“Hi I’m Cassie, and this is Tom and Joanne and we are La Trobe Student Ambassadors.

Today we are going to give you an update of the Preferences campaign and some of the works that’s been done behind the scenes by the Marketing and Engagement team.”

“Most of the advertising that comes to my attention is usually plastered over trams that I catch while I’m in the city. I find myself using the internet probably every two hours, if not on my lap top then on my phone and a lot of the sites fall under the social media category. So, Facebook, Instagram, Youtube, the ones I use most to connect with my friends.”

La Trobe has a strong presence in physical locations where there is high traffic of students and parents, in particular outdoor ad spaces located near schools as well as on or near public transport.

These locations have been selected in line with the University’s catchment focus areas.

Digital is also a focus. We will use a range of social media and entertainment websites. There are also a range of sites, which have been selected to target parents and international students in key countries.

Due to TV’s ability to reach a mass audience, a range of programs that attract both parents and students have been selected, including catch up TV.

A presence in key news feature that have an education relevance, as well as radio spots have been selected as these are useful for targeting parents and the regional markets.

This activity is used to create a sense of urgency around key La Trobe events and University selection dates

“Like everyone I’m surrounded by advertising all of the time. When I was applying for university at the time it was really important for me that the advertisement showed where I could go with the university degree and how it could help me achieve my goals.”

The primary campaign thought, which is being used to guide the creative is, La Trobe believe you should be proud of your choices. So rather than focus on the change of preference process the campaign taps into the university’s brand promise of bold thinking with a social conscious. It will demonstrate and illicit feelings of pride, choice to appeal to the future student and nostalgia to appeal to parents who can recall their decisive moment.

“There are lots of ways a student can become engaged with La Trobe and decide to study here. We are going to take you through a few ways that this can happen. “

“When I was looking for a course I would look through the course guides and then go onto the university’s website to get some more information about the actual course itself, the facilities they had to offer, and some pictures and stuff about the actual campus.

When I’m using the different websites I can view them both on my phone and also on my lap top so when I’m moving around and doing things I can just check it on my phone quickly.   
When I use a website I like to be able to find things quickly and easily. I also like the information to be easily accessible on lots of platforms. I want to be able to use my phone to check the website, I want to be able to use my lap top easily.”

Site content and structure has been written to provide consistent and specific messaging alongside other campaign collateral including TVC, eDM’s, radio and print ads, ensuring they are accessible from the home page.

“I’m a real people person, so being able to come to La Trobe during the many events they had during the year was great for me. Not only did I get to gain some independence walking around the campus on my own, but I was also able to talk to lecturers and current students about the things I was interested in, and this was great because it affirmed to me that I wanted to become a La Trobe student.”

Events allow students to speak with university staff face to face. They offer students a level of interaction that other mediums can’t. A positive experience at an event can often help a student feel part of the university community.

“When I was applying for university I liked having different options to be able to contact the university, so both phone and email. Being able to talk to someone on the phone was really important to me a couple of times but then other times I was just happy to shoot an email back and forth.”

Our objective is to create an outstanding customer experience for every prospective student who contacts us. For students who are information and technology driven, the website FAQ’s and live chat offer a convenient way to find answers to their questions.

The Contact Centre’s extended operating hours during the change of preference period means that students can contact the university with their questions and concerns when they arise.

“I saw the new La Trobe ad and I loved it because it was something different, it wasn’t your stereotypical university ad with students who are smiling with their text books. It really encapsulated the essence of a La Trobe student and I definitely will remember it.”

“Decisive moments. They’re the ones we remember the most. Because of the impact they had on us at the time. Some of these moments are good, some are unexpected. But we are who we are because of them. Occasionally we get to choose these moments. Be bold. Listen to those close to you and keep the world in mind. And when you look back on your life be proud you made your own decisions. Choose La Trobe. Make a Difference.”

Thanks for listening. If you have any feedback or would like to know more about the campaign, please feel free to join the conversation on Yammer or email the marketing team.