



A community for
the curious

#StayCurious

A community for the curious

Prior to 2022, University of Limerick had never implemented a large-scale marketing campaign focused on postgraduate study options. When the launch of a new university strategy, with increased focus on PG recruitment, coincided with a pandemic landscape that drastically changed the face of the market, we knew we needed to deliver something big, acknowledging a worldwide renewed energy of curiosity and ambition, and a refocus on personal goals.

With small budgets but grand ambitions, we used years of experience in our team to brainstorm a creative completely in-house. With no previous strong postgraduate story to tell, we needed to show people who we are and what we stand for. A Community for the Curious was born from this insight with #StayCurious used for the campaign.

#StayCurious

Goals:

- Realising peer-to-peer communication as the most authentic and impactful messaging we can offer, we knew we had to 'show, not tell', bringing to life journeys students could identify with.
- Our aim was to carefully chose ambassadors who would resonate with audiences and raise awareness of UL as a supportive university,
- We strived to create a campaign with engaging and emotive content that delivered wide reach and awareness.
- We wanted to increase traffic and deliver leads keen to learn more about PG at UL.

Challenges:

- As a Higher Education Institution in a small country, we exist in landscape where budgets must be very tightly managed.
- Our power to cut-through will never come from high spend and so we strive to deliver a message that makes people feel something.
- Working with regional suppliers to deliver premium video and photography on lean budgets, we rejected use of stock imagery/video throughout, though it would on occasion have been the easier road.
- Authenticity was non-negotiable.

Results:

- This campaign has been a labour of love for a small in-house team.
- It is authentic – real people telling real stories – and celebrates the spirit of curiosity needed to pursue higher education, the diversity of our students and their individual achievements.
- The campaign smashed all industry averages for metrics.
- The campaign also generated a strong emotional response, positioning UL as a place where curiosity is at home, and allowing prospective students to picture themselves here, with a willing support system on hand to help them create the future they imagined for themselves.
- Whether you identify with Mamobo, who went straight from undergraduate to postgraduate, launching a company in the process; Siobhan, who returned to the workforce with an MBA after some time out with young children; Finola, now COO at a company spun-out from UL; or former sports star Jerry, who transitioned from player to coach, you too could find a home in a Community for the Curious.
- In our four students we found the heart of our messaging – follow your curiosity, we're here to support you.

A community for the curious

- An early key to our success was the research stage – painstakingly reviewing all information available to us on the postgraduate cohort and creating personas based on same to ensure we could deliver stories that resonated.
- We recruited students who best represented the identified personas, met UL's brand values, and embodied the spirit of Stay Curious, choosing four inspiring graduates, each of whom reflected a different stage in their career and personal lives.
- Premium quality video and imagery was key, with no use of stock.
- Locations were carefully selected around campus with distinctive backdrops.
- The main hero image of Mamobo married up with some of our secondary colour palette from our brand guidelines influenced the colour scheme for the campaign.
- The authenticity of the content shone through and delivered strong engagements from the offset.



