



UK | DUBAI | MALAYSIA

CLEARING 2022

IDENTITY PROPOSAL:

CLEARING 2022

BRIEF

REF: Clearing RUK Report (2).docx Be Clearing Ready assets.docx

Objective

Design refresh for the Clearing 2022 creative. The target market is prospective UG students and their influencers (parents/friends/carers) who are looking to secure a university place for September 2022 through Clearing. Clearing is a time of uncertainty for many - we want to dispel the view that Clearing is stressful.

Message

Make HW Clearing stand out in a very crowded market place.

Design Requirement

To provide a creative concept, that supercedes the 'BE CLEARING READY' design that we have used for the past three years. This creative concept should work across digital and non-digital media channels, as well as across the campaign Clearing page. This should be an inspiring, eye catching design concept, that should make Heriot-Watt stand out in crowd.

Deliverables and format

Initially I am looking for the creative concept. This will then be rolled out across a series of assets (for the web and digital campaign), however this will not be required until May.

Schedule/Timings

Clearing website needs to go live early June. The media plan will go live from early July, so all assets will be required by mid/late June.

Further Information

I've attached a document that the student placement did, looking at RUK competitor websites during Clearing last year. I've also pulled some previous assets from my desktop into a word file - you can see that we lead with the 'Be Clearing Ready' strapline, and incorporated assets around key Clearing messages.

Many of our HE competitors tend to use creative with some tagline, usually inspirational.

Another link with some good examples:

<https://www.terminalfour.com/blog/posts/university-clearing---the-2019-round-up-of-trends-campaigns-and-features.html>

A few useful creative tips based on last year's Clearing from The Student Room:

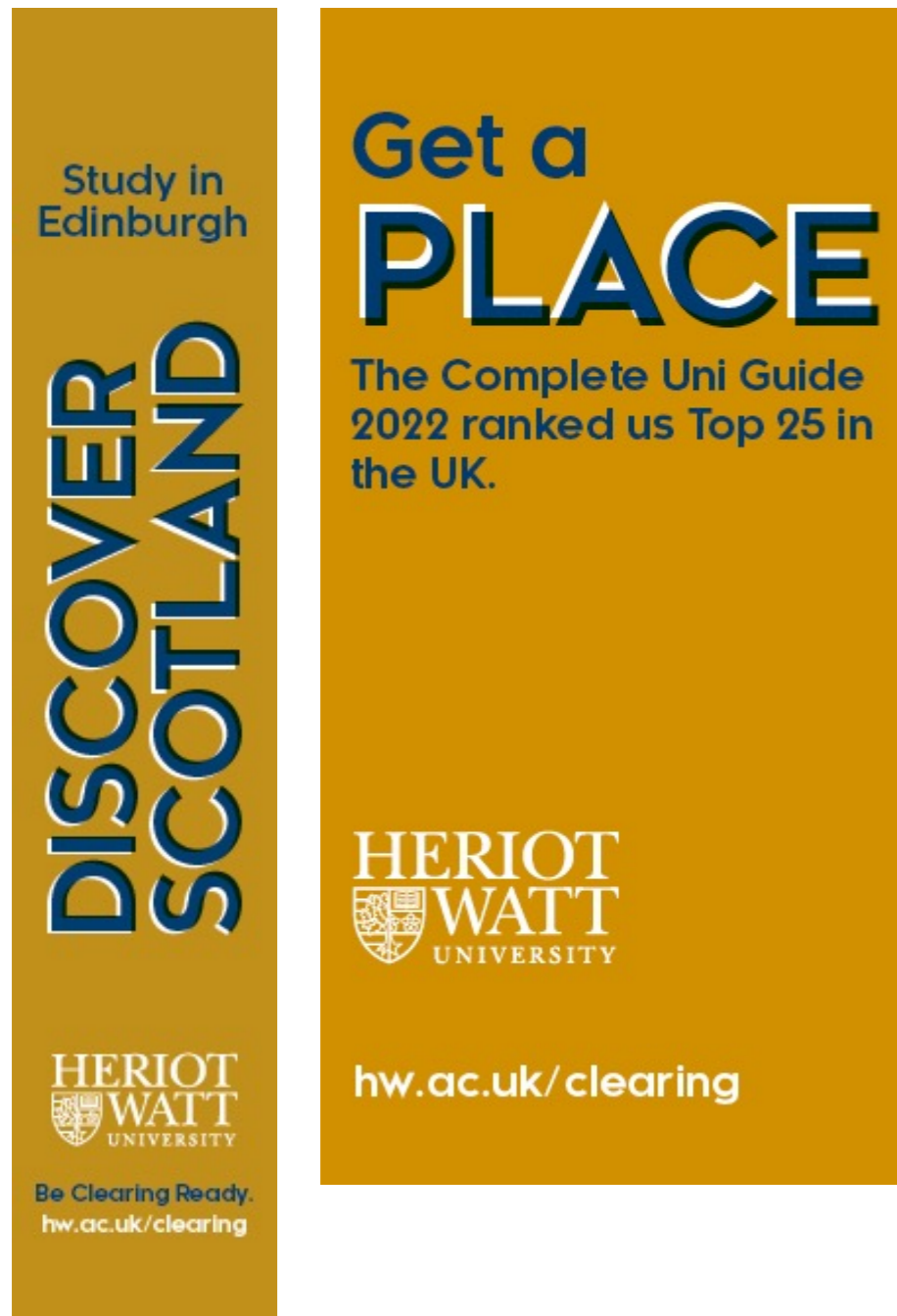
<https://tsrmatters.com/webinars/how-to-stand-out-from-the-crowd-over-clearing/#Tips>

