



**Bracknell Forest
Skills Hub**

CASE STUDY

SUPPORTING A BUSINESS-LED VISION FOR SKILLS DEVELOPMENT
IN BRACKNELL



CASE STUDY

BRACKNELL FOREST SKILLS HUB

Bridging the gap between skills, opportunities, and local economic growth to support the Bracknell Forest community.



OBJECTIVE

To establish the Bracknell Forest Skills Hub (BFSH) as the go-to resource for career seekers, training providers, and local businesses. The campaign aimed to build widespread brand awareness and foster meaningful engagement with three key target audiences:

- Primary: Career Seekers
- Secondary: Employers
- Secondary: Training Providers

CLIENT CONTEXT AND CHALLENGES

The Bracknell Forest Skills Hub launched as part of the region's economic vision, aims to connect career seekers, businesses, and training providers through seamless and collaborative engagement. BFSH provides:

- Comprehensive Resources: Career advice, training opportunities, and access to local job market insights.
- Tailored Curriculums: Training and skills programmes aligned with local market demand.

As a new initiative, BFSH faced several challenges:

- Building Awareness: Reaching a diverse audience and communicating the hub's mission effectively.
- Establishing Trust: Positioning itself as a credible and indispensable resource.
- Engaging Multiple Audiences: Creating targeted messaging to resonate with career seekers, businesses, and training providers alike.

To address these challenges, Bracknell Forest Council enlisted MiM's expertise to deliver a strategic and multi-faceted launch campaign.

THE MIM SOLUTION

MiM worked closely with BFSH to design and implement a comprehensive multi-channel campaign. The strategy focused on maximising visibility and fostering engagement across digital, out-of-home, and social platforms, ensuring BFSH resonated with its diverse audiences.

"MiM's innovative and collaborative approach was key to the successful launch of the Bracknell Forest Skills Hub. Their dedication ensured that our mission and appropriate tone of voice reached, each audience and the community effectively, fostering vital connections across all audiences.."

**NIKKI BURNS,
BRACKNELL FOREST SKILLS
HUB PROJECT LEAD**



DELIVERABLES AND APPROACH

COLLATERAL CREATION

MiM designed and produced a range of physical and digital materials to raise awareness and create impact:

PRINT SIGNS FOR THE OPEN LEARNING CENTRE

Designed signage to showcase BFSH's services and resources.

LEAFLETS FOR BRACKNELL FOREST HOMES

Created informative leaflets for local distribution to highlight BFSH's offerings.

DIGITAL SIGNS IN THE LEXICON

Strategically placed advertisements in busy shopping areas to reach a wide audience.

ROUNDAABOUT SIGNAGE

Developed advertisements to increase visibility in high-traffic locations.

STREET SIGNS

Installed signage in strategic locations to inform and guide community members.



WEBSITE DEVELOPMENT

MiM managed the design, creation and launch of BFSH's website from start to finish:

PLANNING AND DESIGN

Designed a user-friendly and visually appealing interface aligned with BFSH's mission.

CONTENT AND FUNCTIONALITY

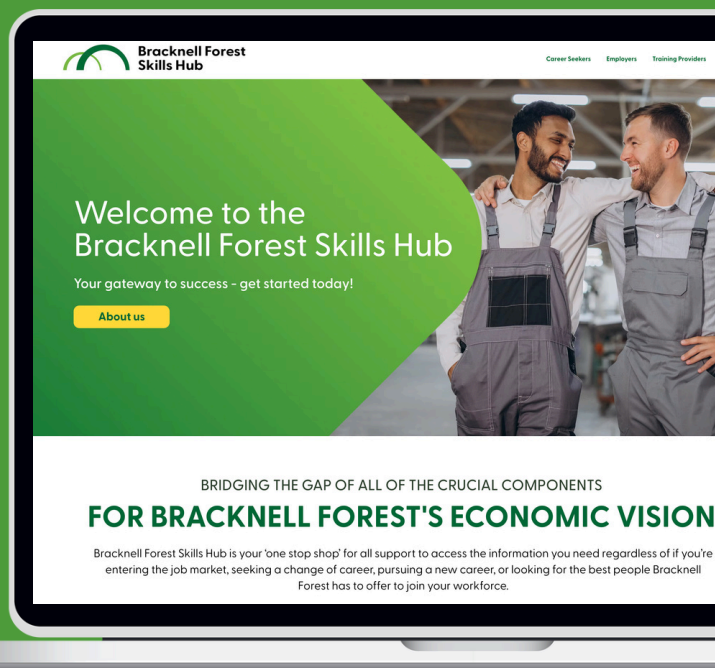
Developed tailored content and ensured smooth navigation for career seekers, training providers, and businesses.

TESTING AND LAUNCH

Conducted rigorous testing to ensure a seamless user experience.

MONITORING AND UPDATES

Delivered ongoing updates to keep the website relevant and engaging.



SOCIAL MEDIA STRATEGY

MiM implemented a dynamic social media strategy to connect with BFSH's target audiences:



INSTAGRAM

Engaging visuals and content tailored for career seekers and businesses.



FACEBOOK

Broad outreach with regular updates and resources for the community.



LINKEDIN

Professional content aimed at training providers and employers.



TIKTOK

Short, creative videos and imagery to inspire and attract career seekers.



LAUNCH & EVENTS

MiM assisted in the design and production of a professional and engaging launch event to introduce BFSH to the community:



Banners



Content Production



Editing



Email Marketing

MiM developed targeted email campaigns to engage businesses and training providers, effectively communicating BFSH's value and fostering collaboration.

RESULTS

MiM's multi-faceted campaign, has so far delivered impactful results for Bracknell Forest Skills Hub:



INCREASED BRAND AWARENESS

Established BFSH as a prominent resource within the community through strategic marketing efforts.



ENGAGED COMMUNITY

Fostered meaningful connections with career seekers, employers, and training providers.



WEBSITE SUCCESS

Launched a user-friendly website that became a trusted resource for skills and career opportunities.



SOCIAL MEDIA GROWTH

Achieved significant increases in social media engagement and following, expanding BFSH's reach.



YOUR MARKETING ALL IN ONE PACKAGE

SCAN ME

