



JCDecaux

CASE STUDIES

CELEBRATING STUDENT GRADUATION SUCCESS WITH AS MANY PEOPLE AS POSSIBLE THROUGH OOH

Edinburgh Napier University #napiernames

BACKGROUND:

With traditional in-person graduation ceremonies cancelled, Edinburgh Napier University wanted to do something unmissable, unique and special to celebrate their students' success

OBJECTIVES:

Publicly demonstrate how Edinburgh Napier values and celebrates its graduates, even when traditional ways to do this were impossible

Highlight this success to a wider range of stakeholders including potential employers, helping them in their careers

Use data planning to make the campaign as visible and valuable as possible, putting the right message in front of the right potential employers for maximum benefit

Bring Edinburgh Napier's unique and innovative approach to University education alive

CAMPAIGN DETAILS:

Multi-format Out-of-Home city takeover campaign across Edinburgh

120 locations, each displaying a unique creative

July to late August 2021

Classic large and small format posters running in conjunction with a wrapped tram and wrapped taxi, local radio advertising and social media

The University also launched an app, developed by a School of Computing lecturer and powered by JCDecaux location data, to enable students to track down the poster proudly displaying their name





We used Out-of-Home media for a celebration, not a campaign, to shout to as many people as possible about our pride in our graduates. Sharing data on each OOH location enabled us to build an app to direct every one of our 4,000 2020 and 2021 graduates to the poster featuring their name; and because we were able to display 120 unique creative executions, we could guarantee that each of them would feel valued and personally celebrated even though we were not able to hold traditional, in-person, graduation ceremonies.

We also wanted our campaign to do a bit more, showcasing talent in front of potential employers. The size and scope of JCDecaux's OOH network in Edinburgh enabled us to do this, placing computing students' names outside tech companies; art student names near performance venues; and health graduates in proximity to the city's hospitals.

The #napiernames hashtag had a reach of nearly 45k on Twitter, and we saw a huge surge of engagement on our other social channels, too. Campaign press coverage reached nearly two million people.

The graduation celebration campaign further positioned us as a University that thinks differently; is bold, proud and authentic; and which really cares for its students and its graduates, bringing this ethos alive. I personally felt great pride when people told me, unprompted, that they'd seen the campaign and thought it was a wonderful idea.

ROSS BURNS

HEAD OF COMMUNICATIONS,
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