

AN ALL-ENCOMPASSING PLAN OF INTEGRATION LEVERAGING ALICIA MOLIK AS TALENT, ALLOWED SWINBURNE TO

TELL A DEEPER STORY

CHALLENGE

Swinburne Online (through Online Education Services) was looking to demonstrate their teaching quality credentials for future students. From mastery and achievement through to the constant reinvention and perception that comes with tennis coverage, there was opportunity to leverage many areas of Nine's summer of tennis, which also stayed true to Swinburne's online brand.



SOLUTION

Leveraging the established messaging around the Australian Open and recognising Swinburne's commitment to quality learning, Nine celebrated the teachers that have influenced some of the greatest names in tennis history.

The campaign was supported by a premium Summer of Tennis sponsorship package. Swinburne Online aligned with 'analyser' technology across broadcast and Wide World of Sports digital channels. Use of talent-led storytelling helped Swinburne Online to humanise the online learning experience, and cement Swinburne Onlines credentials for future students.





BRAND AWARENESS SAW SIGNIFICANT GAINS,
AS PERCEPTIONS OF QUALITY, INNOVATION AND
TRUST INCREASED

"The AO is a wonderful platform for Swinburne Online to tell our story. It's a prestigious, premium event, and fits perfectly with Swinburne Online's promise of best-in-class online education. We can attribute our results to a combination of a great sponsorship vehicle, great talent in Alicia Molik and strong creative."

**Peter Lawrence – Head of Advertising,
Online Education Services**

Perceptions of Quality, Innovation and Trust increased
14% pts, 13% pts and 8% pts, respectively

+15% PTS

Brand Awareness

+6% PTS

Consideration

+9% PTS

Those who agree that
'Swinburne Online offers the
highest quality of support'