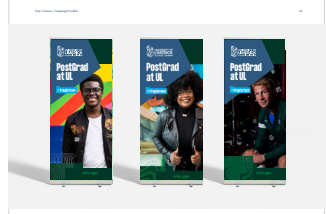
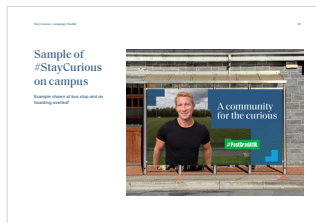
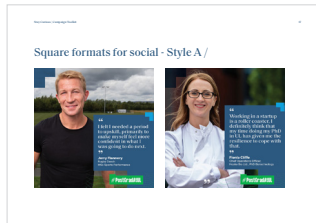
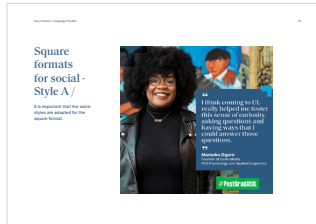
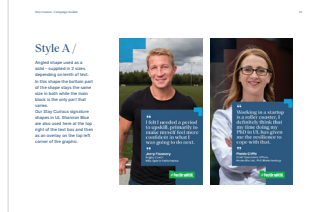
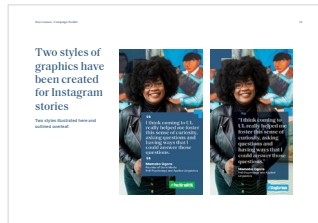
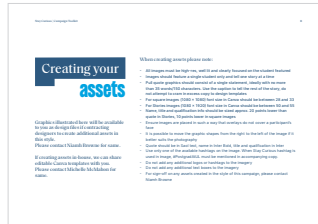
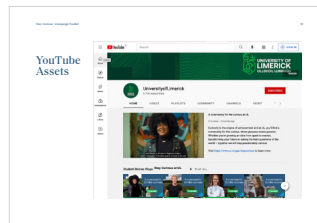
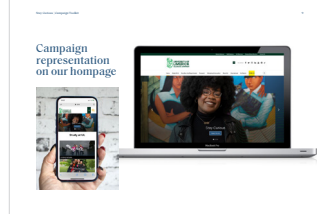
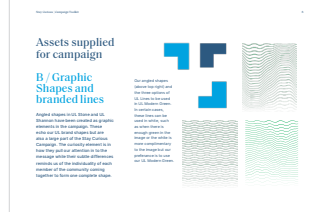
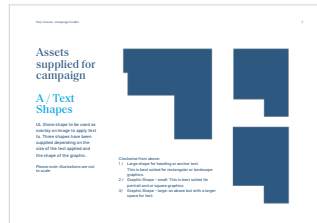
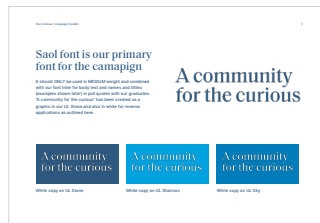
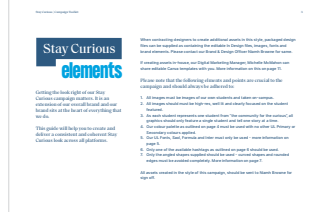
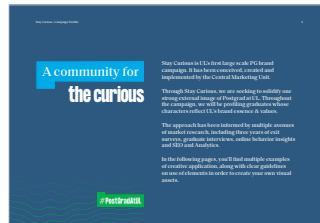
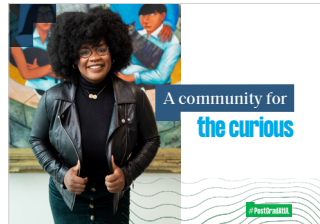
Click on the image above to view
our main campaign video.

#StayCurious

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Campaign Toolkit

A detailed toolkit was also designed in-house to ensure a consistent campaign roll-out.



#StayCurious

Print Adverts

A series of print ads were designed for both newspaper and magazine publications as part of the campaign.



#StayCurious

On Campus Signage



A series of large panels were created for on-campus signage which proved to be very effective and engaging.

[Click here to view placement of our on campus hoarding signage.](#)

#StayCurious

Visuals of our On-Campus Hoarding Signage



#StayCurious

Out of House Billboard, Bus Shelter and Bus Advertising



#StayCurious

YouTube Assets

Click on the thumbnail images for each individual video to view each one.

The screenshot shows the YouTube channel page for the University of Limerick. The header features the YouTube logo, a search bar, and a 'SIGN IN' button. The left sidebar contains navigation icons for Home, Explore, Shorts, Subscriptions, Library, and History. The main content area displays the channel's profile with the University of Limerick logo, name, and 6.79K subscribers. Below this are tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The featured video is titled 'A community for the curious at UL' and includes a description about curiosity at the university and a link to the website. At the bottom, there is a 'Student Stories Vlogs: Stay Curious at UL' playlist with a 'PLAY ALL' button and four video thumbnails, each with the title 'A community for the curious' and the hashtag #PostGradAtUL.

Home

Explore

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SIGN IN

UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH
Website

University of Limerick
6.79K subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

A community for the curious at UL

316 views • 2 months ago

Curiosity is the engine of achievement and at UL, you'll find a community for the curious, where purpose meets passion. Whether you're growing an idea from spark to market, transforming your future or asking the hard questions of the world – together we will stay passionately curious.

