

working together

Communications and Marketing Conference 2016

From Staff Newsletter to Content Marketing – Launching a New University Magazine

Rachael McGraw Jim McDougall Tom Fern





Reposition UniLife as an externalfacing magazine complemented by a digital counterpart, each with clearly defined and targeted audiences of key stakeholders

Where we started...

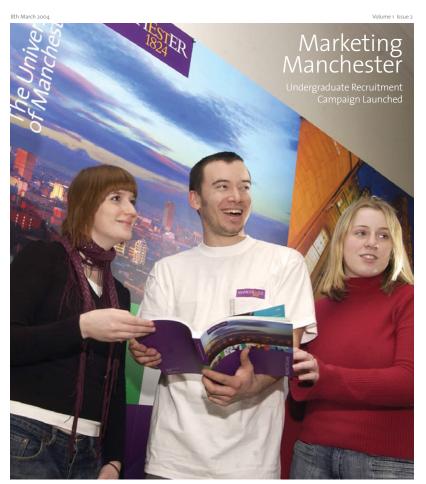


The free magazine for The Victoria University of Manchester and UMIST

The University of Manchester

UniLife

2004



Staff audience

Internal and external stories

10,000 copies

Impact?

More than just a magazine

Our Magazine is an expression of the spirit of exploration, discovery and innovation that defines The University of Manchester.



ARCHETYPES

Maverick

Dreamer

Visionary

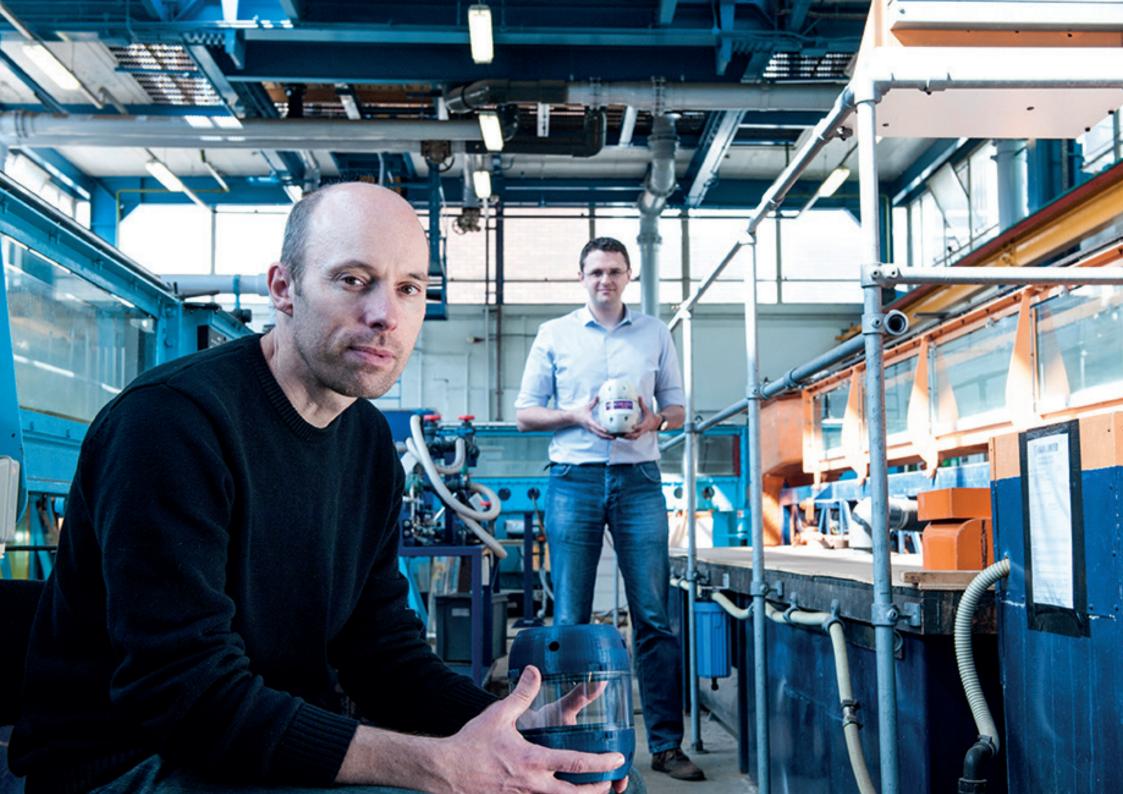
Inventor

Revolutionary













Visual identity



MOTES

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A HIGH-RISE APICULTURE

Stick London Advance - Phospapia East Scothern

Where the buss of their weign tengen with the pitch of urban life."

