

NOWHERE
LIKE KELVIN

Raising the Profile of Kelvin:

- | Brand Refresh June 22
- | Logo unchanged
- | New Image Bank from Nov 22
- | Launch new Website Jan 23
- | New Social Media strategy Jan 23
- | PR & Media Relations Feb 23





Glasgow
Kelvin
College

NOWHERE
LIKE
KELVIN



Nowhere Like Kelvin

Real People. Real Glasgow.

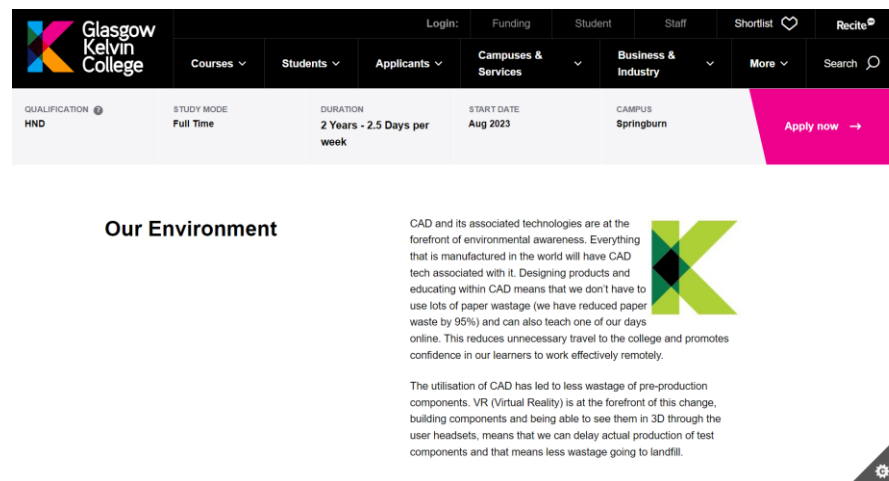
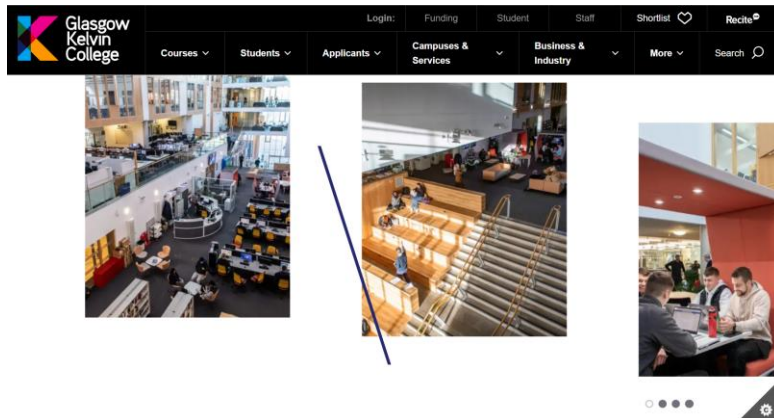
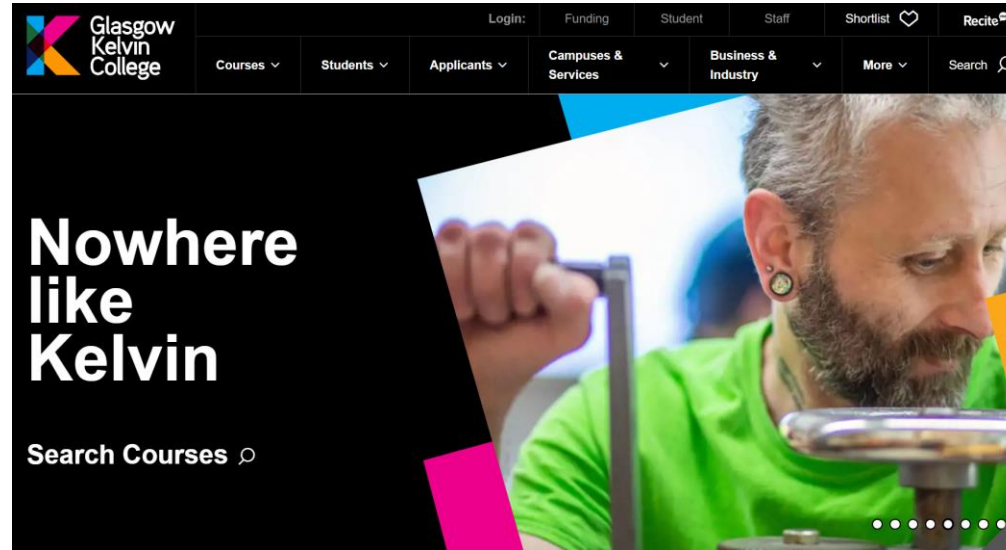
Image Bank



