

UQ Business School Case Study

A Creative Solution for a Highly Unique Event



UQ Business School is a leading provider of quality business education in Australia and is renowned for having a top rated MBA program in Australia and Asia Pacific.

Following a rebrand in 2012, the Business School embarked on a campaign in 2013 to further solidify its new positioning. UQ Business School aimed to deepen engagement with business professionals and reinforce their position as a thought leader and as a research intensive Business School which challenges the future. The pinnacle of the 2013 campaign was the UQ Business School event; *'NEXT? The Future of Business Q&A'* which proudly featured Sir Richard Branson as a panel speaker.

UQ Business School and their agency partners, ZenithOptimedia (ZO) and Publicis Mojo looked to LinkedIn as a way to access their primary audience of business professionals and achieve the four key objectives for the LinkedIn Campaign.

1. Promote *'NEXT? The Future of Business Q&A'* within the business community
2. Drive ticket sales
3. Provide the business community with the opportunity to submit questions about the future of business
4. Drive nominations for the '5th panellist'

Accurately Targeting Business Professionals at Scale

Mia Hamzic, Digital Account Manager at ZO explains, "LinkedIn enabled us to very accurately target the right audience in an entertaining way. The solution encompassed a range of LinkedIn advertising and social products to deliver a highly bespoke experience.

Objectives

- Build awareness within the business community about the event
- Drive ticket sales
- Drive panellist nominations
- Encourage the business community to submit questions about the future of business

Solution

- Create a custom solution that allows for a highly personalised engaging experience
- Promote the event to business professionals on LinkedIn
- Leverage social sharing on LinkedIn to increase reach

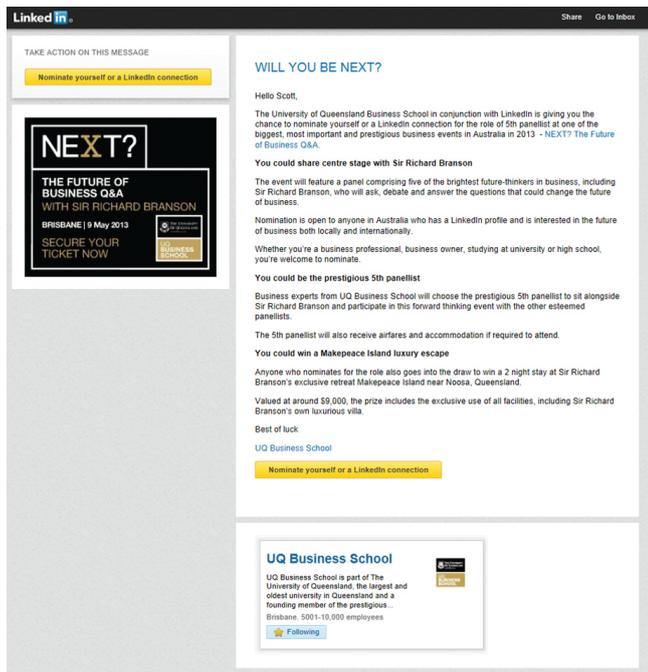
Why LinkedIn?

- Ability to accurately target business professionals at scale
- A channel which allows for an engaging custom solution
- Ability to leverage the power of social sharing to maximise reach
- Sir Richard Branson is a LinkedIn Influencer with over 2 million followers

Results

- 25,000 unique visits to the event website
- 3.1 million impressions on the event website
- Reached 350,000 business professionals
- InMail achieved open rates of 24.5% and a click through rate of 21%

Display Ads helped us reach our awareness objectives, while Sponsored Polls stimulated engagement and Sponsored InMails enabled us to reach a specific audience to drive event registrations, questions and panellist nominations.



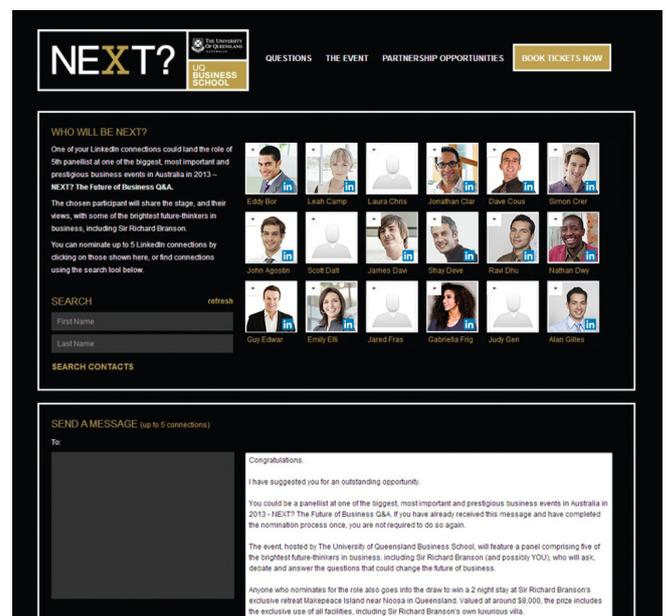
An Engaging Custom Solution

Mia continues, "The really exciting part of this campaign was our ability to personalise the experience people had as they progressed from LinkedIn to the event website. People could utilise their profile information to populate the registration form and they could select people in their network to nominate for the role of the fifth panellist, or elect to nominate themselves.

"LinkedIn was integral to our campaign to target exactly the right audience in an entertaining and engaging way."

Professor Andrew Griffiths
Dean
UQ Business School

Additionally, after registering, nominating and contributing their question about the future of business on the NEXT? microsite, there was the option to share this activity in the LinkedIn feed. This generated a ripple effect which amplified our message across the wider business community giving the campaign greater reach."



Delivering Impactful Results

Professor Andrew Griffiths, Dean of UQ Business School concludes, "LinkedIn was integral to our campaign to target exactly the right audience in an entertaining and engaging way. Overall the NEXT? campaign has been highly rewarding for UQ Business School. We've seen a greater demand for our MBA program and uplift in the number of people wanting to be part of a top flight Business School."