



GROW YOUR CRM DATABASE BY 100,000 IN 3 DAYS

OBJECTIVE

What do Jamie Oliver, Karen Millen and Alan Titchmarsh all have in common? Awarding over 500 qualifications in 28 industry sectors, City & Guilds provide the tools people need to get where they are going. The fact that on an average day, 2500 people enrol for a City & Guilds qualification and 1800 complete their qualification speaks volumes. City & Guilds qualifications touch all industries (from Tesco to Shell) and the body provide an excellent foundation for development within a wide range of sectors. Even Tony Blair has enrolled for a City & Guilds IT qualification!



When City & Guilds set out to attract more businesses and learner institution bodies to adopt their qualification programmes, they turn to Freestyle. Our aim is to promote City & Guilds as the awarding body to partner with. How do you attract an audience whose interests sprawl across such a vast spread of sectors?

SOLUTION

What attracts learner education centres to partner with City & Guilds? Professionalism and consistency play a large part. So does having the ability to attract the right audiences who increase enrollment in these institutions. Starting at the point of entry, we focus on attracting school leavers. We launch a number of tactical campaigns targeted at students aged 14 to 19, designed to educate the audience to the range of City & Guilds qualifications. These campaigns also provide City & Guilds with a way to keep their offering fresh, vibrant, and accessible to today's youth.

We begin work by evaluating the City & Guilds core website to develop a strategy which encompasses all users while driving City & Guilds' core objective. We build a learner engagement site to act as a platform for these campaigns and provide learners with a destination for investigating what City & Guilds has to offer. Once the right audience is present, we give them plenty of reasons to stay – from easy to access information to custom built viral games!

RESULTS

Our recent Love Cars campaign, launched in conjunction with the UK 2008 Motorshow, shows how just the right mix of digital can drive tremendous results. Our viral game engaged over 300,000 players and attracted over 15,000 people to the City & Guilds stand (including HRH The Duke of Edinburgh!). What's more, City & Guilds were able to capture over 100,000 new learner details!

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City & Guilds 'Love Cars' Microsite

