

BIRMINGHAM HEROES

RESEARCH THAT MATTERS



The highly successful Birmingham Heroes campaign is being re-launched in November with a refreshed visual identity to showcase Birmingham's research impact and credibility. The campaign, as part of the University's research communications strategy will:

- Communicate the University's commitment to world-leading and original research by highlighting a number of strategically important research areas
- Demonstrate how the research that takes place at Birmingham impacts on the lives of people regionally, nationally and globally (with REF 2020 in sight)
- Enhance the public profile and reputation of the University
- Support the launch of the Strategic Framework with great research content
- Build the reputation and awareness of the University in the autumn period and into 2016

Research themes

The first round of the campaign will launch on 2 November and focus on the following areas:

Energy Crisis

Supporting the *Birmingham Policy Commission: Doing Cold Smarter*, which launched in mid-October in Westminster. Specific advertising has been booked to promote this work to key stakeholders. The Birmingham Energy Institute at the University of Birmingham is championing UK investment in clean cold technologies amid concern that global demand for cooling and refrigeration will overtake heating by 2060. Modern luxuries such as refrigeration, data servers, modern healthcare, transport of fresh food, and air conditioning are now recognised as using more energy at greater environmental cost.

The University is leading on Thermal Energy in the Energy Research Accelerator (ERA), which is a consortium of Midlands Universities that has announced £60m of government funding.

POST REF HEROES WILL PROVIDE A DISTINCTIVE AND CONSISTENT VOICE FROM BIRMINGHAM THAT HIGHLIGHTS OUR LEADING ACADEMIC FIGURES AND ACADEMIC STRENGTHS.

Professor Martin Freer – Director of Birmingham Energy Institute, Head of Physics and Astronomy, Director of the Birmingham Centre of Nuclear Education and Research

Professor Toby Peters – Visiting Professor in Power and Cold Economy at the University of Birmingham: Long-time advocate of UK-based innovation in energy systems and founder of Highview Power and the Dearman Energy Company

Professor Yulong Ding – Director of the Birmingham Centre for Energy Storage

Mental Illness

Showcasing the work of Project PERFECT (Pragmatic and Epistemic Role of Factually Erroneous Cognitions and Thoughts). An issue of public interest, Project PERFECT explores how we can break down the stigma commonly associated with mental illness by promoting a better understanding of how the mind works. The team are showing that the so-called 'marks of madness' are not different in kind from everyday irrational thought. There is no sharp divide between the mentally distressed and the mentally well. This theme also demonstrates interdisciplinary work.

Professor Lisa Bortolotti – Professor of Philosophy

Dr Ema Sullivan-Bissett – Research Fellow

Dr Michael Larkin – Senior Research Tutor for Clinical Psychology and Senior Lecturer in Psychology

Silent Killers

Fatty liver disease is a major, often unrecognised, global health challenge, which is ultimately preventable. Type 2 diabetes affects up to 10% of the population and doubles the risk of cardiovascular disease-related mortality. The research undertaken at Birmingham is identifying how healthy diets, weight management and optimal use of physical exercise can dramatically reduce the likelihood of developing these non-symptomatic silent killers. This theme supports the drive to increase the University's reputation in the Life Sciences and has also been designed to coincide with a visit by the Life Sciences Minister to campus in November.

Professor Philip Newsome – Professor of Experimental Hepatology and Clinical Director of the Birmingham University Stem Cell Centre

Dr Patricia Lalor – Senior Lecturer in The Centre for Liver Research

Dr Thomas Solomon – EU Marie Curie Research Fellow

Character Matters

This theme focuses on character education and showcases the work of the Jubilee Centre for Character and Virtues, who is leading on policy and practice in this area and through its extensive range of projects contributes to a renewal of character virtues in both individuals and societies. This theme is also timely, as it reinforces our commitment to secondary education through the opening of the University of Birmingham School, which has a bespoke programme of character education developed by the Jubilee Centre for Character and Virtues.