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The pulseasure of hours here in agranto and the harvestag of their produce reasoned for thousands of years. The health fee's hadesend impersors in judinating crops and other plans has even led to some hotorism cooling. the innex with fulfilling an executed wise in he Bridge the power of modern similarine.

But they things begon to change. Due to their position as pollourous, been remain an executed part of agriculture. and are an indispensable part of our sciences and do to day farming Aubits, has reviewershall changes and adoptions in mides family for changed their economius investable. The phenomenon of Colors College. Disprint where here almostly disapprox, his horn identified throughout country. that special institutes furning with the heavy see of proteids and assessods. Other consiliening factors are said to bandormin within the populations of pollowing flowers.

for catalogues they are one of the printers publicated in donestic trops and it is entireated that they are responsible for . Despite its woming constraining the the pollonium of around a third of our and on construction of the a history factord produce. This is much higher for and surprising level of possestres be-Staffield groups of plants sensed the world such as bilatheries and absorbs of ... round excisomerate, that made level of which lift's per pullicated by hers, Once ... chemicals and noise, can financia on the these corps are understood or distinated. Surge of plants mulable on grant terms. by the lack of hers, the locked on effect in ... groves spaces, neglected between field and a hop, not just for the homest, but for the ... plestors of subsolven parkets, Our core limbing of carde and other insteach. It's any house to a next months of event and sen an iterative way, do without.

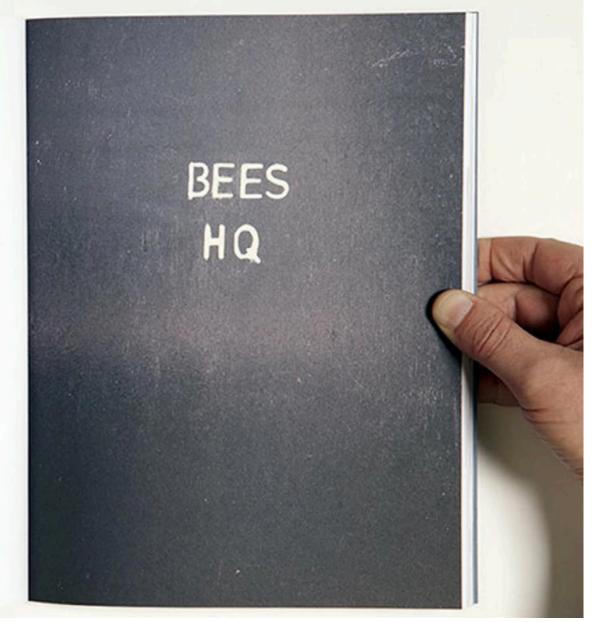
The solution to the described farget of here sails inch a single as introducing formed colonies to our rand or hards and lield odes; even if populations are increased in these areas, there is still a defect of the serverney policies and divinity of planes that is exercial for the stoods operation of a bire. This is where an introvering, and perhaps surprising. abtempter his begon to Boards.

