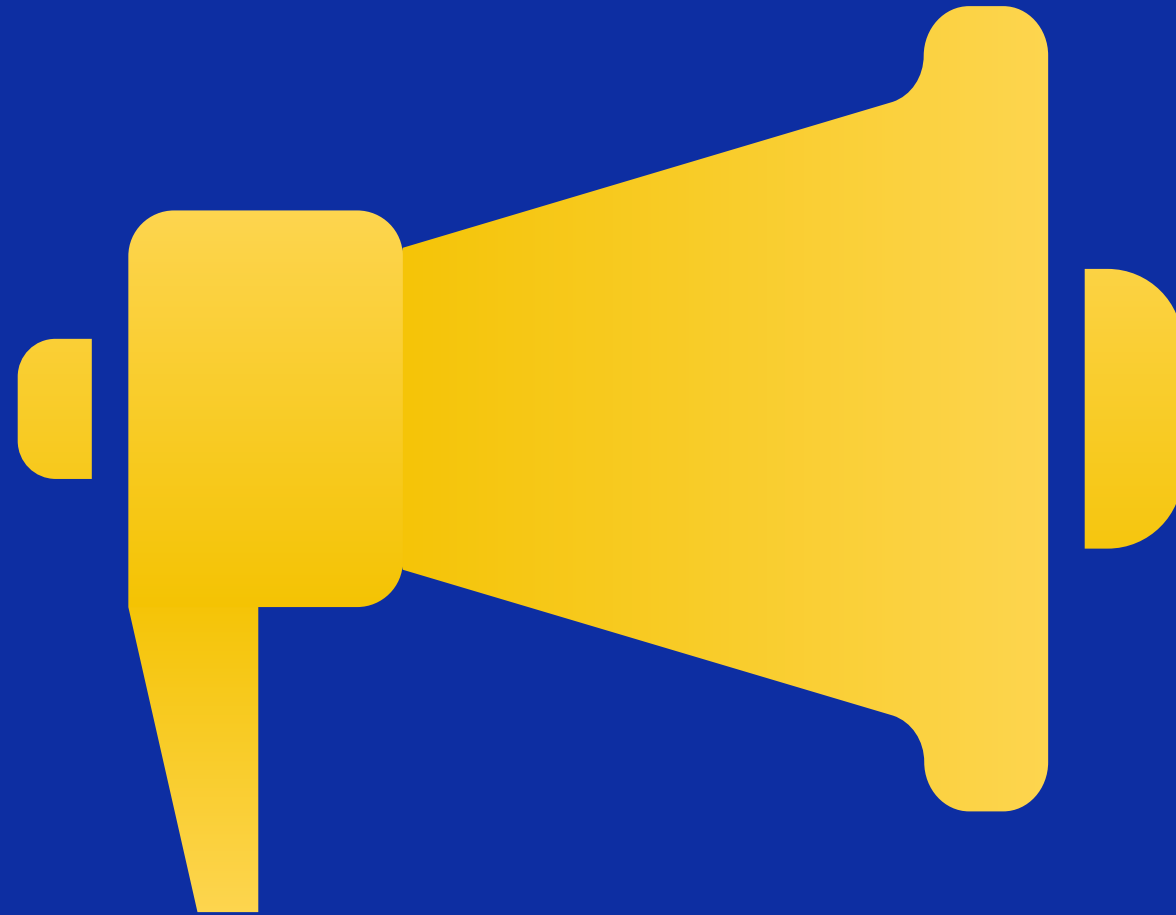
Billboards can be placed in deprived boroughs that depict a climate scientist, politician or sustainable engineer of diverse age, race, gender etc. in ridiculously casual, human scenarios. Copy reads: "This is a climate scientist."



### Future World

These ads feature a grid of diverse faces with the copy "The government/tech/sustainable engineering of the future looks like this" along with the slogan "Start your career at Queen Mary University of London." And some statistics about the reluctance or achievements of minorities who have excelled in discriminative sectors.





**STRATEGY 03:**  
**(B2B) TO AFFECT POLICY AND LEVERAGE**  
**PARTNERSHIPS**

# Why?

Attracting diverse students may portray QMUL as inclusive but the university should promote placements, mentors and internships via its industry links. It should affect change at parliamentary level to align itself with true systemic change.

## STRATEGY 03: (B2B) TO AFFECT POLICY AND LEVERAGE PARTNERSHIPS

The third stage aims to convince existing partners to provide pathways to QMUL students, to raise the profile of QMUL as a leader in social mobility and attract new partnerships and affect policy. Stage 3 addresses systemic inequalities in the labour market and justifies stage 1 and 2.

### **Tactics:**

- Thought leadership: Feature articles on social mobility by university leaders and professors (especially in STEM) on LinkedIn and in national media.
- Align with policy makers at government level through university research into inequalities within the labour market.
- Partner with businesses with a strong social responsibility and equal opportunities programme to provide pathways to graduates.
- Encourage senior figures in climate science, sustainable engineering, and the medical and public health sector to speak at open days and public engagement events.
- Sponsor, support and interview campaigners like Sir Peter Lampl (the UK's leading educational philanthropist) who is campaigning for lower entry requirements for people from low income backgrounds, as grades may not reflect potential.
- Feature stories and interviews on social media from current students - showcasing the real-world projects they work on.
- Engaging with think-tanks and charities can also be an effective intermediary to help get your research considered by policymakers.
- They may have a specific political agenda or may focus on raising awareness and informing debate on current issues.