Professor James Arthur – Director of the Jubilee Centre for Character and Virtues, Deputy Pro-Vice-Chancellor for Staffing, Former Head of School of Education, and Governor of University of Birmingham School

Professor Kristján Kristjánsson – Professor of Character Education and Virtue Ethics and Deputy Director of the Jubilee Centre for Character and Virtues

Dr Sandra Cooke – Director of Partnerships in the Jubilee Centre for Character and Virtues

Dr Tom Harrison – Director of Development in the Jubilee Centre for Character and Virtues

Medical Heroes

Launching on 9 November this theme demonstrates the value of the University to our region. This theme communicates how the University is providing significant numbers of high-calibre graduates in medical, biochemistry and related fields to meet the future needs of the life sciences sector.

Professor Kate Thomas – Vice Dean of Education and Programme Director MBChB

Dr Joe Alderman – Foundation Doctor Year 1 Founder of MiLE, a West Midlands CPR voluntary group

Dr Rima Dhillon – teaches on the MBChB and her maternal health research directly impacts the ethnic communities around Birmingham

Dr Shayan Ahmed – Foundation Doctor Year 2. He was in our A2B scheme having first been inspired to do medicine at a University of Birmingham summer school ten years ago

Campaign execution

The campaign will use both digital advertising and print channels. Digital adverts will be targeted by demographics and web user behaviours. Print advertising will be located in high footfall locations, in key geographic areas including 150 escalator panels across 19 key commuter underground stations in London including Euston and Marylebone, at Swindon located to Polaris House home to key funding councils, the concourse of the newly regenerated New St Station, Birmingham International, and on 150 train interior panels across the regional Midlands network.

The campaign will direct enquirers to web pages where they can learn more about our Heroes, their research and why it matters.

The campaign will be underpinned with a social media campaign, which will begin to build awareness around our world leading research through #thismatters.

A second round of Heroes, showcasing different research areas, is being planned for March 2016.

Supporting Birmingham Heroes

For further information about the Birmingham Heroes campaign or to arrange promotional materials to share with your key stakeholders, please contact Claire Doggett, Head of Marketing or your College Marketing and Communications Manager who will be happy to advise and support you.

CHANNEL	TIMING	DETAILS
London Underground A3 escalator panels	2 November 4 weeks	150 panels (posted in sets of 3) located next to each other across the following stations: Canary Wharf, Waterloo, Westminster, London Bridge North Greenwich, Euston, Marylebone, Bank, Liverpool Street, St James, Victoria, Charing Cross, Kings Cross, St Pancras, Old Street, Embankment, Paddington, Chancery Lane, Moorgate
London Midland Trains A3 interior panels	2 November 4 weeks	165 interior panels across 2 train networks across the region <ul style="list-style-type: none"> ■ Lichfield to Redditch (via University) line ■ Worcester – Warwick Parkway ■ Wolverhampton – Birmingham International
Swindon landmark site	2 November 4 weeks	Visible to Polaris House home to the RCUK joint units, alongside BBSRC, EPSRC, ESRC, MRC, NERC and STFC
Grand Central	16 November 2 weeks	Digital 6 sheets around New Street concourse level
Birmingham International station	16 November 2 weeks	Large backlight in waiting area
University Station	2 November 4 weeks	Secured all platform advertising for 12 months
Digital advertising	2 November 4 weeks	<ul style="list-style-type: none"> ■ Google search (Pay Per Click) using key words relating to the themes ■ Contextual advertising around relevant content on sites such as news sites ■ Targeting key audiences thought their behaviours or demographics (interest in teaching or the environment etc) ■ Linked in targeted advertising ■ Facebook/Twitter – targeting key stakeholders
Campus dressing	2 November	Banners (around campus) Hanging banners – Aston Webb Flags – lampposts Pull-up stands in Colleges
Internal engagement	November	Homepage Buzz Bite size Buzz (Next issue 5 Dec) All Staff email College local communications
Stakeholder engagement	November	Throughout November we will be launching Birmingham Perspectives, Birmingham Briefs and 60 sec videos around the key themes. These will be promoted to our relevant stakeholders and will be on www.birmingham.ac.uk/Heroes
Social (Facebook and Twitter)	November	A creative content plan developed around the Heroes using #thismatters