CAMEXPLORE.COM

Cambridge University Open Days

UNIVERSITY OF CAMBRIDGE

A NEW CHANNEL, A NEW VOICE

Client: University of Cambridge

Date: 2013 – Present

The Challenge

The University of Cambridge wanted a new way to engage with prospective students and their families arriving in the city for their Open Days, as well as for those dropping in throughout the year.

They knew they needed something digital that was different to their main website and would be more dynamic and engaging than their traditional welcome packs, but were unsure about what options were available.

RELEVANT, ACCESSIBLE, ENGAGING

Our Response

Working with the Admissions Department, we created CamExplore the updatable Open Day platform. This is a comprehensive to-mobile digital guide, integrated with Google Maps, to guide visitors around the University's dispersed city centre campus.

Layers of information blend the official voice of the University with student voices talking about the student experience, the courses, colleges, accommodation, facilities and useful upcoming talks and events.

CamExplore uses branded and targeted, location-based content to give visitors the information they want at the moment and in the place where they need it. The entire experience is accessible for free on any smartphone, tablet or PC.

CamExplore has really nailed The Magic Equation for communication:

Relevant, Accessible, Engaging.

In July 2017, CamExplore accrued more than 206,000 page views and over 1,500 unique visitors.

POWERFULLY TARGETED ENGAGEMENT

Learning

- **Visitors:** The better you know your visitors and their needs, the more targeted and effective your content can be – Open Day visitors have a clearly defined set of needs

- **Parallel Channels:** Compendious websites and brochures are great but they aren't designed to respond to on-site visitor needs – Nutshell platforms don't have to replace these traditional channels, they complement them

- **Downloading:** People don't like to download things while they are out and about – CamExplore is a WebApp meaning no one needs to download anything to get the full experience

- **Training:** Project ownership is very important – through training, internal teams at Cambridge can add, remove or amend content at anytime by themselves

CONTACT US

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