



# REVOLUTION VIEWING

Creating Desire



# Who we are and what drives us



We create desire with prospective students to help them select their perfect university



Rich media specialists in Higher Education since 2004, working with over 70 universities



Most used provider of virtual open days, virtual tours, 360s and videos in UK HE



Only provider able to provide this suite of multi-platform, multi-browser solutions in-house



# Who we are and what drives us



High levels of  
audience  
engagement  
across all  
solutions



Research led  
solutions-user  
testing and annual  
research  
programme



Enabling  
universities to  
maximise rich  
media influence  
and impact





# Rich Media

Maximising influence during the student recruitment cycle



@RevolutionView #CreatingDesire







UNIVERSITY OF LEEDS



@vicky\_rev\_view

**PREAPPLICATION**

**POSTAPPLICATION**

**CLEARING  
& ADJUSTMENT**





# Rich Media

What prospective students really want and expect from university content

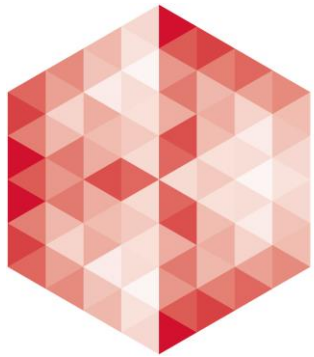


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# A little help from our friends...



VINCENT  
CONSULTING

**The  
Student  
Room**





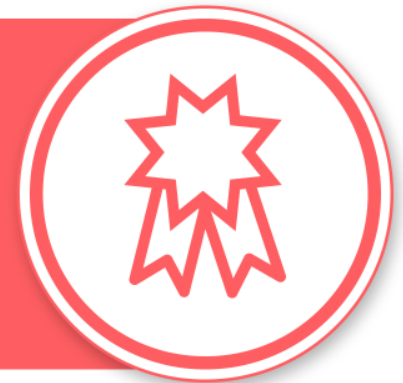
# Objectives

To understand what video content creates desire and an emotional response for prospective undergraduate students, and in doing so is:



Engaging

Authentic



Exciting

Appropriate  
for a  
university



# Methodology



Six new focus groups, eight pupils in each, even split between male/female (almost!)

Testing differences and similarities between year groups and backgrounds



Years 11, 12 and 13 from **Independent School**, Hulme Grammar, Oldham

Years 11, 12 and 13 from **Community College**, Minsthorpe, Wakefield



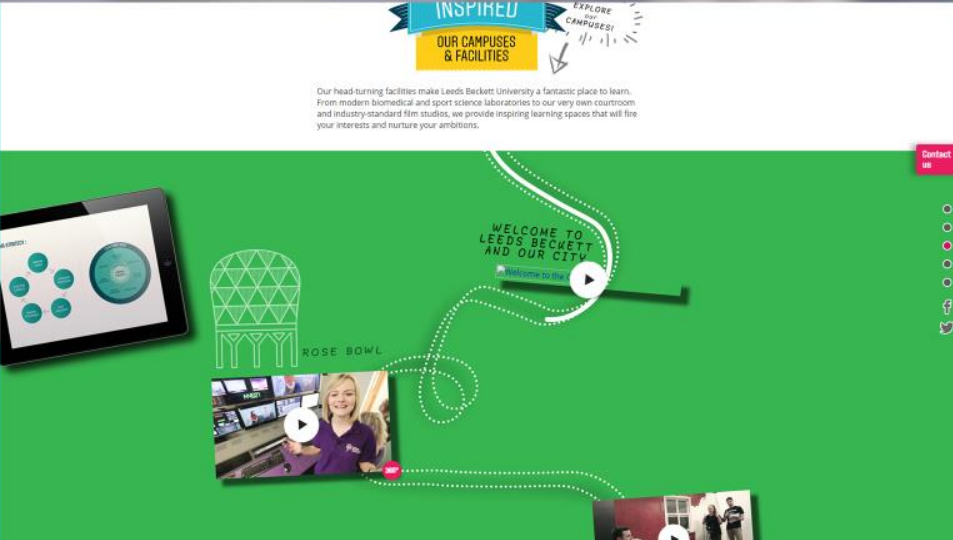
Reviewed two videos, virtual tour and virtual open day at key stages of recruitment cycle

Incentivised with £15 Amazon/iTunes voucher

**£15**



# Content reviewed



# Differences between year groups



Year 11 more impatient, views not as well formed nor evidence-based, employability important, mobile phone use higher

Year 12 focusing on accommodation, lifestyle and fitting in, and context for content was important



Year 13 very aware of university marketing, more familiar with websites and what type of content they require





# Differences between backgrounds



Marketing spin –  
influence versus cynicism

Information seeking – validation  
versus exploration



Understanding offering –  
assumption versus patience

Messaging – academic versus  
social



# Common themes in their own words



REVOLUTION VIEWING'S

# PRIMARY RESEARCH PROGRAMME



# Common themes summarised



Accommodation  
is very  
important

Duration  
depends on  
brief & cycle



Location –  
showcase and  
be distinctive

Authenticity &  
quality are  
key





# Let us help you to create desire!

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