



**CURTIN UNIVERSITY – YOUR SAY & SPONSORSHIP**



**Curtin University**

# CURTIN UNI – CASE STUDY 1



## Your Say Competition Summary – Social Work

**Campaign Duration:** 1 month (June 2011).

**Target Audience:** Prospective Students; Years 10-12 WA.

**Campaign Purpose:** To promote Curtin University's Social Work Degree, facilitate conversations to gain insight into the market's understanding of Social Workers and generate qualified course interest.

**Your Say Question:** How do Social Workers contribute positively to society?

**Mechanic:** 'Your Say' - Tell us in 50 words or less and you could win an iPad2.

**Media Support:** Major Competition Package – homepage, competition page, eNewsletter, retargeting dedicated eDM and social media promotion linking to a dedicated 'Your Say' page.

**Results:** 100,000+ target audience views,  
650 detailed responses (retargeted with dedicated eDM)  
1 happy winner - BONUS PR via campus & industry press.



# CURTIN UNI – CASE STUDY 1



## ‘Your Say’ Competition Summary – Social Work

The screenshot shows the student EDGE website interface. At the top, there's a navigation bar with 'home', 'discounts', 'jobs', 'what's on', and 'comps'. Below this, a banner for the 'Your Say' competition is displayed. The banner has a blue background with the student EDGE logo on the left. The main text on the banner reads: 'how do social workers contribute to society?'. Below this, a paragraph states: 'Curtin University, who offer a 4-year social work degree (full-time or part-time), would love you to describe in fifty words or less, how social workers contribute positively to society. Tell us in your own words to go into the draw to win an iPad2.' To the right of the text is a photo of a woman smiling and interacting with two young boys. Below the photo is the Curtin University logo. At the bottom of the banner, it says: 'Competition closes 08/07/2011. Please feel free to comment and share your ideas after this date. Remember to make sure we have your current mobile number and email address in your contact details as this is how we contact winners. To update your details make sure you are logged in and [click here](#)'.

Dedicated  
comp page:  
‘Your Say’  
competition for  
a 4-year social  
work degree

# CURTIN UNI – CASE STUDY 1



AND THE WINNER IS...



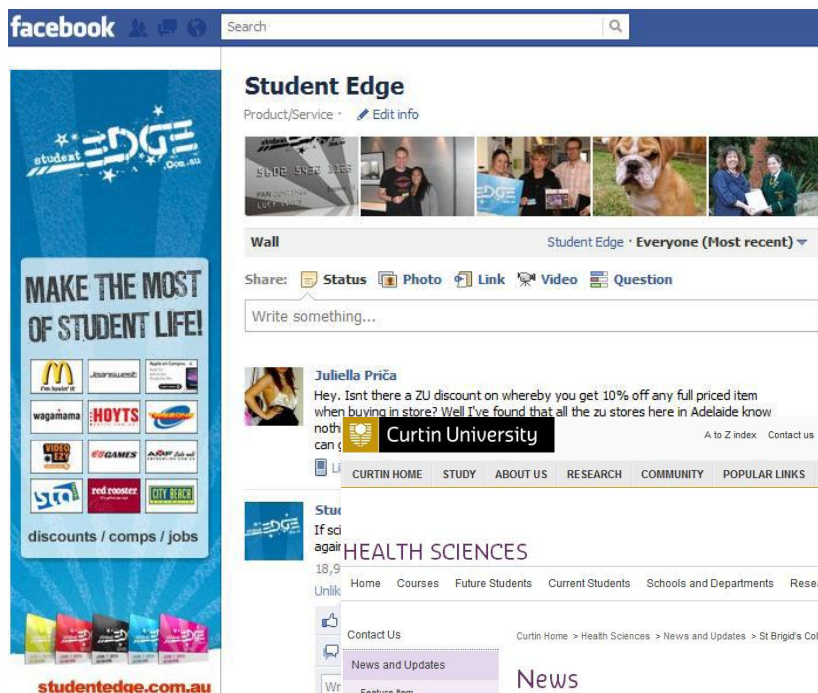
Julia Primerano  
::Year 12 student  
::St Brigid's College

*“...Social workers are inspirational people who, through their contribution in society many people have had the opportunity to live a fulfilled life, full of happiness and freedom...”*

# CURTIN UNI – CASE STUDY 1



## Wider media exposure received...



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### News

#### St Brigid's College student wins iPad2 in social work competition

[Posted: 24 Aug 2011]

A Year 12 student at St Brigid's College has taken the first prize in a competition sponsored by Curtin University that asked participants to describe how social workers contribute to society.