PREVIOUS CREATIVE



CLEARING 2022

PREVIOUS CREATIVE



WORDS

This words reflect the journey of clearing choices

FUTURE | DISCOVER | MAKE | CHOICE |
JOURNEY | YOUR | POWER | BE | PLACE |
BELONG | PLAN | CLEARING | STUDY | EXPLORE |
INSPIRED | JOIN | WATCH | READY | TAKE |
MADE | CLEAR

TAGLINE SUGGESTIONS

READY MADE
PLACE MADE
JOURNEY MADE
CHOICE MADE
DISCOVERY MADE
WATCH...
TIME...
THE FUTURE MADE

CLEAR CHOICE
CLEAR FUTURE
CLEAR DISCOVERY
CLEAR PLACE
CLEAR PLAN
CLEAR JOURNEY

BE THE ONE

SUBJECTS OF INTEREST - RUK MARKET

CLEAR - Accountancy & Finance
CLEAR - Biology
CLEAR - Business Management
CLEAR - Chem Eng
CLEAR - Mech Eng

CLEAR - Computer Science
CLEAR - Economics
CLEAR - Psychology
CLEAR - Sports & Exercise Science.

CLEARING 2022 ASSETS

SOCIAL



HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

CLEAR PLACE

ACCOUNTANCY AND FINANCE

YOUR FUTURE MADE



HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

CLEAR PLAN

COMPUTER SCIENCE

YOUR FUTURE MADE



HERIOT WATT UNIVERSITY
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CLEAR CHOICE

SPORTS AND EXERCISE SCIENCE

YOUR FUTURE MADE

APPLY FOR
CLEARING
NOW

OR

APPLY FOR
CLEARING
TODAY

CLEARING 2022 ASSETS

DIGITAL ADS



HERIOT WATT UNIVERSITY
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CLEAR CHOICE

ACCOUNTANCY AND FINANCE

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YOUR FUTURE MADE



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CLEAR PLACE

STUDY IN EDINBURGH

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YOUR FUTURE MADE



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CLEAR FUTURE

BIOLOGY



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CLEAR CHOICE

PSYCHOLOGY



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CLEAR CHOICE

CHEMICAL ENGINEERING



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CLEAR CHOICE

BUSINESS MANAGEMENT

CLEARING 2022 ASSETS - DEVELOPED WITH COPY LINES 'CLEAR'

CLEARING 2022 ASSETS

SOCIAL

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A CLEAR WINNER

ACCOUNTANCY AND FINANCE

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CLEARLY BETTER

COMPUTER SCIENCE

APPLY FOR CLEARING NOW

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THE CLEAR CHOICE

SPORTS AND EXERCISE SCIENCE

APPLY FOR CLEARING NOW

APPLY FOR CLEARING NOW

OR

APPLY FOR CLEARING TODAY

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A CLEAR PATH

CHEMICAL ENGINEERING

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A CLEAR FUTURE

ECONOMICS

APPLY FOR CLEARING NOW

CLEARING 2022 ASSETS

developed with copy lines plus 'Apply for clearing now'

SOCIAL SQUARE EXAMPLES

HERIOT WATT UNIVERSITY
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A CLEAR WINNER

THE COMPLETE UNI GUIDE 2022
RANKED US TOP 25 IN THE UK.

APPLY FOR CLEARING NOW

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

CLEARLY BETTER

THE WORLD'S YOUR OYSTER!
WE'VE CAMPUSES IN EDINBURGH,
DUBAI AND MALAYSIA.

APPLY FOR CLEARING NOW

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

THE CLEAR CHOICE

WELCOME TO EDINBURGH, ONE OF
THE UK'S TOP STUDENT CITIES

APPLY FOR CLEARING NOW

APPLY FOR
CLEARING
NOW

OR

APPLY FOR
CLEARING
TODAY

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

A CLEAR PATH

OUR STUDENTS GO ON TO GET THE
HIGHEST SALARIES IN SCOTLAND

APPLY FOR CLEARING NOW

HERIOT WATT UNIVERSITY
UK | DUBAI | MALAYSIA

A CLEAR FUTURE

WE'RE ONE OF THE TOP UK
UNIVERSITIES FOR INVESTING IN
STUDENT FACILITIES.

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CLEARING 2022 ASSETS

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DIGITAL ADS - ANIMATED



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**CLEARLY
BETTER**

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DUBAI AND MALAYSIA.

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CLEARING 2022 ASSETS - DEVELOPED WITH COPY LINES 'WATT'

CLEARING 2022 ASSETS

developed with 'WATT' copy lines plus 'Apply for clearing now'

SOCIAL SQUARE EXAMPLES

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WATT
A FUTURE

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WATT
A LIFESTYLE

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WATT
A CITY

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