



MTV, The Open University, Sky Media & Havas

The OU Shines a Light on the Power of Education with MTV: Generation Change

“The synergies between MTV’s Generation Change initiative and the values of The Open University provided the perfect opportunity to develop engaging, highly relevant content that demonstrates the impact and benefits of distance learning. The students featured in this campaign were shining examples of how the OU’s flexible and supported method has enabled opportunities for them; each are forging successful career paths and bringing about positive social change. We were delighted to share our students’ achievements and to have inspired and empowered others. After a successful outcome of Series 1, we’re excited to return for a bigger and better series in 2022.” - **Shea Halsey, Marketing Manager, The Open University**



The Problem

The Open University needed a meaningful partnership that aligned with their core values in order to gain cultural credibility and improve perceptions of the brand amongst the younger audiences. In addition, they wanted to educate their audience on The Open University’s offering and demonstrate that it is a university which inspires and enables opportunities.



The Solution

Considering The Open University’s revolutionary spirit, we knew that MTV’s Generation Change was the perfect partner. The platform is set to advocate young minds from around the world who are using their voices and taking action to create change.

To inspire prospective students, we needed to create a storytelling campaign that invited the young gamechangers shaping our future, to share their #GenChange story and dive into how The Open University is opening paths for this unique generation to implement their own positive changes in the world.



The Plan

Education is where Munya Chuwawa found the love for his words; making him the perfect talent to front our branded docuseries called Generation Change: Ones To Watch.

Each 5-6 minute episode saw Munya meet an inspirational student and provided valuable insight on how their OU degree has enabled them to bring about positive change in the world.

To reach youth audiences at scale, through the platforms we know they love, the long-form content was hosted on MTV’s hugely popular Facebook and YouTube channels. Dedicated cut-downs premiered across Facebook, YouTube and Instagram driving viewers to the full episodes. While 30” on air promotional advertorials aired on Linear TV and VoD driving viewers to the OU website. Through a truly collaborative partnership and natural synergy, were we able to shine a light on the power of education and inspire the younger generation to feel that they too can make a difference.



The Results

+11.7m

Hero video views on FB & YT
(111% of predicted views)

+14m

Engagements with the
social content

+12k

Clicks to the OU’s website
(from Clara’s FB video)