

Media Release – CDN Marketing Awards 2016 recognise creativity and excellence

Last night (3 March) College Development Network (CDN), celebrated the outstanding work taking place in the marketing departments of Scotland's colleges with the 18th CDN Marketing Awards.

More than 130 guests from the college sector and industry gathered at Village Urban in Glasgow to recognise the contribution made by the sector's marketing teams to the success of colleges in Scotland with an annual awards ceremony and gala dinner.

The Awards are one of the activities delivered by CDN's Marketing and Communications Network, which develops professional learning and networking opportunities to marketing, PR and design professionals working within the college sector.

This year the awards featured 11 categories, reflecting key aspects of the marketing function, along with an overall Grand Prix Award. The coveted Grand Prix went to West College Scotland for their submission, 'WITS Symposium' in the Events Category. The judges' decision was based on the excellent integrated thinking displayed by this submission.

Other key categories included Communications and PR, which was won by the team at New College Lanarkshire for their innovative HGV Centre Launch, which attracted widespread PR coverage. Forth Valley College stole the show for Customer Experience with their 'Fusion Blog', which illustrated a transformation in student engagement. The Design Category was taken by Edinburgh College for their 'Let's Glow' initiative. The judges loved the energy of this striking design-led festival of student performance and exhibitions.

West College Scotland's new website won the Digital Marketing category as well as taking Gold for the Integrated Marketing Campaign with their 'Glitch' recruitment campaign. This was commended for its strong use of metrics and clever use of resources to deliver a cost-effective solution.

The Internal Communications Category Gold was awarded New College Lanarkshire's 'All Equal, All Individual' campaign which demonstrated fantastic student engagement. The Market/Marketing Research trophy went to Edinburgh College for their 'Brand Review Project', to gain greater understanding of audience perceptions.

North East Scotland College's 'Part Time Course Guide' stood out as a great example of a publication that displayed a strategic approach that supported a wider campaign.

Two of the categories are judged by students and this year's student judges gave the Award for Prospectus to Sabhal Mor Ostaig UHI for strong content and creative design. While the Students' Award for Website went to West College Scotland for a clean, clear and concise user experience.