
EARLY CAREERS

Reach your
future talent

UCAS
Media



WHY UCAS?

“UCAS aims to be the go-to place for all post-secondary options and enable students to navigate apprenticeship opportunities side by side with undergraduate courses.”

Clare Marchant,
UCAS Chief Executive



As a trusted source of information, **700,000 students** come to UCAS.com every year to discover the different education and career options available. We see some of the brightest minds come through UCAS and we want to open doors for them, whether it's an apprenticeship or the start of their career after university or college.

Our products and services are designed to support employers in securing the best talent, with our insights designed to provide you with the intelligence needed to attract a pipeline of quality applicants now and for the future. Our reach, insight and engagement can help your recruitment campaigns land the right applicants for your organisation.

- **60%** of students want information and advice about higher education pathways and careers earlier*
- **33%** say they received no information in school about apprenticeships**
- Over the last four years we've seen interest in apprenticeships **rise from 10% to 47%***

**Weighted responses from a UCAS survey to applicants, February 2021 (1,165 responses)*

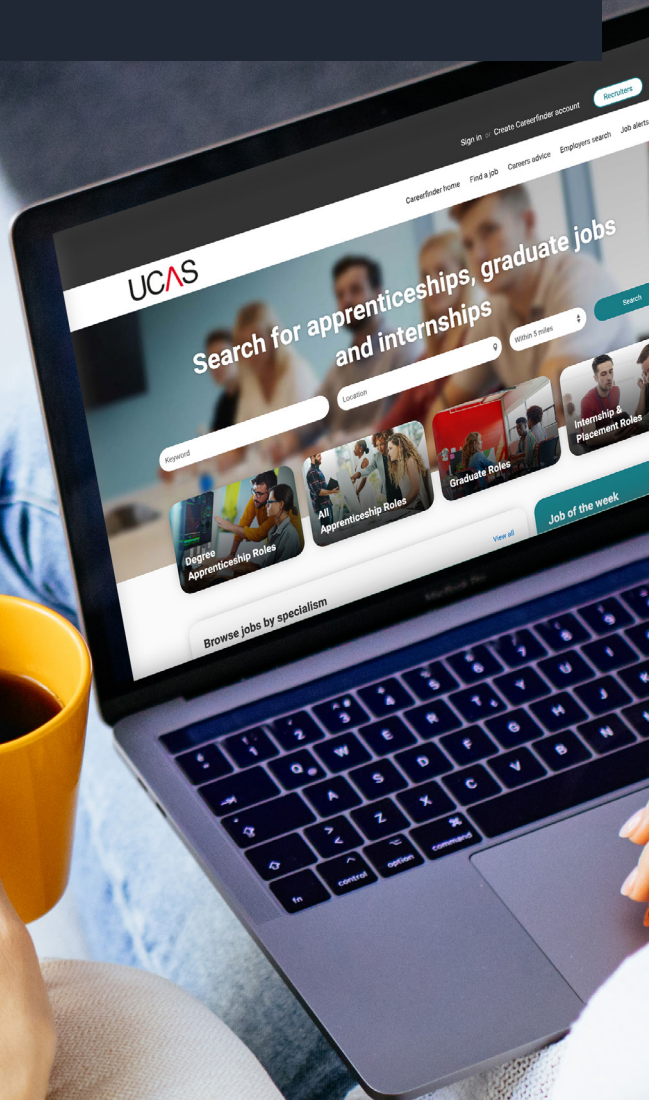
***Where next? What influences the choices school leavers make? 2021*

IN A CAREERS SURVEY OF UNDERGRADUATE STUDENTS CONDUCTED IN JUNE 88% OF RESPONDENTS SAID THEY HADN'T YET SECURED A GRADUATE JOB, ALTHOUGH 41% OF THESE RESPONDENTS HAVE ALREADY STARTED LOOKING FOR A GRADUATE ROLE

CHARITABLE OBJECTIVES

The revenue we generate is gift-aided back to UCAS to re-invest in education. Your campaigns help to generate huge value towards social mobility and widening participation.

REACH THE RIGHT AUDIENCE TO PROMOTE YOUR BUSINESS



ACCESS THE AUDIENCES YOU WANT, WHEN YOU WANT, WITH OUR UNIQUE DATA SERVICES

APPRENTICESHIPS

We know **47%** of UCAS applicants want information and advice about apprenticeships as well as university - we can help you to reach them.

INTERNSHIPS

We have access to more than **1 million students** in their 1st, 2nd, or 3rd year of study.

GRADUATES

We're able to **target students** by a variety of data filters including **year of study, subject, university and home location** to support and promote your graduate vacancies.