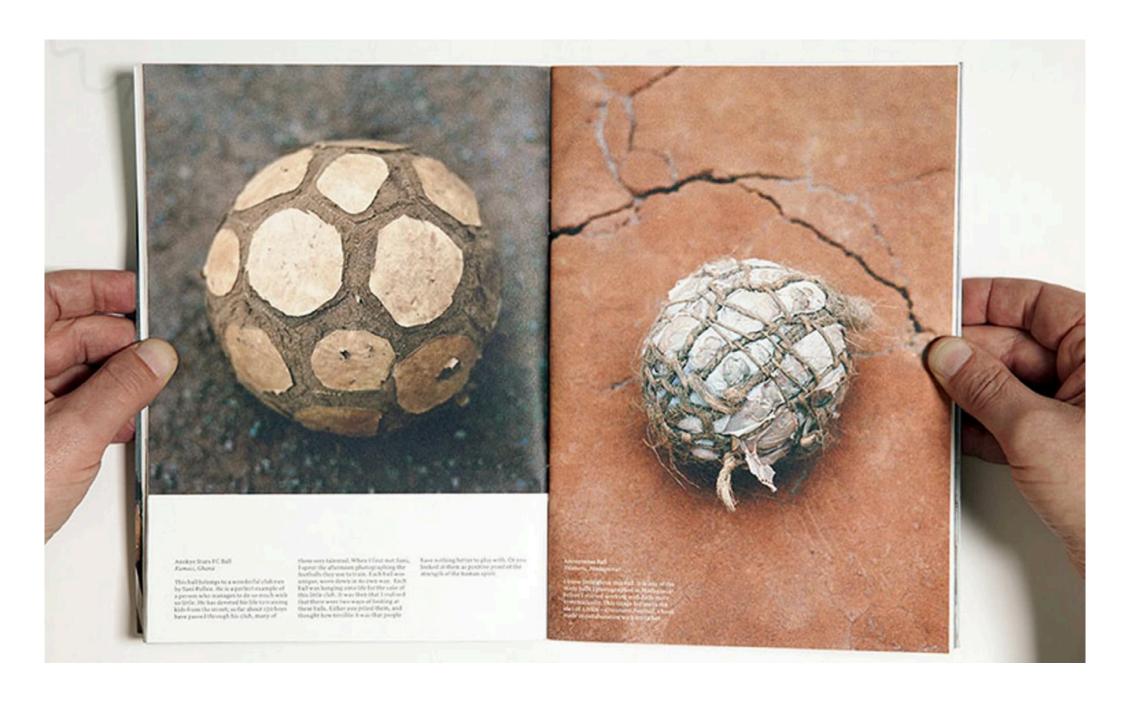
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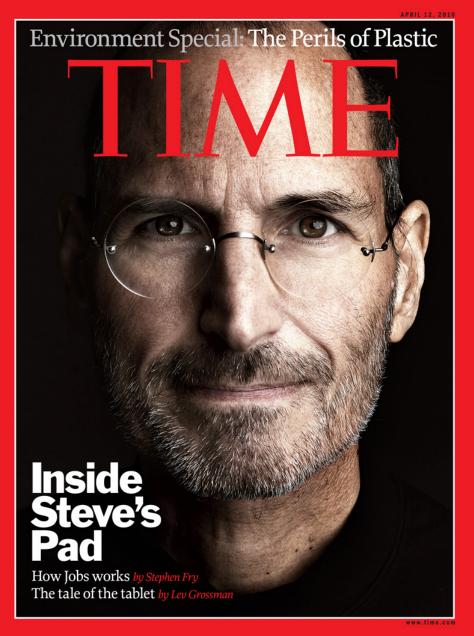
> intelligency, Bern that stight period in remand place life that these year road and peakly here with opportunity and varieties. The result is that they floured as some of the healthing and more pendante from

Give are progressively coming record wither silver and exposule, we leave Parin. McDesser, Landon, Tolora, Bodo and Washington DC, have new ready or how bee keeping legal and have coulded small focuses of space to be given over so the exhibition of these query functions sefus books, 4