Visit <https://www.ul.ie/gps/staycurious> to learn more

and there's a phrase in Nigerian dialect called "oversabi". It means you're a know-it-all and

Student Stories Vlogs: Stay Curious at UL ▶ PLAY ALL

A community for the curious
#PostGradAtUL

A community for the curious
#PostGradAtUL

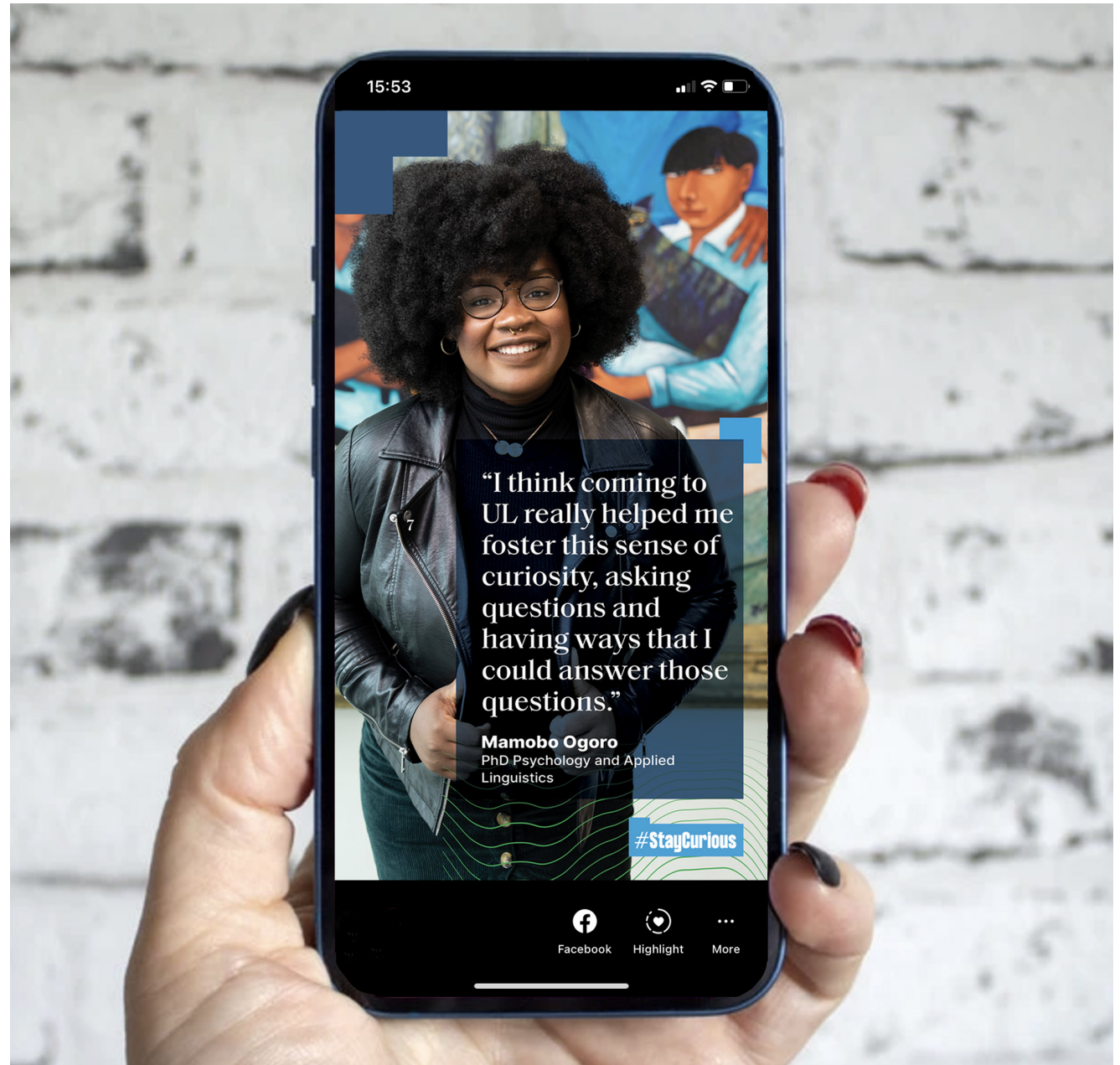
A community for the curious
#PostGradAtUL

A community for the curious
#PostGradAtUL

#StayCurious

Social Assets

Careful consideration was taken when designing the campaign to ensure the design style would adapt and translate easily to all social assets regardless of whether they were portrait, landscape or square (see examples on next page).



