

# 2018 CASE Awards

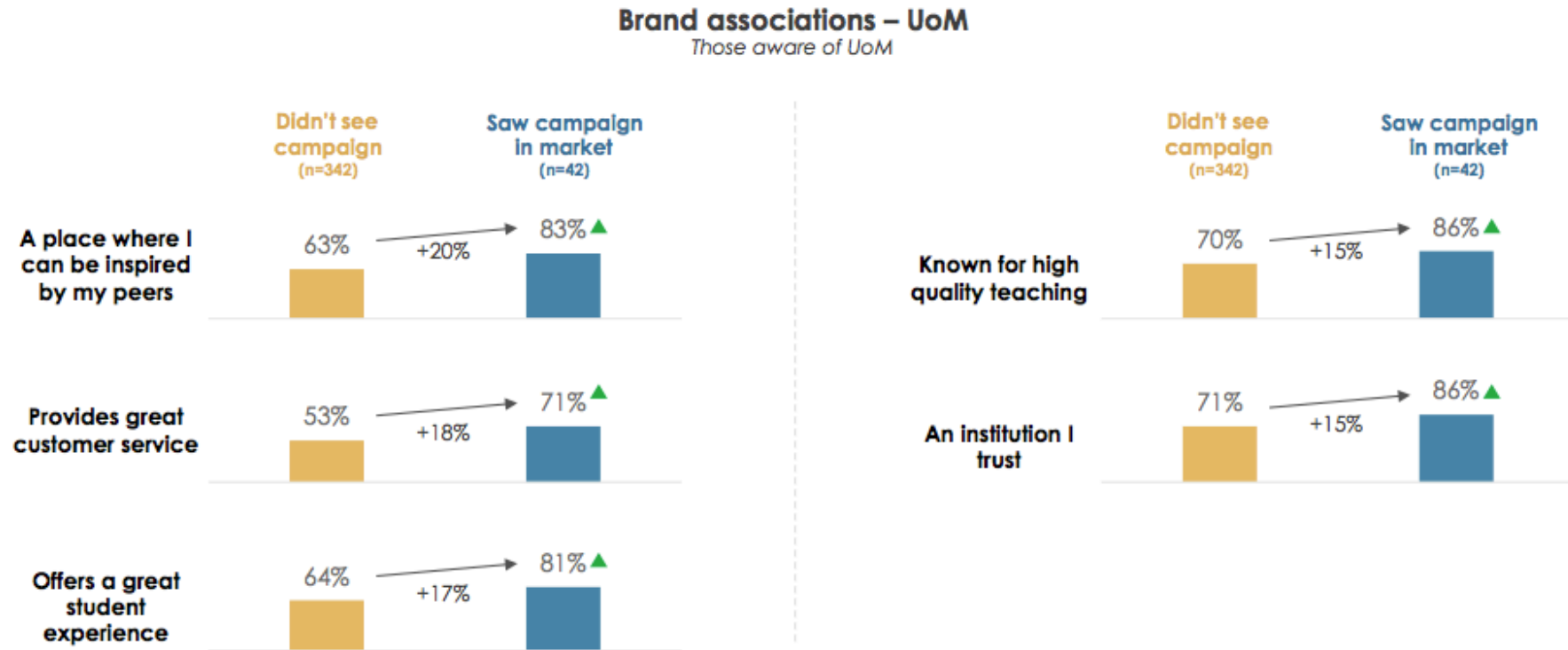
University of Melbourne – Talent for Every Future