Image Bank



Website



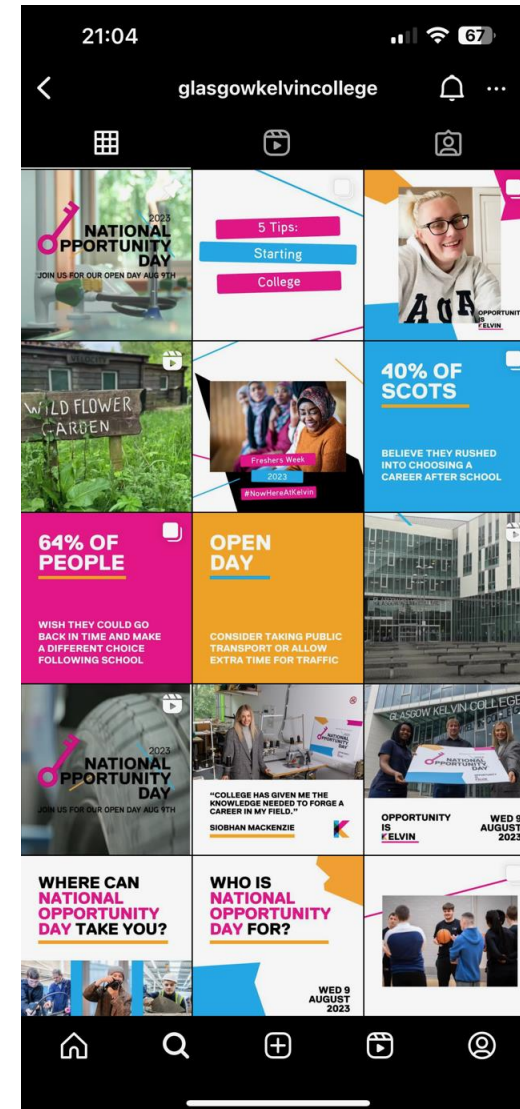
Social Media

We began a refresh of all things socials at the beginning of 2023.

We moved from reactive posting to a planned strategy, reflecting a range of aspects to life at Kelvin.

Since then, the consistency, reach, relevance and engagement of our content has improved significantly.

