



Category: Best Publication

Company: Durham University Business School

Entry title: IMPACT

Brief and objectives:

Durham University Business School (DUBS) is one of the longest established Business Schools in the UK (founded 1965), and is part of Durham University, a distinctive collegiate university, with a heritage spanning over 180 years.

DUBS is firmly established as a leading international business school; this is supported by our triple accreditation (EQUIS, AACSB, EQUIS), a testament to the calibre of the School and an endorsement of the exceptional quality of our programmes. Our research is internationally renowned, for its academic rigour and the benefits it brings to society as a whole. With over 25,000 alumni worldwide, and a global network of business and academic partners, we work together pushing boundaries, keeping up with latest developments, setting the agenda and leading business thinking. Our vision is to lead business thought and practice to improve global wealth and well-being.

First published January 2017, IMPACT magazine is produced biannually in January and June – a fourth edition is due end of June 2018. Our overall aim was to create a high-quality thought-leadership and news magazine, embedded across our stakeholder community and beyond.

Our main objectives are:

1. To disseminate the message about who we are as a School. It is imperative that our magazine encompasses the strategic framework of the School, including articles and reports which showcases the School's strength in its core strategic domains: research, education, the wider student experience, as well as the cross cutting themes of internationalisation, connections to the world of practice, and ethics, responsibility and sustainability.
2. To further engage with academics to support them in increasing the impact of their research across the globe.
3. To further engage and increase interactions with key stakeholders, influencers and potential advocates, further supporting the School in leading business thought and practice to improve global wealth and well-being.

Rationale behind publication, including research and planning:

In an increasingly competitive HE market we needed to further increase our visibility among, and further engage with, our stakeholders at a regional, national, and global level.

We researched high-end academic and business titles, concluding we needed to include articles and reports showcasing the School's strength in its core strategic domains and cross cutting themes. Each edition would be themed, and relevant, including topics currently impacting the business world. The name 'IMPACT' was specifically chosen to symbolise all we seek to achieve at Durham University Business School. Working with our design partner, we wanted to ensure IMPACT matched the aesthetic and editorial standards of other high quality business and academic titles, whilst delivering key messages and calls to action to drive interaction and further engagement.

Strategy and tactics, including creativity and innovation:

The strategic concept behind IMPACT was to create a high quality thought-leadership and news magazine, to engage and showcase the impact our students, staff, researchers, alumni and the School has across the business world, embedding it across our stakeholder community and beyond. We would achieve this by:

- Creating content from experts within the School community, high on the news agenda, of interest to readers - demonstrating the expertise within our community across a mix of feature articles, interviews, case studies and reports.
- Theming each issue to ensure topical, interesting content. Past themes: 'Brexit', 'Leadership' and 'Sustainability and Ethics' – fourth edition 'Diversity and Internationalisation'.
- Designing a high-quality magazine, ensuring it matched the aesthetic and editorial standards of other high quality business and academic titles
- Creating interest online, circulating teaser videos etc via social media

Implementation of tactics:

Each edition follows the global news agenda, whilst aligning it with the School's overall strategy, delivering relevant content throughout its shelf life. We research and plan each edition to ensure reader interest and timely delivery. Timings follow a similar pattern to that of the upcoming June 2018 edition below:

- March – Research/content planning phase
- April – Agree theme/key feature articles to be included
- May - Interviews, research, copywriting of articles
- May – Design, artwork
 - Cover/internal spreads developed between team/designer

- Copy sent to designers in weekly batches - proofs returned in batches
- June
 - Final proofing mid-June
 - Final artwork to printer week three June
 - Printing last week June
 - Distributed initially to graduating students
- June/July - Wider distribution to key stakeholders. Published online - website and social media platforms.
- August – Review

Measurement and evaluation, including engagement of target readers:

Objective 1 - The magazine encompasses the strategic framework of the School - these areas are intrinsic in each of the IMPACT editions, showcased by the engagement and contributions by our academics, students and alumni. The increased readership across the globe demonstrates that not only is our Business School community truly international, but so are our marketing practices.

Objective 2 - We are seeing positive results with academics becoming even more engaged, in seeing how the marketing team can support them in increasing the impact of their research across the globe

Objective 3 - We have increased numbers of interactions and engagement from stakeholders, with positive feedback across the look and content including:

‘Great magazine’

‘The cover is impactful, I love teaser video and the content is great.’

‘As an alumna, it gave me a great sense of pride in all the work DUBS is involved in, which impacts not just business but also society. The articles were very engaging and gave me a broader appreciation for what happens across the School as a whole and not just marketing, the area in which I studied.’

Some key statistics on Issuu:

- Over 28,000 impressions and over 5,000 readers
- Top 10 countries for readership: United Kingdom, United States, Germany, Japan, Hong Kong, Pakistan, Malaysia, Singapore, Bulgaria, Iraq

Some key statistics on social media, edition 3:

- Twitter - over 74,000 impressions

- Facebook - over 1,300 impressions

There will be a formal feedback process following the fourth edition.