



**THE Awards Asia 2020 - Student Recruitment Campaign of the Year**

Institution Name	National University of Singapore
Submission title or project name	#NUSBYOND
Nominee/key personnel	Office of University Communications
URL	<a href="https://sites.google.com/view/timeshighereducationnus">https://sites.google.com/view/timeshighereducationnus</a>
Submission	<p>The National University of Singapore’s 2019 admissions publicity campaign was an integrated marketing initiative which utilised both traditional and digital platforms. Aside from reinforcing the prestige of an NUS education, the campaign messaging of “NUSBeyond” addressed concerns of prospective students about being career-ready, and the desire for a holistic, multi-disciplinary university experience with opportunities beyond the classroom. A unique and innovative approach of featuring young alumni with successful and interesting careers was used to engage audience, create resonance and humanise the NUS brand.</p> <p>The collaboration with NUS Admissions and undergraduate schools and faculties was consultative in nature - areas of focus, featured alumni, as well as visuals and messaging, were discussed to ensure a complementary and integrated campaign.</p> <p>Serving as a tactical university brand campaign at the same time, the campaign communicated NUS’s key brand messages, particularly our vision, mission and values through the content and publicity materials produced, and positive brand association.</p>