

ITEM 7.1 – NCL MARKETING UPDATE

FOR DISCUSSION/INFORMATION			
Meeting:	Resources and General Purposes Committee		
Presented by	Brian Gilchrist		
Author/Contact	As above	Department / Unit	Organisational Development
Date Created	20 February 2020	Telephone	01698 232391
Appendices Attached	None		
Disclosable under FOISA	Yes		

1. PURPOSE

To update the committee on several key marketing activities undertaken since last meeting.

2. BACKGROUND

See above

3. DETAIL

See paper attached

4. BENEFITS AND OPPORTUNITIES

Not applicable

5. STRATEGIC IMPLICATIONS

None

6. RISK

None.

7. FINANCIAL IMPLICATIONS

None, as all activity within budgeted costs.

8. LEGAL IMPLICATIONS

None

9. WORKFORCE IMPLICATIONS

None.

10 REPUTATIONAL IMPLICATIONS

None.

11. EQUALITIES IMPLICATIONS

None

CONCLUSIONS/RECOMMENDATIONS

Members are asked to note the contents of the update.

Resources and General Purposes Committee

2 March 2019

Item 7.2 – Marketing Update

Rather than present the usual dashboard of marketing and communications activity, this update will focus on some key areas of work that have been a priority for the team since November when the Resources and General Purpose Committee last met.

1. Interim College Logo and Typography Changes

For several years, the College has been using a script font within our marketing and branding materials. This was included as part of our ‘Turn a Like into a Living’ brand positioning that has underpinned our recruitment campaigns since 2018/2019. However, it is becoming clear that this type of font and our chosen colours are being used more often by a number of colleges and our visual identity was becoming diluted. It is also important to refresh campaign resources as their impact lessens over time.

More recently, we have also had feedback from several sources regarding the accessibility of some script based fonts and our logo, which members may not be aware was designed at merger via a student competition and contains three distinct elements.

To address both of these issues, the Brand Team have developed an interim logo, which is pared back and simple, without the additional flourishes and marks used previously. This has been well received and feedback indicates that this is visually clearer and has more impact than our previous logo.



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LANARKSHIRE**

We have also refreshed our website, to remove the script font and to update the visual feel. This is an interim measure and a review of our entire online presence will take place between now and July 2020.

2. 2020 Prospectus

In line with some of the stylistic changes, our approach to our August prospectus has also been updated. Recognising the element of competition that now exists from colleges outwith our region, we have used our prospectus to emphasise what makes us different and, in some cases, unique.

For the first time we have also celebrated our heritage and have balanced an updated and modern feel with the promotion of our expertise and contribution to Lanarkshire since 1865. In another first, the prospectus is 100% recyclable.

Copies of the prospectus will be available for Committee members.

3. August 2020 Campaign

To support the launch of the 2020 Prospectus, our main August advertising campaign is underway. This has involved:

- Advertising on trains and buses within our key target areas;
- Billboard and Digital Advertising;
- Social Media messaging, across Facebook, Instagram and Twitter

We have also revamped our Instagram presence to ensure more engaging content for our target audiences.

Some of our campaign imagery is shown below:

Example Social Media Adverts



Billboard at Croy Station



In all of the 2020 Campaign materials, the design was undertaken completely in-house by our two Graphic Designers and all photography was taken by one of our photography lecturers (who is also a previous student). The photographs themselves all feature our own students and we have chosen to use more modern poses and a limited colour palette for more visual impact.

This is a move away from subject specific photography and promotes friendship and warmth rather than traditional college-style shots. We have continued to

use subject specific imagery in the Prospectus for visual interest.

4. Breakfast Club



The Brand Team have also been involved in the promotion of the Breakfast Club, which is currently being piloted at the Cumbernauld Campus.

Introduced to address the levels of food poverty that exists within our college community and our local area, it was important that the initiative was marketed in a manner that was warm and friendly, without creating any negative feelings for those who wished to access the service.

Working to a tight turnaround, the team delivered a warm and welcoming identity for the launch of the project, which has appeared across our social media and internal signage.

The example on the left is for one of our pull up banners currently in use at Cumbernauld Campus.

Assistant Principal: Organisational Development

February 2020