

Global Brand & Communications in partnership with The Office of the Provost

FACULTY IN FOCUS

FALL 2022



Campaign Goals

- ✓ Celebrate our Faculty
- ✓ Showcase their work on a global stage
- ✓ Help attract new talent to KAUST



Campaign Scope



Organic Social Media



Paid Social Media



Brand Partnership



Custom Microsite



Campus Communications

Campaign Reach

8,468,978

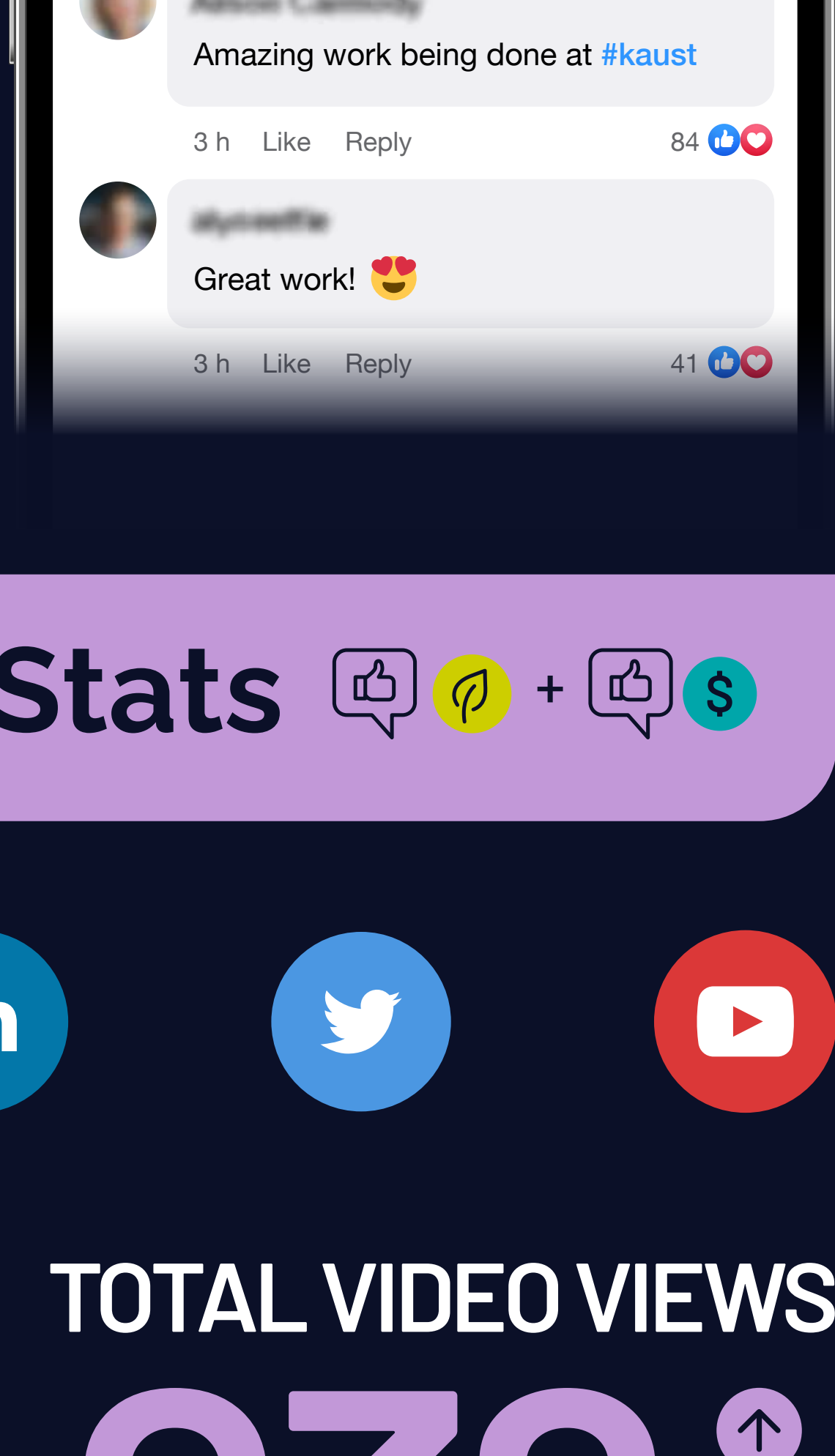
OVERALL REACH

2,246,270

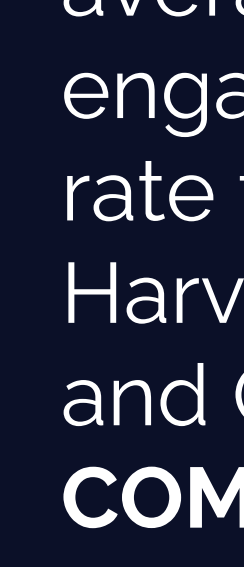
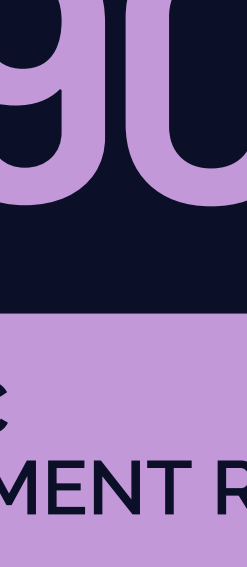
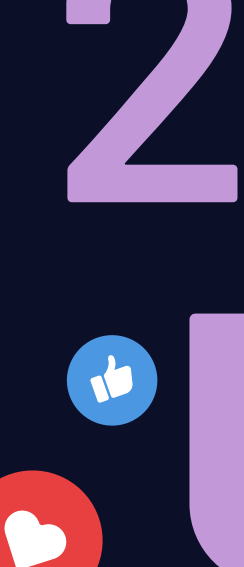
SAUDI ARABIA

