



University College London (UCL)

The ask

There's more to attracting the best and brightest students than reputation. And even prospectuses. Although obviously very important, in today's higher education market, there are many more contact points between institution and prospective students – such as higher education fairs – where any previous past exposure/experience needs to be driven home. It was for this reason that University College London (UCL) asked us to extend our successful prospectus designs into promotional banners.

The task

Prospective students usually turn up at education fairs well researched. Which meant that there was a good chance that they had already come across the UCL student prospectuses. We therefore had to tie the banners in with these, whilst ensuring they jumped out amongst a morass of educational messages from competing institutions. We designed and produced a series of banners conveying three major messages – 'Academic excellence', 'World leading' and 'Multi-disciplinary', which also reflected the quality and professionalism of UCL, as exemplified by the aforementioned prospectuses.

The proof

The client was thrilled with the response, as so many prospective students visited their sites that their hand-outs and other informational materials ran out. The banners helped ring the bell, whilst standing out enough to bring people forward.

**bentley
holland**