Julia Primerano, from Kelmscott, received an iPad2 for detailing that



Julia Primerano, received an iPad2

### Winner featured across:

- WA Social Worker of the year awards
- Curtin Uni Health Sciences
- Student Edge Facebook

# CURTIN UNI – CASE STUDY 2



## Your Say Competition - Exercise, Sport & Rehabilitation

**Campaign Duration:** 1 month (June 2011).

**Target Audience:** Prospective Students; Years 10-12 WA.

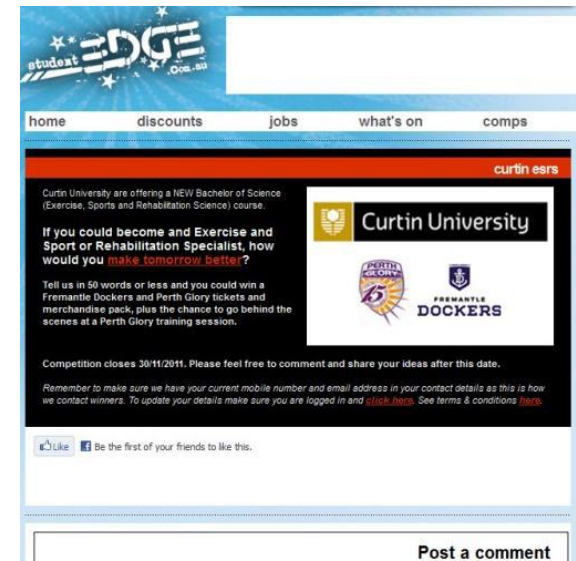
**Campaign Purpose:** To promote Curtin University's year Exercise Science degree (delivered part-time / full-time) and facilitate conversations around how Exercise, Sport & Rehabilitation Specialists make an impact with their degrees.

**Your Say Question:** If you could become a Exercise and Sport or Rehabilitation Specialist how would you make tomorrow better?

**Mechanic:** 'Your Say' 50 words or less competition; including an AFL & Soccer package as major prize.

**Media Support:** Major Competition Package – homepage, competition section & dedicated page, eNewsletter and social media integration. Retargeting Dedicated eDM.

**Results:** 100,000+ target audience views, 751 detailed responses (retarget with eDM) and 1 happy winner.



# CURTIN UNI – CASE STUDY 2



## Your Say Competition - Exercise, Sport & Rehabilitation

A screenshot of a web page for a competition. At the top left is the 'student EDGE .Com.au' logo. Below it is a navigation bar with links: 'home', 'discounts', 'jobs', 'what's on', and 'comps'. The main content area has a dark background. On the left, white text reads: 'Curtin University are offering a NEW Bachelor of Science (Exercise, Sports and Rehabilitation Science) course. If you could become an Exercise and Sport or Rehabilitation Specialist, how would you make tomorrow better? Tell us in 50 words or less and you could win a Fremantle Dockers and Perth Glory tickets and merchandise pack, plus the chance to go behind the scenes at a Perth Glory training session.' To the right of this text is a white box containing the Curtin University logo (a stylized sun) and the text 'Curtin University'. Below this are the logos for 'PERTH GLORY' (a shield with a '6') and 'FREMANTLE DOCKERS' (a shield with an anchor). At the bottom, white text states: 'Competition closes 30/11/2011. Please feel free to comment and share your ideas after this date. Remember to make sure we have your current mobile number and email address in your contact details as this is how we contact winners. To update your details make sure you are logged in and click here. See terms & conditions here.'

Dedicated comp  
page:  
'Your Say'  
competition for a  
Bachelor of  
Science Course

# CURTIN UNI – CASE STUDY 3



## Objective

To increase prospective student enrolment.

## Brief

Student Edge was approached by Curtin University to develop a targeted program of ongoing activation and engagement with WA students which would increase prospective student enrolment.

## Solution

A fully integrated sponsorship program was developed, which included campus visits from the Student Edge promo team (in Curtin branded vehicles), as well as the full suite of Student Edge online, offline and mobile media assets, including: On-site display inventory, solus eDM, SMS, Edge Pocket Guide, membership card, eNews/Editorial and blog features. The partnership also included a dedicated Curtin University landing page inside the Student Edge website.



### Make high school easier now!

Studentbox is an online community for Western Australian year 10 to 12 high school students. Get access to past WACE exams, an ATAR calculator, study and exam tips, course and career tools, competitions and heaps more. Sign up now and get involved to make high school easier and get into the course and uni you want to

☐ Yes, sign me up to Studentbox

By signing up you will be agreeing to the Studentbox [User Agreement](#) & [Community guidelines](#)

# CURTIN UNI – CASE STUDY 3



## Outcome

Curtin University increased student awareness and attendance at enrolment events in the key school leaver market segment. In addition the sponsorship served as an excellent platform to launch and raise awareness for 'The Box/Student Box', a new initiative from the Curtin University Future Students office.

## Curtin Testimonial

*"We've partnered with Student Edge for a number of years now. We find it a powerful channel to promote Curtin's social media network, StudentBox, directly to high school students. The campaigns have delivered impressive membership growth rates."*

*Ty Hayes - Associate Director, Marketing Services, Curtin University*





**GET AUSTRALIA'S INNOVATORS IN STUDENT MARKETING WORKING FOR YOUR BRAND!**



**p: 1300 THE EDGE (1300 843 334)**  
**d: 08 6489 1114**

**Perth: 454 Roberts Road Subiaco**  
**Melbourne: 49-51 Wellington St, St Kilda**  
**Sydney: Tower 2 201 Sussex Street CBD**