INFLUENCERS

We're in touch with over **23K parents*** and **advisers** - position your career opportunities as the next step to this influential audience, so you're front of mind when they're supporting prospective apprentices and recent graduates.

**Figure refers to the number held within the parents database*



PRECISION-TARGETED, HIGH-PERFORMING ACQUISITION AND RECRUITMENT ACTIVITY



Using our student insight, we will be able help shape your recruitment campaign and target relevant students to ensure your brand gets the exposure and conversion needed for results.

- **Early engagement & awareness** - promoting your organisation and employer brand to those considering their next steps.

60% of students want information and advice about higher education pathways and careers pre-GCSE/ National 5 whilst 2 in 5 students believe they would have made better choices if they had received this information earlier.

- **Drive applications** – direct response campaigns driving applications directly to your roles from your target audience.

We can market your organisation and job vacancies at the key stages in the student journey, placing you in front of your target applicants at the right time to increase engagement and conversion.

- **Widening participation** - target hard to reach audiences with your desired message.

50 data categories for you to segment to reach your targeted audience, including:

- **Location**
- **Subject**
- **Polar quintile**
- **Placed/unplaced applicants**

As well as historic data for your graduate campaigns.

THE TOOLS FOR A PERFECT CAMPAIGN

We have the know-how, the data and the channels to help you reach the right audience, at the right time in the right place. Working together, we can create a campaign that matches your ambitions up with the wants and needs of students today.

AUDIENCE INSIGHT

We can help you identify and connect with the right pool of students from amongst our audiences:

800k applicants*

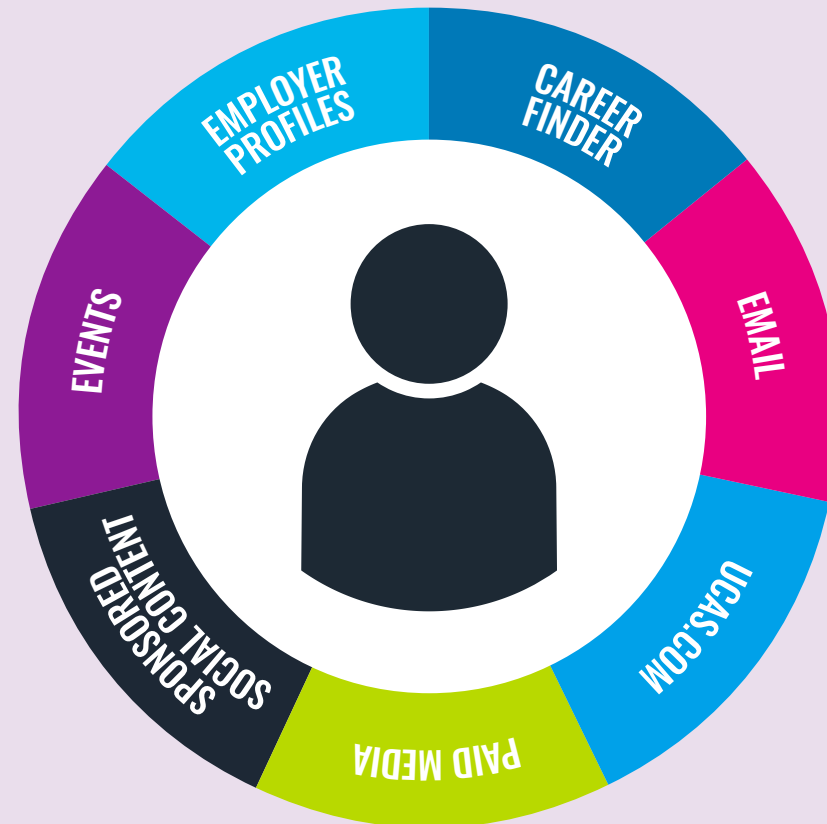
88k unplaced applicants**

**Directly contactable audience to March 2021*

***Approximate directly contactable audience by November 2021*

MULTI-CHANNEL EXPERTISE

We can create a channel mix that best connects you to individuals in our audience, using mediums most appropriate to where they are in their education and employment journeys.



CAREER FINDER

UCAS has one of the largest numbers of young people actively searching for apprenticeship, internship, and graduate opportunities in the industry.

WE CAN HELP YOU FIND YOUR FUTURE EMPLOYEES

Career Finder is UCAS' dedicated jobs board, putting career opportunities in front of thousands of students considering their future.

With free basic job listings for apprenticeship opportunities and a variety of different profile enhancements to help you bring your vacancies to life, we provide you with the best chance of attracting the top talent. In the past 12 months, apprenticeship opportunities on Career Finder received:

- 1.2 million views
- 37% increase in job views
- 24% increase in job applications

BY ADVERTISING ON CAREER FINDER WE'LL MAKE SURE YOU GET THE RIGHT FIT!