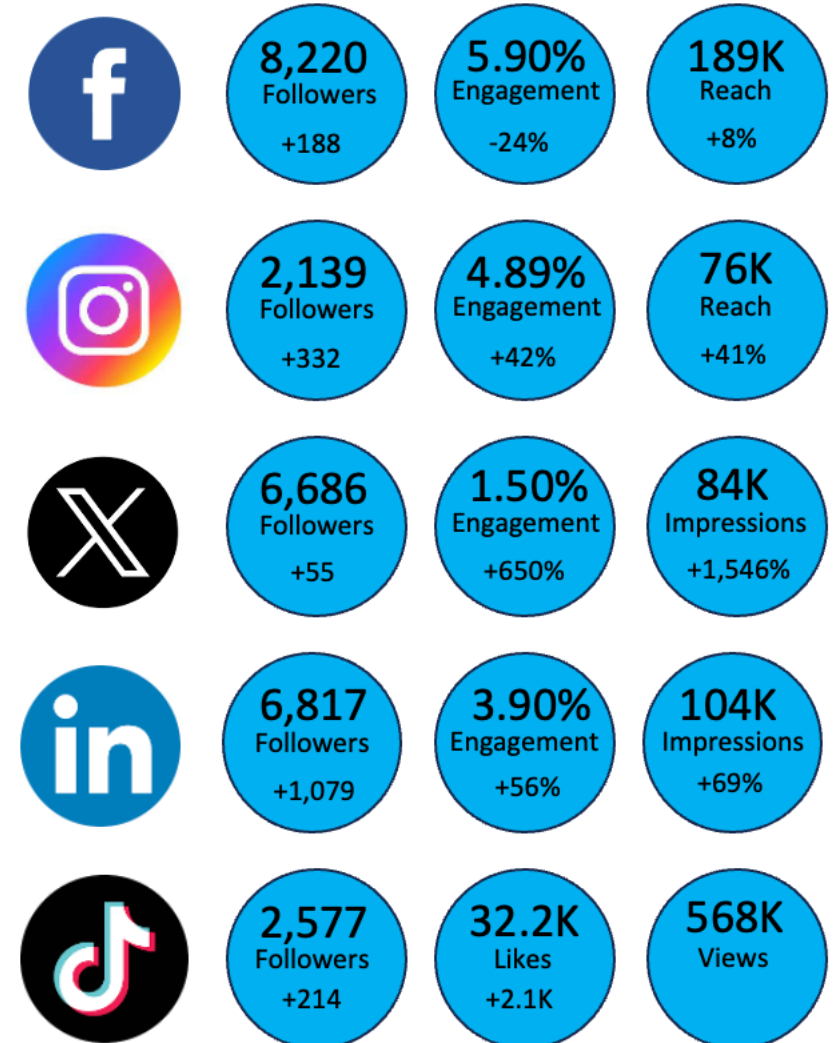
Aesthetically, we have moved towards slicker, informative content that fits the brand at every level.



Social Media

Lots of the social content has been balanced between education and entertainment, with a focus on the objectives of building a highly-engaged community through our channels, and directing our audience to course sign-up pages.

We have secured an additional c 2k followers across all channels, and improved engagement and reach significantly from Jan – July 23



Advertising

– on the page



Glasgow Kelvin College
glasgowkelvin.ac.uk

NOWHERE LIKE KELVIN FOR



Check out our website for a full list of courses and start your Kelvin experience today.
Apply Now for courses starting August 2023
REAL PEOPLE. REAL GLASGOW

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NOWHERE LIKE KELVIN FOR ACCESS TO...



Looking to learn new skills to pursue a different career path?
Glasgow Kelvin College has the perfect solution for you!
Our range of Access courses are specifically designed for you, if you have been out of education for a few years but you have life and work experience. The Access programme enables you to take the first steps to university in your chosen subject.
At Kelvin, we provide a welcoming and inclusive learning environment, where you will receive the guidance and encouragement from our teaching and support staff to help you to succeed.
Go to our website to learn more about our Access courses and how we can help you achieve your goals.

The Access programme is run by the College in conjunction with the Scottish Wider Access Programme (SWAP)

Check out our website for a full list of courses and start your Kelvin experience today.
Apply Now for courses starting August 2023
REAL PEOPLE. REAL GLASGOW

We have been running Google Display ads over the past 6 months, with a focus on different course areas including:

