**University’s Strategic Narrative Project**

**Overview**

* Led by the External Relations Directorate (ERD).
* Work focuses on a definitive and aligned way to describe ourselves, highlighting the university’s strengths and evidencing them through actions.
* Shifting to a value proposition with our storytelling – underpinning our strengths.
* Narrative is based on the University’s five key strengths: (1) Ageing and Health, (2) One Planet, (3) Data, (4) Cities and Place (5) Culture and Creative Arts, whilst being mindful of ongoing conversations around how we articulate our global and sustainability priorities.
* University marketing colleagues are replacing content on the following webpages:
  + the University’s main [strengths webpage](http://www.ncl.ac.uk/who-we-are/strengths)
  + the five individual strengths webpages:
    - [Aging and Health](https://www.ncl.ac.uk/who-we-are/strengths/ageing-health/)
    - [Cities and Place](https://www.ncl.ac.uk/who-we-are/strengths/cities-place/)
    - [Culture and Creative](https://www.ncl.ac.uk/who-we-are/strengths/culture/)
    - [One Planet](https://www.ncl.ac.uk/who-we-are/strengths/one-planet/)
    - [Data](https://www.ncl.ac.uk/who-we-are/strengths/data/)
* Faculty marketing and recruitment teams will support:
  + by providing evidence (case studies) for the five key strengths. This will support the ERD team to create relevant narratives on the above pages, as well as providing ideas to consider for the large out of home marketing campaign.
  + by reviewing core facts on the strengths webpages (six links above) to ensure they are reflective of the work being done within and across faculties.

**What has been done so far?**

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|  | **Phase 1** | **Phase 2** |
| **Approach** | Campaign to target public to raise awareness of regional impact | Increase awareness of the strategic narrative emotive videos to build exposure |
| **Timings** | May-June 2023 | Sept-Oct 2023 |
| **Activity** | * Bus rears * Metro liners * Radio | * Bus rears * Metro escalators * Large digital billboards * Rail 12 sheets |

**Next steps**

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|  | **Stage 3** |
| **Approach** | 12-month plan of placements, messaging and content, starting with Ageing and Health and One Planet, likely followed by Culture and Creative Arts. |
| **Timings** | Nov 2023-Oct 2024  Go live months – Feb. May, Aug, Nov |
| **Activity** | * Bus rears * Metro liners * Large digital screens on Northumberland St * Run of digital ads between St. James' Park and Strawberry place * x2 rail 12 sheets |

**Actions for NUBS**

* Webpages – NUBS marketing team to review core facts on updated strengths pages in December
* Case studies – source a range of stories from across the school which showcase the work we’re doing within the areas of the University’s five key strengths. The University’s marketing team will review all case studies alongside all other faculty submissions and select which ones to use and when.
  + Narratives will focus on emotive stories, with research wrapped around it – see [video examples here](https://www.ncl.ac.uk/who-we-are/). This should be considered when suggesting stories for review – we need to be able to portray an emotive story around the work being done.
  + Any stories not selected for the strategic narrative project can still be used in other ways, for e.g., the research and reputation campaign, FROM blog, future editions of Reach magazine etc.