

glued®

VALUABLY DIFFERENT BRANDING

HELPING PEOPLE ACHIEVE
NEWMAN UNIVERSITY



“Glued’s campaign theme helped to improve our local brand awareness and communicate the values of the University. The monitoring and adjustment of the campaign delivered good value for money and excellent results”

Alison John, Marketing Manager,
Newman University



Context: Newman University wanted to build its brand awareness and applications from its local catchment in Birmingham. The University approached Glued to assist with a through-the-line campaign to build awareness with a mature audience. They might be wishing to change direction as a result of the pandemic but have commitments that studying would have to work around.

The requirement: Newman University has a reputation for a great student experience with its small teaching groups and friendly campus. Glued were asked to come up with a campaign theme that could run across paid social media, direct mail and out-of-home advertising. The campaign needed to appeal to people who may have finished studying many years ago or wanted to have a career change.

The outputs: ‘You don’t have to go far to get far’ was the resulting campaign theme that could be used as an overarching theme for all channels. It was aspirational and reinforced the local focus. This campaign theme was applied to a paid Facebook / Instagram campaign, out-of-home advertising and a local door drop.

To ensure the impact of the campaign could be tracked QR codes, Google Analytics and Facebook’s Business Manager were used to monitor, adjust and report on the campaign.

The results: Applications to the University are up with visits to the campaign website landing page totalling 580 over a 10 week campaign thanks to the Facebook campaign. Through a process of review and refinement updated creative was introduced throughout the campaign to keep the cost per click low: in fact the average cost of was kept significantly lower than similar Newman campaigns at £2.41.

Facebook campaign impact

580 
clicks to landing page

£2.41 
average cost per click

57,253 
have seen an ad at least once

4.69 
the number of times on average
someone has seen an ad

268,730 
is the number of times ads have
appeared on Facebook / Instagram

Always by your side

We know that you may need a helping hand along your journey, so we have a Student Services team to support and guide you.

A voyage of discovery

Our unique interactive learning style will encourage you to develop creative and independent thought.

First hand experience

During your full-time undergraduate degree you will get the opportunity to gain valuable work experience. There are also opportunities to become a Student Ambassador, a paid job which can fit around your studies.

You don't have to go far to get far

...We do things differently.

We believe that learning is nothing without the development of the whole person, which is why we place equal importance on personal wellbeing and high academic achievement.

At Newman you will discover something new. A traditional ethos. A modern approach.

Undergraduate study

Our undergraduate degrees are taught by experienced and knowledgeable academic staff who are experts in their field. Our courses are structured to encourage you to be an active participant, developing your intellectual curiosity and independent thought through research, debate and discussion.

Postgraduate study

At Newman University we offer a variety of professional and postgraduate options to complement and enhance your existing knowledge and experience. Our courses include the study and research of contemporary developments in your field of choice and are structured so that learning and assessment can fit around your professional life.

Applying to Newman University couldn't be easier, find out more

► newman.ac.uk/apply

Courses to choose from

- Accounting and Finance
- Applied Humanities
- Business
- Computer Science
- Coursework Studies
- Criminology
- Drama
- Early Childhood Education and Care
- Education
- English
- Health and Social Care
- History
- Law
- Mathematics
- Physical Education and Sport Professional
- Policing
- Psychology
- Social Work
- Sociology
- Sport
- Teacher Training
- Theology & Philosophy
- Working with Young People
- Youth and Work

Newman University
BIRMINGHAM

#NewmanGoFar

You don't have to go far to get far

1st in Birmingham for student experience*

black pepper.
"We made our mushroom
finding dried mushrooms
A spice grinder would..."

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*Sunday Times Good University Guide 2021

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ABOUT GLUED

Glued is a brand consultancy established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your valuable difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and the consequences on your behaviour.

SERVICES WE OFFER

Perceptions & Propositions
Branding
Marketing



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Glued is a branding and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.



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