



Campaign Objectives

University of Derby was looking to increase brand awareness within their local catchment areas of Derby and Nottingham in order to boost enrolment figures.

The University wanted a cost effective advertising solution that helped raise their profile regionally and put their brand in front of a large number of people, for a sustained period of time.

Sponsorship

Concourse Initiatives approached the University of Derby with the idea of sponsoring Nottingham and Derby train stations, focal points of their local community.

The University of Derby opted to use ambient signage within the main entrance halls of both train stations. Concourse Initiatives suggested positioning the large format banners above ticket booths and restaurant facilities, both prime locations for the advertising.

This meant the campaign was not only seen by those travelling through but also by people congregating within the station, who have more time to absorb the message.

Client Feedback

“The main aim of our campaign was to raise the University’s profile regionally and sponsorship of Derby and Nottingham train stations provided us with the perfect opportunity.

We know that around 54% of the overall hits to our website come direct, not via search engines, so we believe media like this plays a major role in driving our online traffic.

In terms of value for money, train station sponsorship compares very favourably against other forms of outdoor media as it provides us with yearlong exposure.”

Peter Allen, Head of Marketing, University of Derby