6,222,708

REST OF WORLD



Social Media Stats



TOTAL VIDEO VIEWS

2,070,032

That is 4x the average video views of Princeton

TOTAL ENGAGEMENTS

2,520,902

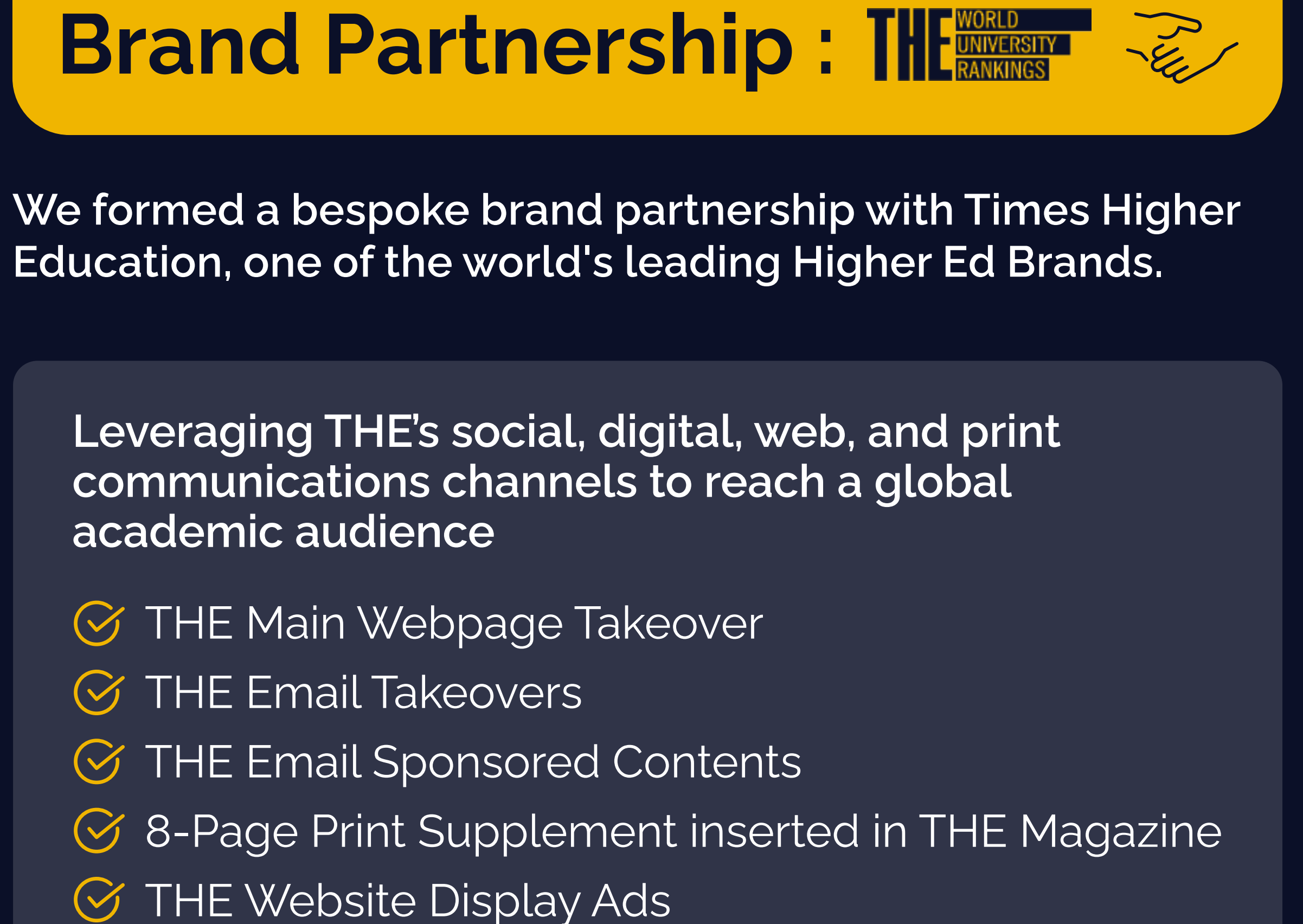
1.79% ORGANIC ENGAGEMENT RATE

That's a higher average engagement rate than Harvard, Oxford and Cambridge COMBINED



HOW MANY PEOPLE SAW OUR POSTS

5,114,866



Behind-the-scenes of filming for FIF Fall 2022

Brand Partnership : THE HIGHER EDUCATION BRAND RANKINGS

We formed a bespoke brand partnership with Times Higher Education, one of the world's leading Higher Ed Brands.

Leveraging THE's social, digital, web, and print communications channels to reach a global academic audience

- ✓ THE Main Webpage Takeover
- ✓ THE Email Takeovers
- ✓ THE Email Sponsored Contents
- ✓ 8-Page Print Supplement inserted in THE Magazine
- ✓ THE Website Display Ads
- ✓ THE Social Media Ads