Figure 1: Target Audience Summary

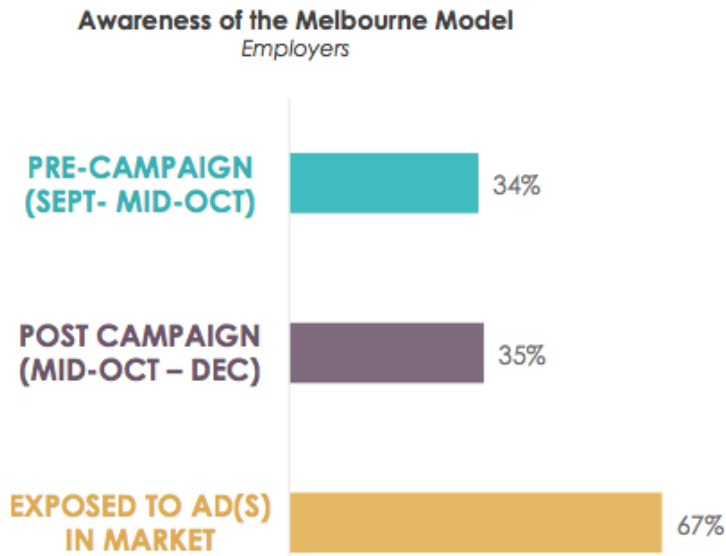
	PRIMARY	SECONDARY		
	Employers	Students	Government	Internal
<b>Target audience</b>	<ul style="list-style-type: none"> <li>- Current UoM graduate employers</li> <li>- Employers from small to medium enterprise in Australian metro cities</li> <li>- Employers from multinational organisations who employ a range of university graduates</li> <li>- Alumni who employ university graduates</li> </ul>	<ul style="list-style-type: none"> <li>- Current Year 12 students in Victoria, including domestic and onshore international students (may not have listed a UoM degree in their VTAC preference)</li> <li>- Current UG students at other Universities who are considering UoM for graduate study</li> <li>- Career Starters and Career Changers</li> <li>- Student influencers including parents, teachers, and school career practitioners</li> </ul>	<ul style="list-style-type: none"> <li>- Federal Government (Ministers, Shadow Ministers and Department)</li> <li>- Senate</li> <li>- State and federal education departments</li> <li>- The Victorian Education Minister and Shadow Minister</li> </ul>	<ul style="list-style-type: none"> <li>- Current undergraduate and postgraduate students at UoM</li> <li>- Current teaching and administration staff at UoM</li> </ul>
<b>Strategic Challenge</b>	<ul style="list-style-type: none"> <li>- Medium to high awareness of number one ranking, but little understanding of 'why' a UoM graduate is the best for their future organisational needs</li> <li>- Limited awareness and understanding of the benefits of the Melbourne Model</li> </ul>	<ul style="list-style-type: none"> <li>- High awareness of number one ranking, but little understanding of 'why' UoM is Australia's best</li> <li>- Variable awareness and understanding of the benefits of the Melbourne Model</li> </ul>	<ul style="list-style-type: none"> <li>- High awareness of number one ranking, but little understanding of 'why' UoM is Australia's best</li> <li>- Limited awareness and understanding of the benefits of the Melbourne Model</li> </ul>	<ul style="list-style-type: none"> <li>- Unsure of how to champion the UoM unique research contribution and teaching model outside the University</li> <li>- Medium level buy-in to Melbourne Model</li> <li>- Mixed understanding of why this was introduced</li> </ul>
<b>Campaign objective (s)</b>	<ul style="list-style-type: none"> <li>- Establish <b>brand</b> differentiation within a competitive market by ensuring the University is seen as relevant, public-spirited and a contributor to the advancement of society</li> <li>- Raise <b>awareness</b> and <b>understanding</b> of the Melbourne Model, its features, benefits and demonstrated success</li> <li>- Increase <b>demand</b> for Melbourne graduates amongst employers</li> <li>- Elicit pride and drive <b>advocacy</b> in support of the Melbourne Model</li> </ul>	<ul style="list-style-type: none"> <li>- To provide clarity around the benefits of the Melbourne Model and what this means for their future</li> <li>- To encourage the best and the brightest to make UoM their first preference</li> <li>- To positively influence parents of prospective students, in turn influencing students</li> <li>- To encourage UG to continue to PG at UoM</li> </ul>	<ul style="list-style-type: none"> <li>- To provide clarity around Melbourne Model and its role in a successful HE system</li> <li>- To gain support for the Melbourne Model and its impact on students, the economy and society</li> </ul>	<ul style="list-style-type: none"> <li>- To provide clarity around the benefits of the Melbourne Model and establish a dominant narrative</li> <li>- To foster a sense of pride and drive advocacy in the Melbourne Model</li> </ul>
<b>How do we want the audience to think/feel as a result of the campaign</b>	<ul style="list-style-type: none"> <li>- The UoM produces well-rounded, thoughtful and skilled graduates through its unique curriculum – The Melbourne Model</li> <li>- I choose UoM graduates for my business' needs, as they are well prepared for the future, whatever it may hold</li> </ul>	<ul style="list-style-type: none"> <li>- UoM offers a distinctive, world-class education model called the Melbourne Model</li> <li>- The Melbourne Model provides the depth and breadth to set me up for any future</li> <li>- As a UoM graduate, I will be highly employable and in strong demand from employers</li> </ul>	<ul style="list-style-type: none"> <li>- I understand the difference between UoM's curriculum and other universities</li> <li>- I can see how the Melbourne Model produces exceptional graduates and why the UoM is in demand</li> <li>- I understand why protecting the integrity of the Melbourne Model is important to students, the economy and society</li> </ul>	<ul style="list-style-type: none"> <li>- The UoM produces well-rounded, thoughtful and skilled graduates through its unique curriculum – the Melbourne Model</li> <li>- I value the unique curriculum as students are given the opportunity to discover their passion and broaden their thinking</li> <li>- I am proud to be part of the UoM</li> </ul>

