

IPA Effectiveness Awards 2009

Limited to campaigns with
a budget up to £2.5 million

Winners' Supplement



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thinkbox

London Business School

Title Pre-Masters campaign

Client London

Business School

Entrant Serious Ideas

Author Scott Williams,

Serious Ideas

Contributing authors

Chris Norton, Mark Jackson,

Serious Ideas

Media used Internet,

word of mouth, viral, search

In a nutshell

This campaign used innovative social marketing techniques to recruit

students to a new business Masters programme at the

London Business School,

and produced £2.19 million

in revenue.

London Business School **One degree of separation** 

London Business School **Add our internationally-respected brand to your CV** 

London Business School **Take advantage of our world-class business expertise** 

London Business School

For graduates for whom the only option is success



London Business School

The long road to success




London Business School



London Business School

Just got shorter



London Business School

Masters in Management

A new degree programme from our top-ranked business school

Designed to increase graduates' career opportunities

London Business School

Masters in Management

Applications open for entry in 2009

Find out more

London Business School

No work experience necessary. Just talent and ambition



London Business School

Add our internationally respected brand to your CV



Summary Innovative social marketing techniques were used to successfully recruit students to a new business Masters programme at the London Business School. The challenge was to reach a demographic that the business school had not catered for before, as well as maintain the prestige of the brand. The strategy was to spread the word and position the programme through seeded online debate, which, in turn, grew awareness virtually through social networking and interest groups. Various media were used to back up the debate, including blogs, online PR posts and targeted e-mail marketing, among others. As a result, Serious Ideas was 125 per cent over its conversion target to deliver 100 students to the programme for September 2009 and produced a revenue stream of £2.19 million.

Judge's comment The judges were impressed by the dual targeting of this clever digital strategy. They managed to reach parents and students with a small budget.

Sharon Sawers, head of marketing, strategy and insight, The Home Office