Saying more with less



Spacious layouts with striking photography



Experiment with type, shape and colour



Bold and emotional stock photography

OPINION



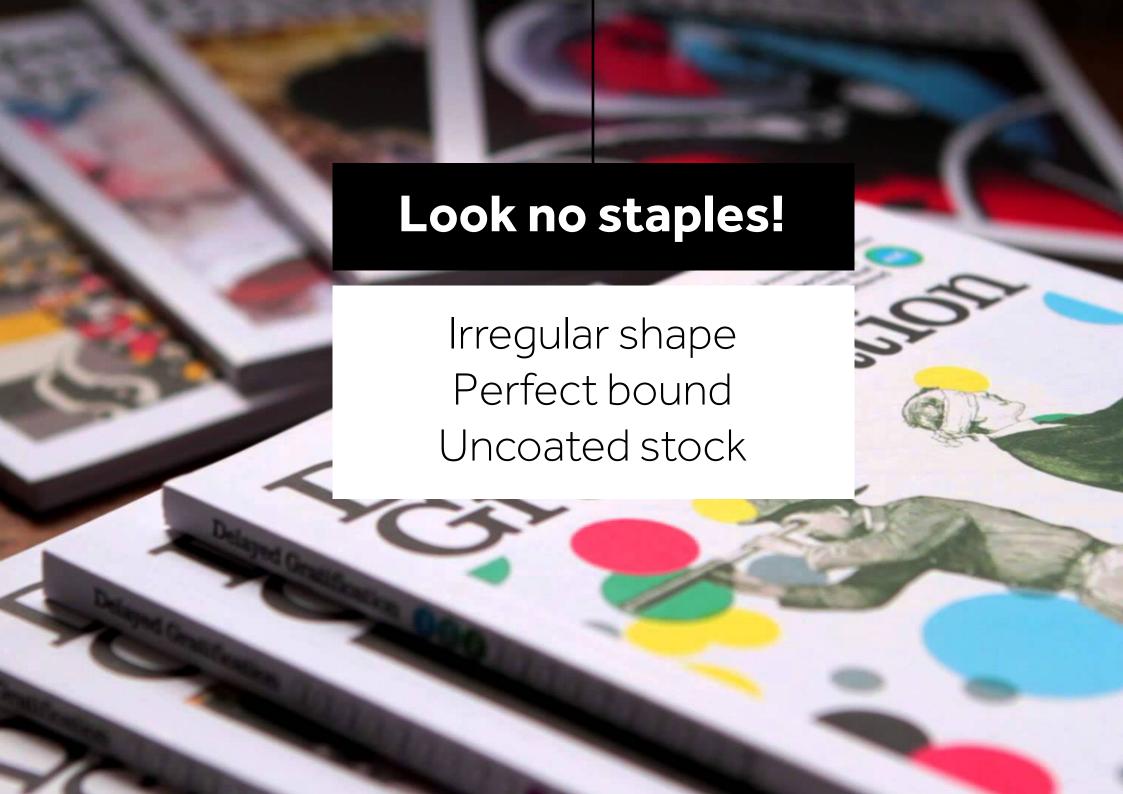
What can history teach us about migration?

By Tanja R Müller

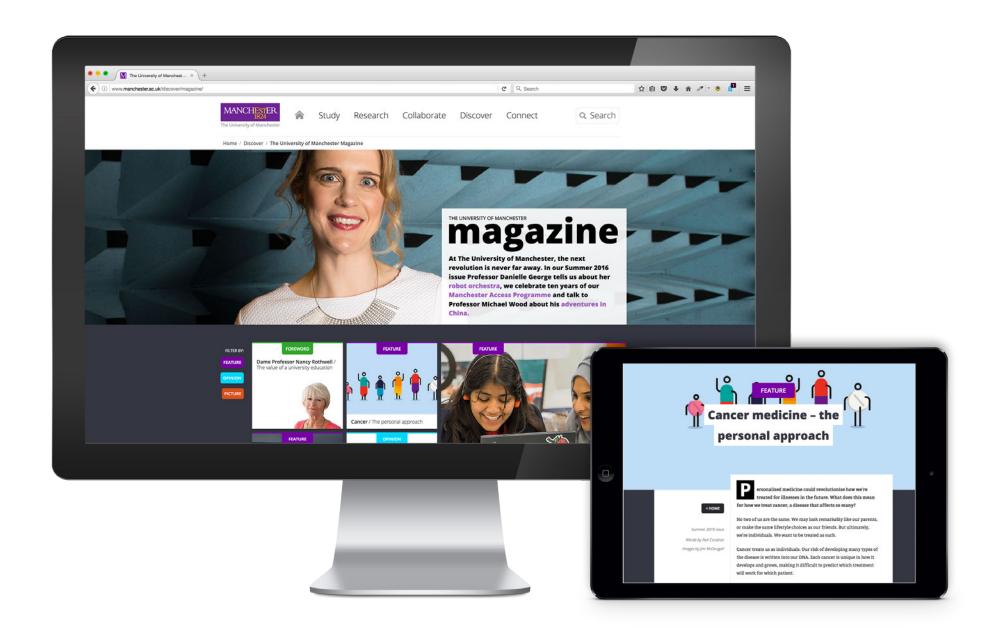
As the migration crisis continues, Dr Tanja Müller takes a walk in the footsteps of German philosopher Walter Benjamin, who died during the Second World War, to see what the past can teach us about current attitudes to those trying to reach a better life. metres difference in altitude to overcome – but there was no other option. It must have felt like torture to Benjamin, who had a heart condition and breathing problems. On top of that he was carrying a heavy dispatch case full of manuscripts and other documents that he would not leave.

