



Swinburne
Online

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australian open

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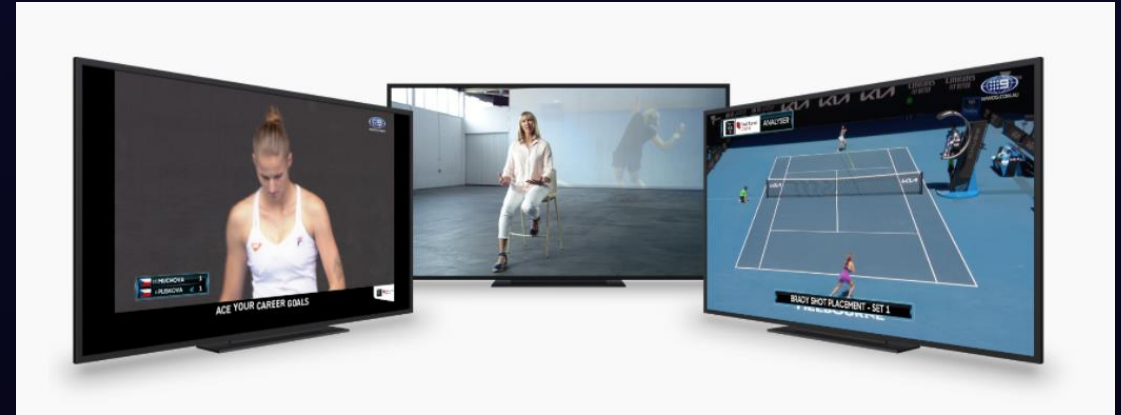




EXECUTION

The Nine and Swinburne Online integrated partnership included 'Quality Coaching' content led by Alicia Molik, adding depth to Swinburne's teaching quality message, distributed at scale. Swinburne Online aligned with 'analyser' technology across broadcast and Wide World of Sports digital channels.

The campaign was supported by a premium Summer of Tennis sponsorship package. Use of talent-led storytelling helped Swinburne Online to humanise the online learning experience, and cement Swinburne Online's credentials for future students.



RESULTS

+15% PTS

Brand Awareness

+6% PTS

Consideration

+9pts%

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

Source: Gemba Brand Effectiveness Study 2021



CHALLENGE

Swinburne Online (through Online Education Services) was looking to demonstrate their teaching quality credentials for future students.



SOLUTION

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.

Leveraging the established messaging around the Australian Open and recognising Swinburne's commitment to quality learning, Nine celebrated the quality teachers that have influenced some of the greatest names in tennis history. Positioning Swinburne Online as a trusted and reputable university for quality coaching.

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