

CASE STUDIES

CAMPAIGN OVERVIEW

Campaign objectives

- Make a very public statement about South Gloucestershire and Stroud (SGS) College's commitment to equality, diversity and acceptance
- Promote the overarching 'Study With Pride' campaign
- Reinforce the College's partnership with Bristol Pride and extend the organisation's presence specifically at the event

Campaign details

- Channel Bristol – 34 digital 6-sheets
- Saturday 13th July 10am-1pm (throughout the Pride March)



"I couldn't be prouder of SGS College's 'Study with Pride' campaign, and the results of our concentrated community engagement, centred around our partnership with Bristol Pride. The multi-channel campaign drove record-breaking engagement and impressions on our digital platforms.

Working with JCDcaux we were able to cover the city in our rainbow 'study with pride' message. Using the digital 6-sheets located within the Pride celebrations ensured maximum exposure where it was most relevant. The Channel made our message ubiquitous throughout the city centre, reinforcing the message that at SGS we study with PRIDE.

Having received compliments from external stakeholders, the Bristol Pride team and our own staff and students we are excited to develop further campaigns with JCDcaux."

BEN WINTER, HIGHER EDUCATION STUDENT EXPERIENCE AND SOCIAL MEDIA OFFICER, SGS COLLEGE



Ben Winter

Higher Education Student Experience & Social Media Officer
6d · Edited

I couldn't be prouder of the work myself and [Luke Read](#) have put in to achieve record breaking engagement and impressions from one campaign . Our "Study with Pride" campaign highlighted the College's support of equality, diversity and acceptance.

We focused on community engagement with an official partnership with Bristol Pride, Digital comms with [JCDcaux](#), staff and student led activities, campus takeovers, LGBTQ+ societies and working groups, community expo, Social Media and a website takeover.

I think we got the message out proud and clear... at SGS we study with PRIDE! 🏳️🌈

A big thank you to Steve Moore for supporting the first of many upcoming campaigns with JCDcaux, Daryn Carter at Bristol Pride, SGS staff and students and the SGS senior leadership team for supporting our campaign.

We've just got to work out how we can go bigger next year...



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5 Comments