135k

SUBSCRIBERS RECEIVED x10 FIF BRANDED EMAILS

OVER A 1 MONTH PERIOD

OUR CONTENT WAS SEEN OVER

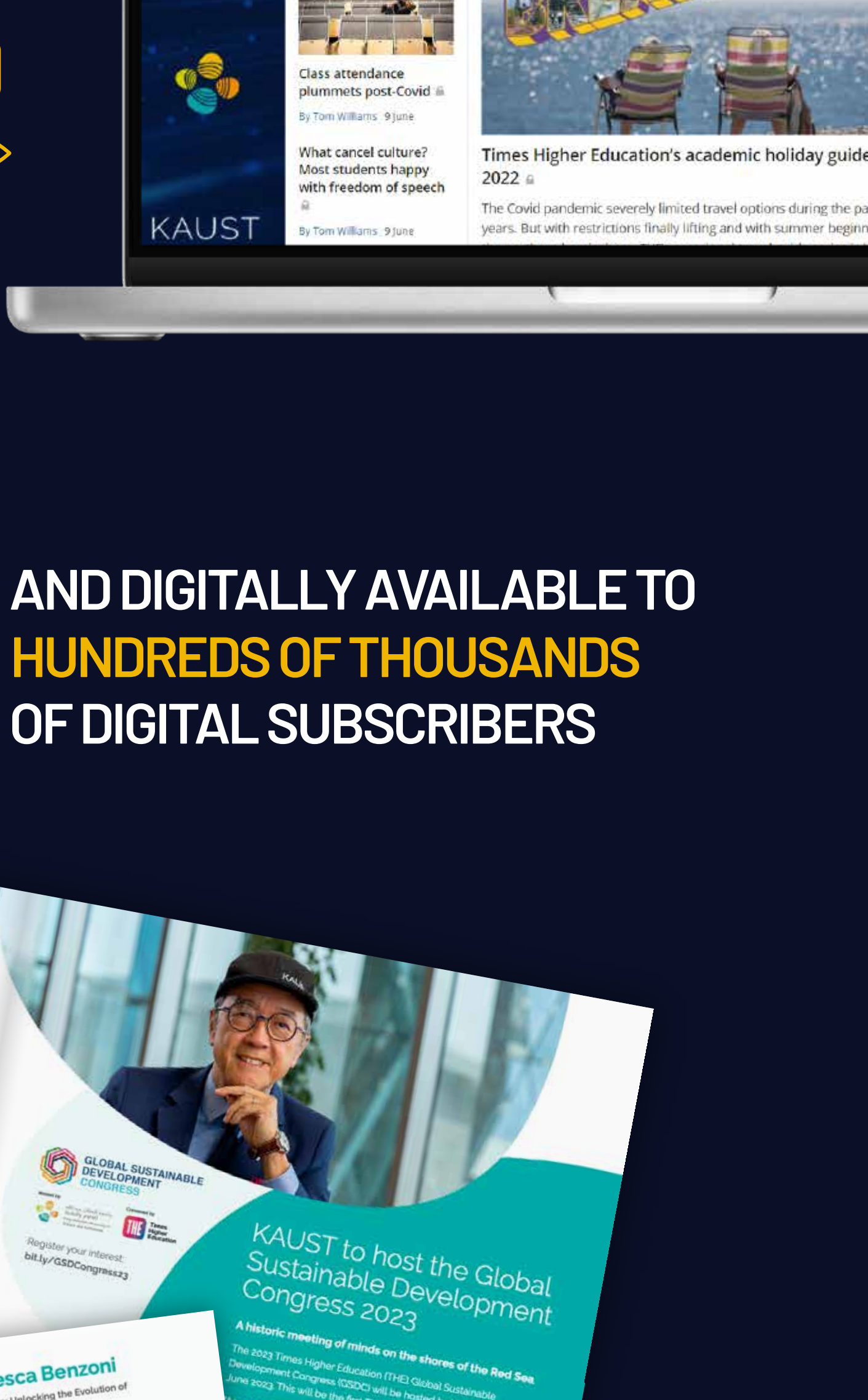
580,000

TIMES ON THE THE WEBSITE

OUR THE ADS WERE SEEN

880,828

TIMES ACROSS SOCIAL MEDIA



3,000 COPIES OF THE 8 PAGE SUPPLEMENT DISTRIBUTED PHYSICALLY IN THE'S MAGAZINE

AND DIGITALLY AVAILABLE TO HUNDREDS OF THOUSANDS OF DIGITAL SUBSCRIBERS



Custom Microsite

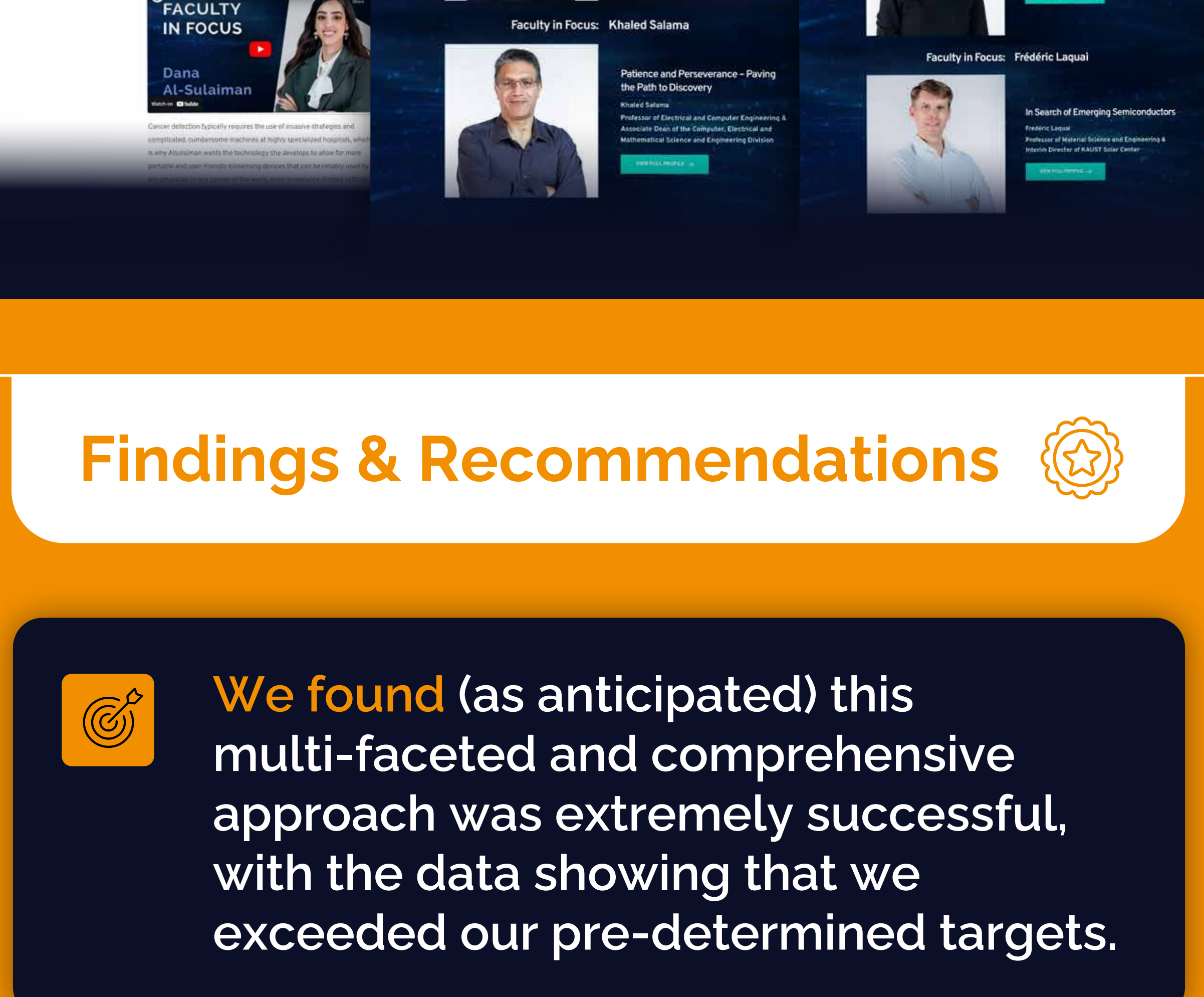
TOTAL VIEWS

8,415

ACROSS THE MICROSITE DURING THIS FIF CAMPAIGN

7,393

UNIQUE USERS VISITED THE MICROSITE



8x WRITTEN PROFILE PIECES PER PROFESSOR

Findings & Recommendations



We found (as anticipated) this multi-faceted and comprehensive approach was extremely successful, with the data showing that we exceeded our pre-determined targets.



We recommend rebuilding the the FIF microsite into a multi-lingual, mobile responsive, mobile-optimised microsite that offers Arabic and English language.

We recommend expanding our our digital marketing targets to ensure we don't miss out on a larger percentage of our prospective audience.