Figure 2: Impact on brand associations



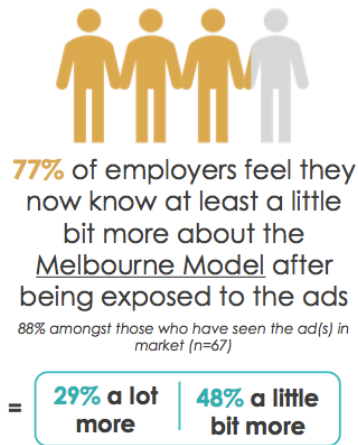
Source: Nature Brand Tracker, 2018

Figure 3 Awareness of the Melbourne Model

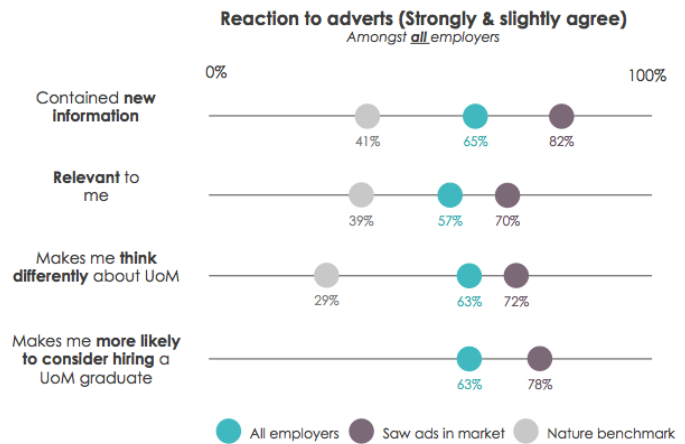


Source: Nature Brand Tracker, 2018

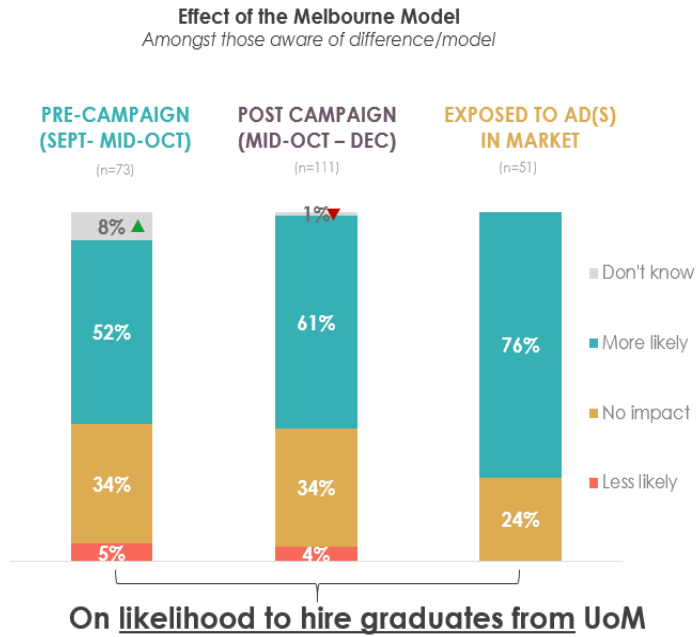
Figure 4 Impact of campaign on employers



Source: Nature Brand Tracker, 2018

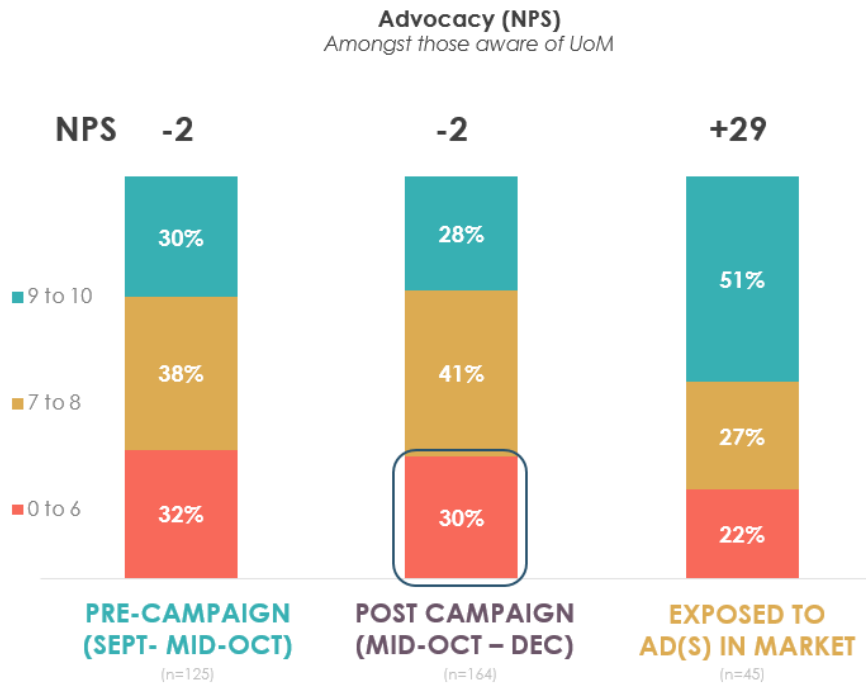


**Figure 5: Likelihood to hire UoM graduates**



Source: Nature Brand Tracker, 2018

**Figure 6: Recommendation / Net Promoter Score**



Source: Nature Brand Tracker, 2018