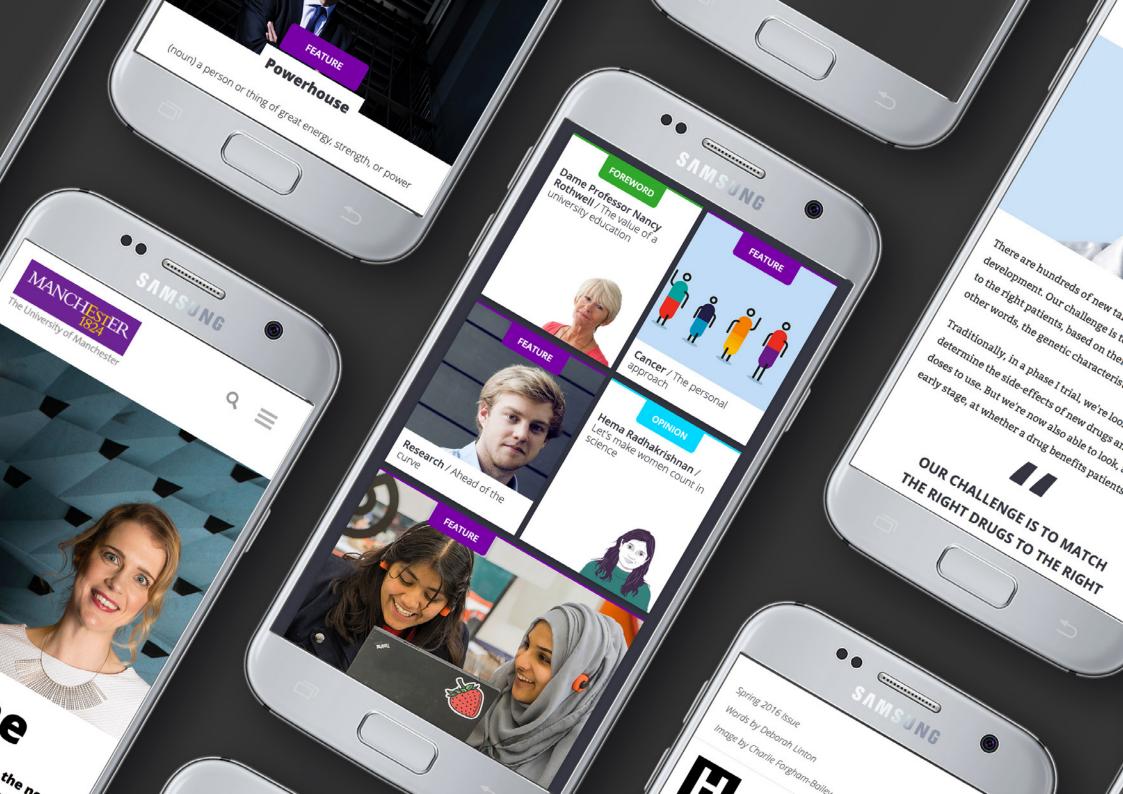
Dani Karavan in his memory. The monument consists of a walled-in iron staircase that ends high above the sea with a glass wall. Walking the staircase to the end allows a view to the far horizon, inviting the visitor to imagine their freedom. But one cannot pass through the glass – the only route forward is to turn back.

Use illustration for variety

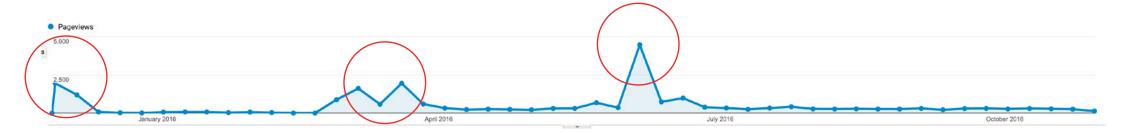


Print to digital





Over 23k views



Working together

THE DIVISION OF COMMUNICATIONS AND MARKETING

THE DIVISION OF
DEVELOPMENT AND
ALUMNI RELATIONS

OTHER
COMMUNICATIONS/
MARKETING TEAMS

Next steps...

- 1. Evaluate
- 2. Share content
- 3. Digital before print
- 4. Further audience research

1. How can we better encourage two-way conversation between the magazine project team and the wider University?

You might want to think about how we can help you share your stories with us, as well as how we can help you share some of content we create with your own stakeholders through your own channels.

2. Should we/how do we take a digital first approach to the magazine?

You might want to think about the frequency (should a digital version be restricted by publication dates?) and how the content could be tailored to different stakeholders.

3. How can we evaluate if the Magazine is enhancing our reputation amongst our key stakeholders?

You might want to think about who our audiences are, how we research them further and how we measure the Magazine's impact.