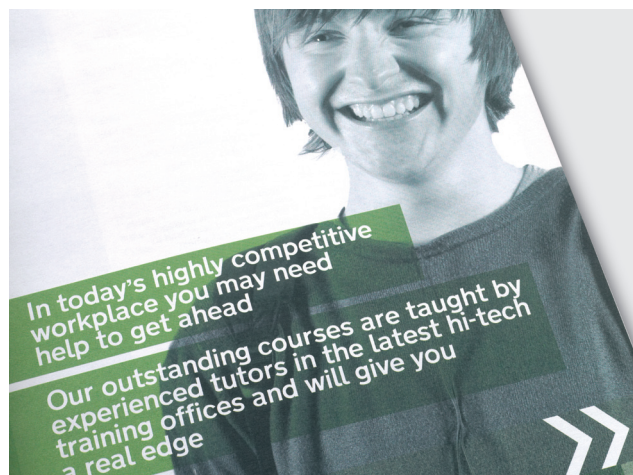
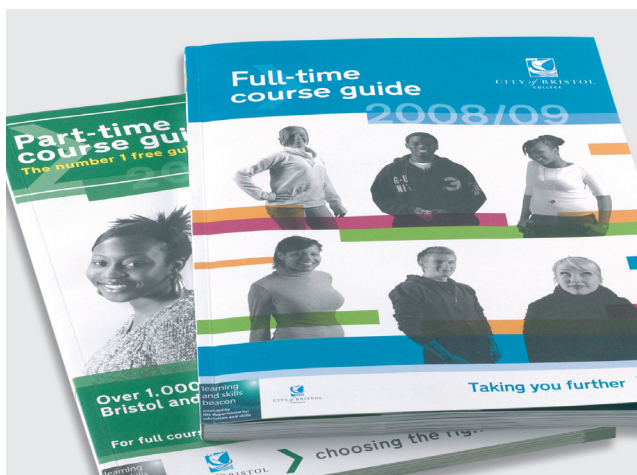


City of Bristol College - Enrolment campaign

City of Bristol College is one of the region's leading education providers. It offers the widest choice of learning and training opportunities in the West of England – over 1,000 full and part-time day and evening courses.



Objective

- City of Bristol College has 8 faculties offering over 1,000 full and part-time day and evening courses. The College offers the widest choice of programmes from pre-entry through to higher education.
- To develop an integrated campaign for City of Bristol College's Part-time, Full-time and Higher Education Enrolment Campaigns 2007.
- Raise awareness within the greater Bristol area to inspire school leavers to continue their education, and to encourage adult learning through the range of full and part-time university level courses.

Solution

- Develop engaging creative messaging across all sector areas. Focus on student experiences to communicate with prospective applicants.
- Create distinct visual campaigns in order to strengthen the City of Bristol College branding.
- Design full suite of marketing materials from prospectus', advertising billboards through bus backs and local press adverts.

Results

- Ofsted inspectors were particularly impressed with the College's outstanding leadership and management which promotes a culture of quality improvement and provides clear direction. The report highlights the 35% growth in the number of 16–18 year olds studying at the College and comments on the above average success rates for the College's 850 A level students. The inspectors praised the College for its effectiveness of teaching and the support and guidance given to learners.

We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200