- Engineering
- Hospitality
- CAD
- Jewellery
- Hair & Beauty

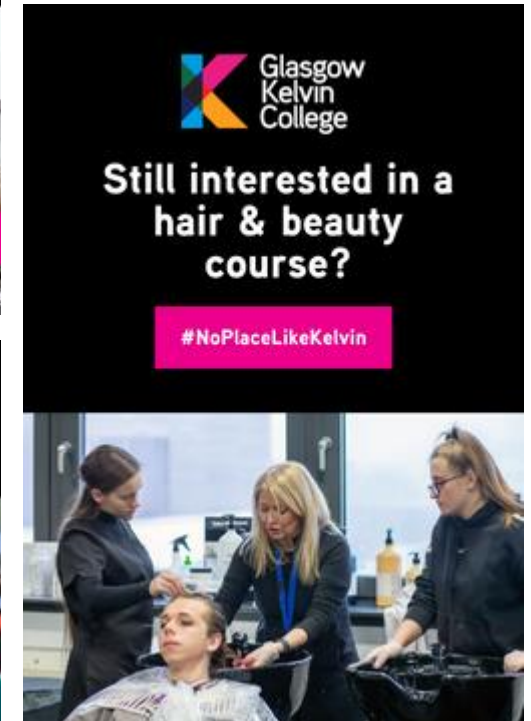
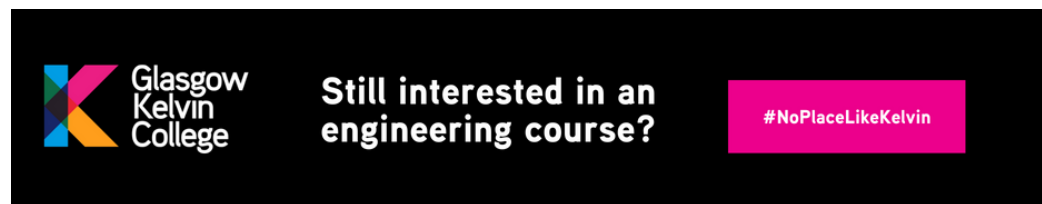
Unlike Meta and TikTok ads, where ad impact relies heavily on targeting and accuracy, our Google Display ads are designed to ensure that previous web visitors are *remarketed* to with Kelvin content.

This means that even if visitors are only having a speculative scan of the course pages, we can cookie them and make sure Kelvin remains in their minds throughout the decision-making process.

Impressions: 3m+

Clicks: 24.1k

Spend: £3.6k





We've also run ads on Facebook & Instagram with the objective on increase brand awareness, share of voice and driving website traffic.

We've used a mixture of different placements (grid, explore, story etc) and cater each campaign towards a tailored audience depending on the messaging and content.

Impressions: 6.7m
Website Link Clicks:
10.6k
Spend: £6.5k

We've run campaigns promoting:

- January Course Launch Announcements
- "Now Live" All-Course Push
- General Awareness, day-in-the-life content
- National Opportunity Day / Open Day Awareness

We've also run carefully targeted campaigns for specific courses including

- C&G Wiring Regs/ Industry certification courses
- Sport & Adventure courses
- Civil & Mechanical Engineering
- Building Services
- CAD
- Art & Design
- Photography

PR & the Media

Profile raising

We have promoted stories to gain editorial media coverage and have achieved 30+ pieces of coverage across the news, business, and trade and industry press so far, helping to promote our position in the Scottish education sector and showcasing the Principal with key titles and journalists.

Campaign activity

Launching the National Opportunity Day campaign and securing high profile endorsement from voices including Lord Willie Haughey, we have created opportunities to tap into new audiences and increase brand awareness.

Case studies

We've identified stand out student stories and amplified them through the media whilst simultaneously monitoring the news agenda for opportunities to contribute to stories in key target titles for Kelvin.

Spokespeople

We are working to build the bank of available spokespeople able to contribute to wider conversations in the media but in a controlled and responsible way.

PR highlights



Third of Scots 'considering career change following Covid pandemic'

Almost half of those who took part in the survey said they no longer felt tied to a specific sector as a result of lockdown.



By Tara Fitzpatrick
4th Apr 2023



A third of Scots say they have considered a career change as a direct result of the Covid pandemic, a new study has found.

The figures, uncovered by Glasgow Kelvin College, reveal one in four Scots believe the pandemic created new career opportunities while a third said they would seek education in new skills as a result of lockdown.

The survey of 1,000 people across the country found that 36% said they had been inspired by others to change careers, with the number even higher at 46% for 16 to 24-year-olds.

GlasgowLive

Legendary Glasgow label marking 30th anniversary with new musical showcase

14.6M
OPPORTUNITIES
TO SEE

33
PIECES OF
COVERAGE

200K
COVERAGE
VIEWS



Glasgow college one of top five in UK for tackling climate change

26th April

GLASGOW KELVIN COLLEGE EDUCATION ENVIRONMENT GLASGOW



Exclusive by Ann Fotheringham
@FotheringhamHT
Senior features writer



3 Comments

A GLASGOW college has been named in the UK's top five for its efforts to tackle climate change and promote sustainability.

