

Best Social Media Campaign:


# REDROW DEGREE PROGRAMME RECRUITMENT


Using popular meme culture to attract school leavers to Redrow's industry-leading 'Construction Management in House Building' sponsored degree programme

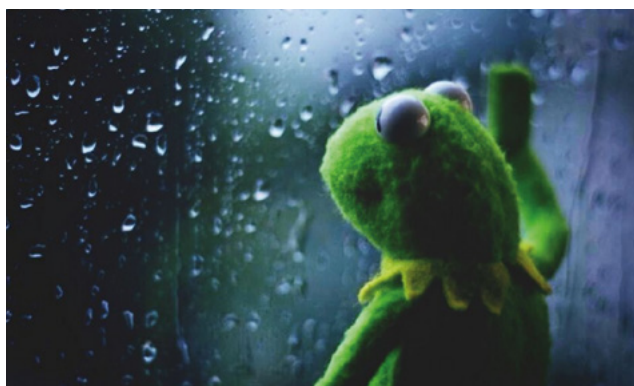
“The social campaign for Redrow Homes reacted well with our audience, as their content was relevant, quirky and original. The use of memes was very clever because they were engaging and relatable, which I think increased the performance of the posts.”

Parisha Mistry, Digital Campaign Manager at Not Going to Uni



How you feel if you pass up a paid degree with  REDROW

When you realise you can get a paid degree through  REDROW and earn while you learn



**53,219**

social media impressions

**6,200**

Over 6,200 click-throughs

**20%**

record LinkedIn engagement rate

**800+**

applications for 22 places

redrow.co.uk

 **REDROW**  
A BETTER WAY TO LIVE