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Social Assets



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Exhibition Display

A dynamic exhibition display was also designed.



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Sustainable Prospectus

A new sustainable approach to our prospectus saw us using the engaging image of Mamobo and the distinctive campaign style with a QR code. This saved on printing 10,000 prospectuses per year.



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Stay Curious Research Campaign

Stay Curious for Research is a campaign designed to highlight the change-makers and innovators driving world-altering research at University of Limerick.

#StayCurious phase one covered stories of the PG student journey at all stages of career development and progression, from current student to the student/researcher who graduated & has excelled in their career.

#StayCurious for Research looks at those who inspire our students, those who are changing the world and those who are empowered by UL to drive their research forward to new frontiers.

It is their curiosity that drives innovation and inspires us to be bold, dynamic, entrepreneurial and collaborative.

A gate fold print advert was designed for Times Higher Publication. This allowed us to adapt the campaign by designing an a lead-in ad in-house for the inside cover (right) which opened out to a dynamic double page spread ad with the Stay Curious for Research messaging (below).



What if staying curious meant a positive change to the air we breathe?

Sustainability is at the heart of everything we do at University of Limerick, Ireland.



Michael Zaworotko
Bernal Institute
Chair of Crystal Engineering and Science Foundation of Ireland Research Professor. Listed as one of the most impactful chemists worldwide.

At our world renowned Bernal Institute, Professor Mike Zaworotko is leading a team of researchers who are curious about discoveries in materials science, and their impact upon energy sustainability, environmental remediation, better medicines, circular economy and food security. This team have developed sponge-like porous materials that capture molecules from the air and can release them with a low energy footprint. Carbon capture (2019), water harvesting (2019) and benzene capture (2022) are just three examples. The water harvesting material has such favourable properties for capturing and releasing water from the atmosphere that it is already being used for dehumidification. These discoveries will revolutionise technologies for clean water and clean air and in the process make an impact in the battle against climate change.

For 50 years we have and continue to be a community for the curious - for those who seek change, innovation and a better world.

Join us, learn about us, work with us.

#StayCurious

ul.ie/research



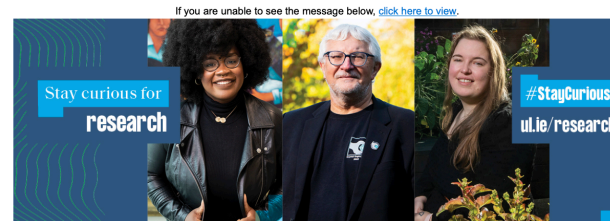
UNIVERSITY OF LIMERICK
OLLSCOIL LUIMNIGH

50
Reflecting | Connecting | Transforming
Macraíocht | Nasc | Cinéadh

#StayCurious

Stay Curious Research Campaign

Stay Curious for Research campaign
was also adapted to use in email
header banners, social and display ads.



Times
Higher
Education

today's headlines

TUESDAY 14 FEBRUARY 2023

Happy Valentine's Day,

Today we highlight what happened next to a PhD campaigner who tried to stop supervisors and superiors from "stealing" her work. There has also been no love lost between UK vice-chancellors and their employees recently, with pay negotiations now having to be overseen by the arbitration service. So we asked all those running universities whether they could afford to give staff a bigger pay rise - the results are in the link below. And, on this day of romance, we hear how the philosophy of love is changing.

— Tom Williams, deputy news editor
tom.williams@timeshighereducation.com

SPONSORED CONTENT

[University of Limerick: discovering new knowledge for a better world](#)

"Being the first person on the planet to figure out how something works...even if it is just for 30 seconds is what it's all about." [Read more >>](#)



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ul.ie/research



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