PR highlights

14.6M
OPPORTUNITIES
TO SEE

33
PIECES OF
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VIEWS

The Herald

Holyrood must invest in the college sector or we'll all pay the price

29th June



Scottish
Business News

82% of Scottish parents would encourage their children to train in a practical profession when they leave school, new findings reveal

GlasgowTimes

Slow fashion is now at the core of stylish college course

EXCLUSIVE
BY ANN FOTHERINGHAM

STUDENTS at a city college have saved £25,000 of wedding dresses destined for landfill.

The Glasgow Kelvin team transformed the run-off clothes into stunning gowns, which took centre stage in the college's annual fashion show.

Friends from the crew and radio artists went towards the Marie Trapp, a charity which works hard to allocate homeless men in Glasgow. So far, the initiative has raised £2000.

The dresses were donated to the college by Rebecca Kennedy, a former student who now works at Rigma Bridal.

Graduates worked tirelessly, unpacking dresses and repurposing them to their own designs – each measured to fit their own bodies.

Fashion students at Glasgow Kelvin College have shown their talent, a team of sustainable fashionists which advocates for a more considered approach to clothing production that values people, materials and the environment.

Fashion lecturer Nadine Thompson said: "It's a big issue, but which the fashion industry has a real obligation."

"We're teaching the next generation of fashion designers to be

Students stop £25k of wedding dresses from going to landfill

GlasgowTimes

EXCLUSIVE

'The new Buffy Clyro?': Glasgow college record label's hunt for stars

23rd May

BUFFY CLYRO GLASGOW KELVIN COLLEGE ENTERTAINMENT MUSIC GLASGOW



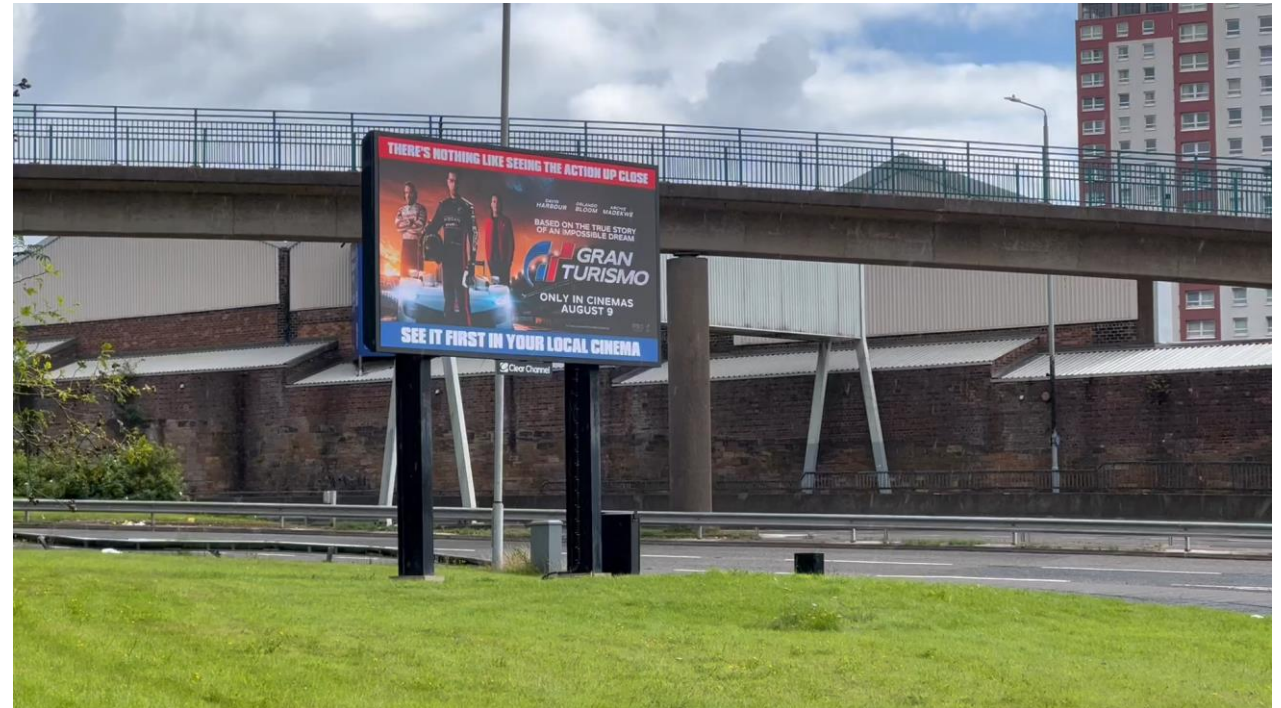
Exclusive by Ann Fotheringham
@fotheringham14
Senior features writer

