



Entrant company name: **Warwick Business School**

Entry title: **Core magazine, Edition 14**

Category: **Best Publication**

Brief, objectives and budget

Warwick Business School (WBS) aims to be Europe's leading university-based business school. We believe transformational ideas only matter if they can be put into practice and we publish Core magazine to share our research as thought leadership for business leaders.

Our Brand and Reputation Audit in 2024 found business leaders could not identify what WBS wanted to be known for, or what set it apart from its rivals. We aim to develop an edition of Core magazine that presents a strong USP.

Objectives:

1. Develop a 'themed' edition of Core magazine with a USP that distinguishes WBS from rival business schools, to be published in December 2024.
2. Promote diversity and inclusion by ensuring at least 40 per cent of contributors are female and 15 per cent are from ethnic minority groups.
3. Distribute 2,500 printed copies of the magazine to our target audience of alumni, business leaders, and senior professionals and achieve at least 2,500 views of the digital version of the magazine on Flipping Book by May 2025.
4. Use the magazine to launch a new LinkedIn newsletter in December 2024 to share our thought leadership content and achieve 3,000 subscribers by end of May 2025.
5. Republish articles from the magazine on the WBS website and share on social media to maximise reach and impact, achieving 25,000 page views by end May 2025.

Total budget: £10,000 to include freelance writers, proof readers, licences for image use, and printing costs. This will be supplement by staff hours for design etc.

The idea, research and planning

Our Brand and Reputation Audit revealed that WBS and competitor business schools were often known for leadership, strategy, and finance, and sought to be known for sustainability.

The fact that WBS became the first UK business school to earn an Athena Swan Gold Award for gender equality in 2024 inspired us to showcase our research on equality, diversity, and inclusion (EDI) and our wider commitment to these values. Competitor research confirmed that an EDI-focussed edition would distinguish us from the outputs of rival business schools.

We consulted key internal and external stakeholders to ensure we could demonstrate a genuine commitment to EDI, share sufficient research, and make a positive connection with our target audience to support our marketing objectives.

Strategy, creativity and innovation

Core magazine is a key communications channel for WBS research. The themed edition needed a creative cover that conveyed a strong message about our expertise and values, while retaining our brand identity.

The magazine also needed to demonstrate our commitment to diversity and inclusion on a practical level, and support the School's wider strategic priorities around research impact and recruitment.

For this edition, we placed even greater emphasis on ensuring a diverse range of Change Maker alumni, academic contributors, and relevant research. We gradually shared magazine content on the WBS website and repurposed it for different channels (e.g. video and slide carousels for social media) to maximise reach and engagement.

Delivery/implementation of tactics

This edition of Core magazine had our most diverse contributor list to date. Of the 34 contributors, 25 were female (74 per cent), 15 were from ethnic minority backgrounds (44 per cent), and nine were early career academics (26 per cent). Our content and contributors also represented disability, neurodiversity, LGBTQIA+, and care leavers.

Due to the importance and sensitivity of the subject matter, extra thought was given to artwork accompanying the articles and the bold front cover design to create an engaging design and avoid reinforcing stereotypes linked to the issues we featured.

Alongside each article, we included a QR code or hyperlink to WBS course pages or further thought leadership articles by our academics to support our strategic priorities.

The project was delivered within budget, spending £5,000 on freelance writers, image licences, and proof readers, and £3,742 on printing costs.

Measurement, evaluation and impact

We have distributed more than 1,500 printed copies to our target audience at international events, via campus conference centres, and regional innovation hubs. We are on track to distribute all 2,500 copies by the end of May.

The digital edition has been viewed more than 3,000 times, a 50 per cent increase on the previous edition. It has been read in 72 different countries, 14 of which are priority targets for overseas marketing. Most digital users read at least five pages per visit and more than half returned to the magazine. It has been downloaded 300 times, and more than 200 readers followed trackable links from the print and digital editions to WBS course pages.

Individual magazine articles have been viewed 32,000 times on the WBS website since December 2024 (in addition to our other thought leadership content). Most readers found this content via organic search, which suggests we are strengthening our reputation beyond our existing community. One article was also repurposed as a Financial Times op ed. Our monthly LinkedIn newsletter launched with the EDI-focused edition of the magazine and has more than 26,500 subscribers within four months.

Where reader data is available, less than 1.5 per cent of our audience are academics. The most common job titles are Founders, CEOs, Managing Directors, Project Managers, and Business Consultants. Approximately 13 per cent of readers are director level, eight per cent are managers, and one third are other senior roles. This demonstrates that we are reaching our target audience. Site analysis reveals most readers reach the end of the article.

We are proud to have created a bold and innovative edition of Core magazine which is strikingly different to anything published by rival business schools. Feedback from internal stakeholders and external audiences has been very positive, with one reader saying the magazine looks “better than Harvard Business Review”. Early feedback suggests this edition of Core is helping to distinguish WBS in a competitive marketplace and strengthening our brand, and we look forward to learning whether that impact is reflected in the next stage of our Brand and Reputation Audit later this year.

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.