

We are...

Creative Media

We are... campaigns

January 2020

Client: Development and Alumni Relations Office

The brief

Birmingham In Action is the latest fundraising campaign launched by the University of Birmingham. Run by the University's Development and Alumni Relations Office (DARO), the seven-year campaign required us to create over 300 deliverables from website and social media assets to mail drops, emails and promotional films.



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Our response

We created a range of materials that captured the energy of the campaign, including a dramatic animated presentation for the Vice-Chancellor. We also used a drone to create the first-ever campus-wide staff and student photograph. We are now supporting on the international launches in Hong Kong, San Francisco and New York.

Success

Feedback from colleagues within both DARO and other departments in the University has been extremely positive.