Share f t in 0 Comments

New approach to Clearing

We created **'National Opportunity Day'** on August 9th and annually, the day after the SQA results are released.

By making it a day, we would put Kelvin's open day at the heart of the conversation and remove any stigma and negative association with the Clearing.



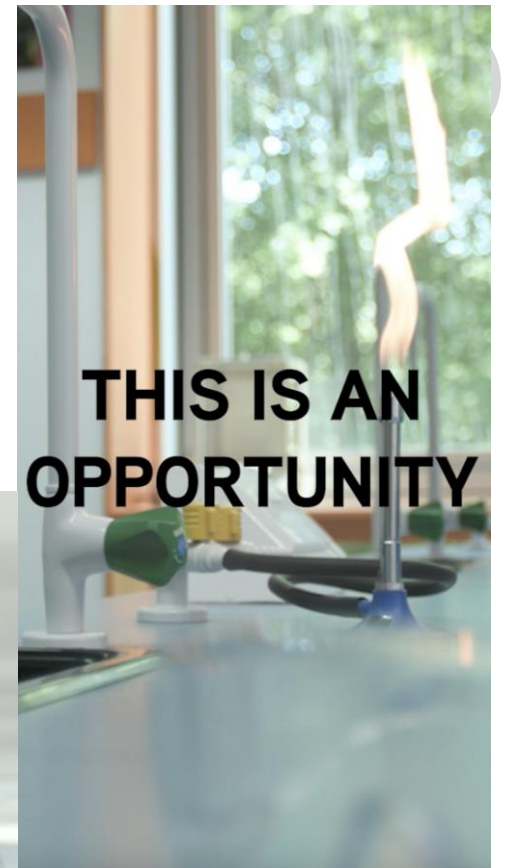


In July and early-August, we ran digital ads across Facebook, Instagram, and TikTok promoting the National Opportunity Day in a build up to our Open Day on August 9th.

We created a bespoke landing page, submitted an application to several DOTY toolkit websites and created video assets for ad activity,

The impact of this campaign was massive in terms of brand visibility and awareness among our key demographic.

With a total advertising budget of £2.5k, this campaign delivered **over 5m ad impressions** throughout the run of ads across all platforms.





To elevate activity around National Opportunity Day, we conducted research with Opinion Matters to discover perceptions of young people and adults around higher education.

The survey of 2,000 Scottish adults provided key stats to supplement activity and results were prominent in media coverage.



82% of Scottish parents would encourage their children to train in a practical profession when they leave school, new findings reveal

"40% of Scots believe they rushed into choosing a career after school."

"A quarter of Scots unhappy with the career advice they were given."

"More than 80% of Scots parents want children to enter practical professions as college launches National Opportunity Day"

"Seven in 10 parents believe their children are pushed down career paths too early."

2023 NATIONAL OPPORTUNITY DAY



Scottish Business News

Fashion designer loved by star backs exam event



Tycoon Lord Haughey: 'College in Glasgow set me up for life'

Glasgow Kelvin College has registered National Opportunity Day as an official awareness day today to celebrate all the opportunities available at college through clearing.

Lord Haughey said: "The practical skills and confidence I gained at college set me up for life.

