



research, design & marketing

# TRACKING DOWN AN ELUSIVE AUDIENCE

## BANGOR UNIVERSITY



**“This was a great learning curve with Glued. Delivering results despite significant constraints and providing a solid foundation for greater recruitment later in the year.”**

Jo Hemley, College Marketing Manager, College of Human Sciences, Bangor University

**Context:** In partnership with the Powys Teaching Health Board, Bangor University were looking to recruit a cohort of nurses to study for a nursing degree in Powys. The main benefit for undergraduates was that their fees and some of their living costs would be covered by NHS Wales. The marketing challenge was that applicants had to be resident in Powys and willing to practice in Powys for two years after qualification.

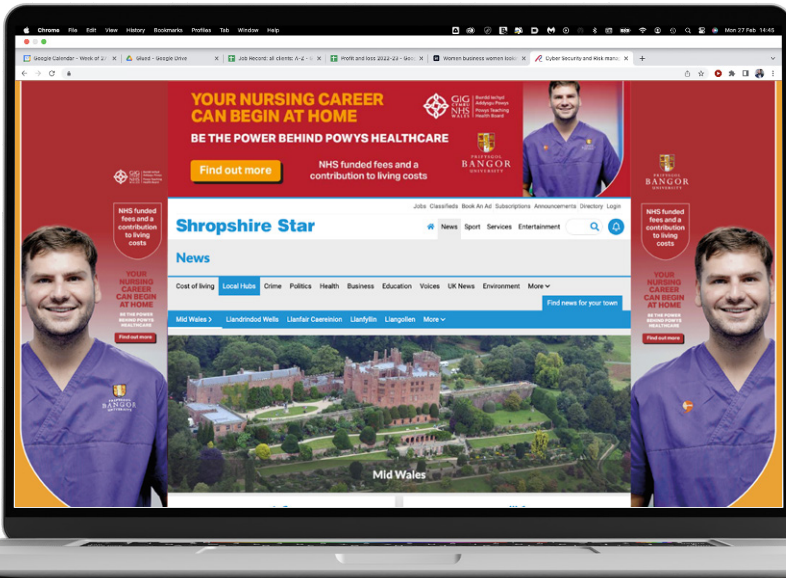
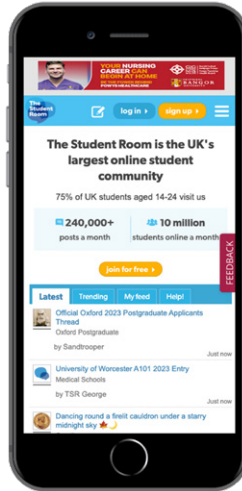
**The challenge:** Powys is one of the most sparsely populated parts of England and Wales so the candidate population is limited to begin with. Added to this were lack of media availability. Very limited bus routes for bus rears, sides and cards. Few poster sites with any volume of opportunity to see. Patchy mobile connectivity. Short time scales reduced the availability of media with longer lead times such as radio. The options were narrowing.

**The solution:** In association with their media partners Glued were able to put together a robust schedule combining awareness raising and more targeted outbound marketing for direct response. Digital and printed press were used to

raise awareness alongside mobile advans that could also carry digital content. These formed the seedbed for more targeted work using social media advertising and advertising syndicated on mobiles and tablets.

**The content:** The campaign avoided stereotypical images of nurses in order to trigger interest with a wider audience in terms of age and gender. All the material was produced in Welsh and English. The meticulous use of tracking URLs allowed Glued to track the effectiveness of each medium and ad.

**The results:** They say the proof is in the pudding, with Glued now running a longer term campaign for another cohort in September that proof has certainly been delivered. The campaign drew over 4,500 page views and more than enough applications to cover its costs. It also provided the insights and data to propose a more watertight solution for recruitment onto the primary start date for the degree the following September.





**Gwyddorau Iechyd Health Sciences, Prifysgol Bangor**  
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Dim ond i drigolion Powys a fydd yn byw ym Mhowys trwy gydol eu gradd y bydd y radd nyrso dysgu lawn-amser dysgu cyfunol hon ar gael, gan ganiatáu iddynt astudio a pharhau i fyw ym Mhowys.



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Glued is a research, design and marketing business established in 2003.

Our clients often feel that their business could deliver more or perform better, and our process and output is designed to address this.

If your workforce or potential customers are struggling to see what is at your core, the solution lies in articulating your valuable difference in a compelling, engaging and relevant manner.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded in your organisation, internally as a foundation for staff to build on and externally as a basis for communication through effective branding and marketing.

To avoid losing your grip on what constitutes your core values, the answer lies in your internal and external communications, and the consequences on your behaviour.

## SERVICES WE OFFER

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**Glued is a research, design and marketing agency based in the Midlands providing everything for your business brand to help your marketing stick.**



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