"Not only did I benefit personally, but I have seen countless employees thrive through the opportunities offered at college, where they learn the hands-on, practical skills required to take on a vast array of roles.

"National Opportunity Day will shine the brightest spotlight on the wealth of opportunities available to students through clearing, and awaken a nation to the possibilities on offer to people at all ages and stages through a practical and applicable college education."



Haughey backs new National Opportunity Day

Emma Newlands

Scottish business tycoon Lord Willie Haughey has stressed how much learning practical skills catalysed his career and many others' as he praised the launch of a National Opportunity Day to help young people navigate their careers.

Glasgow Kelvin College has registered National Opportunity Day as an official awareness day taking place today to

celebrate the opportunities available at college through clearing.

It has commissioned research finding that 82 per cent of Scottish parents would encourage their children to train in a practical profession when they leave school, and coming in the wake of Scottish exam results, with SQA pass rates having fallen and many students now going through the clearing process.

The study of 2,000 Scots, conducted by independent

insights agency Opinion Matters, also found that 70 per cent of parents believe their children are pushed down career paths too early.

About three in five respondents say they wish they'd chosen something more practical for a career themselves, and 43 per cent of Scots believe they rushed into choosing a career after school.

Labour peer Lord Haughey, founder of City Facilities Management that has 9,000 staff across Scotland and the UK,

attended Springburn College, which is now home to Kelvin's Springburn Campus, as part of a commercial engineering apprenticeship.

"The practical skills and confidence I gained at college set me up for life," he said. "Not only did I benefit personally, but I have seen countless employees thrive through the opportunities offered at college, where they learn the hands-on, practical skills required to take on a vast array of roles."



Lord Haughey backs Glasgow Kelvin College campaign

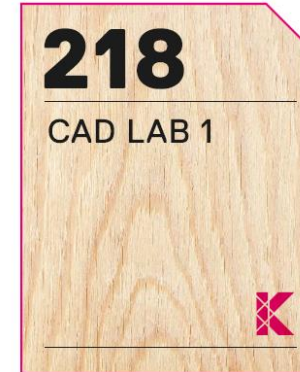
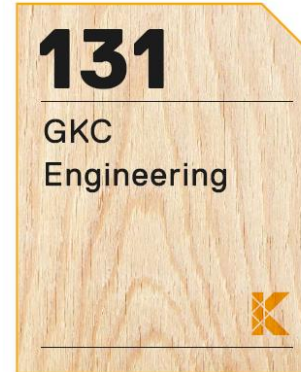
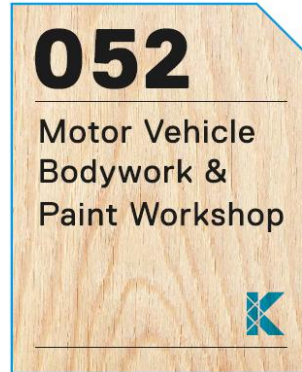
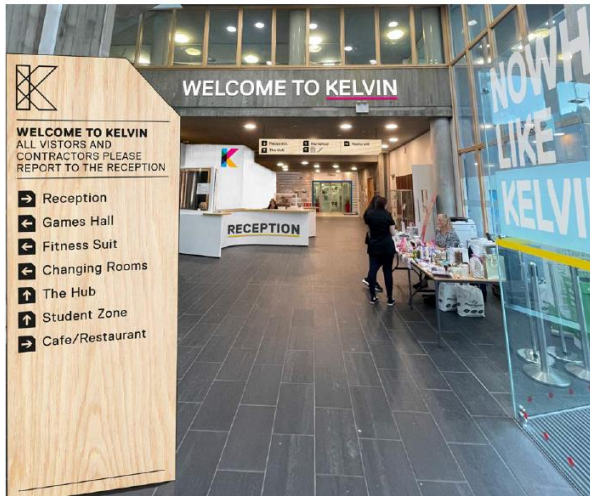


Business



Haughey backs awareness day

Campus Environment



Next Steps:

- | New staff communications
- | Digital analytics from Jan 24
- | New email signature
- | Complete Campus Environment
- | Student Application Process
- | 10 year celebrations