- **700,000** young people join UCAS every year
- **70,000+** active users visit Career Finder monthly
- **17,000** applications are received through Career Finder each month
- **100,000** ad views on Career Finder each month

Early years recruitment is becoming an increasingly competitive marketplace, so give yourself the best advantage with UCAS.

Visit us: careerfinder.ucas.com



“UCAS Media are a key partner in supporting apprenticeship recruitment for Virgin Media. Through Career Finder job listings and targeted email outreach UCAS can pinpoint exactly the right audience for our roles.”

Early Years Recruiter
Virgin Media



EMPLOYER PROFILE

Our new employer profile provides you with the perfect platform to showcase your organisation and offer our audience a detailed insight into working with you.

47% of our audience are considering an apprenticeship alongside thinking about university – as a trusted source of information, students come to UCAS.com to discover the different education and career options available, to help them make the right decisions for their future.

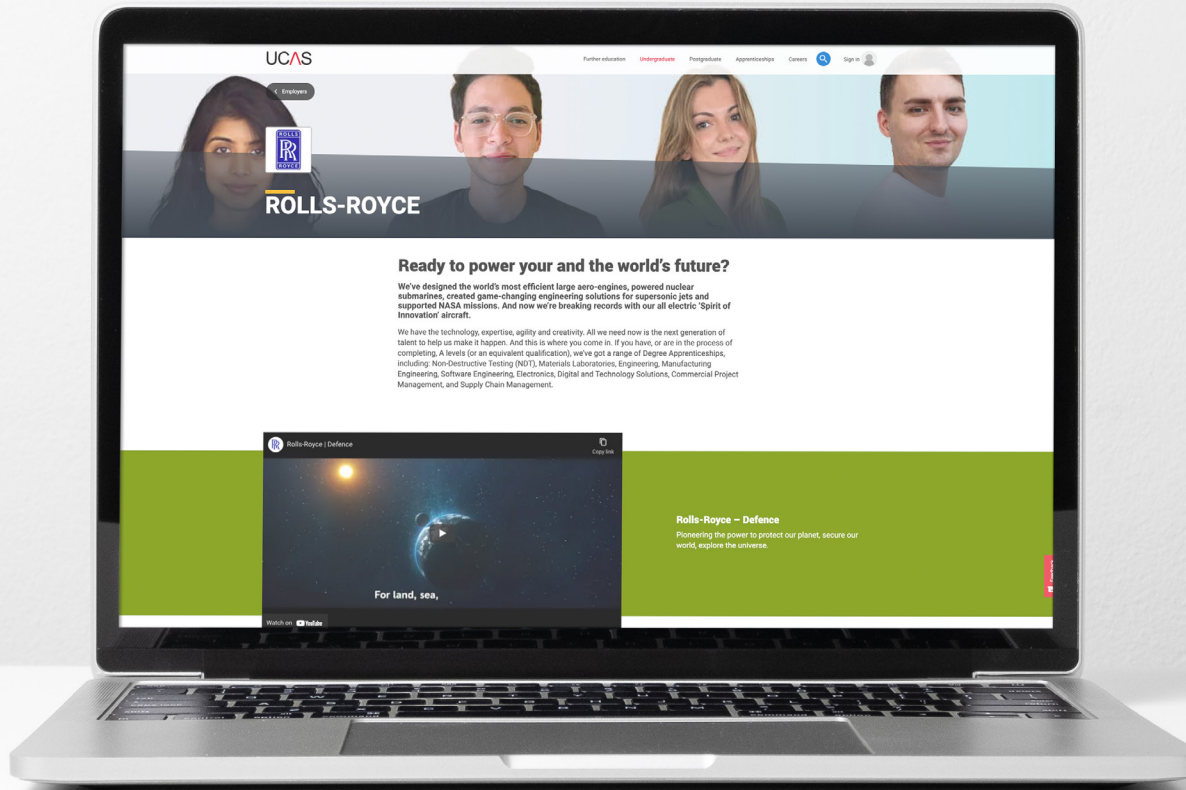
With two profile options to choose from, you can create a basic profile free of charge or invest in an enhanced profile to bring your organisation to life through rich media, case studies and testimonials.

OUR ENHANCED PACKAGE WILL ENSURE YOUR BRAND REALLY STANDS OUT. IT INCLUDES:

- video
- imagery
- staff quotes
- testimonials
- educational partners
- awards & accolades

OUR BASIC PACKAGE INCLUDES:

- introduction to the organisation
- background
- locations



A photograph of three young adults, two men and one woman, looking at a smartphone together. The man on the right is holding the phone. They are all smiling and appear to be in a casual setting, possibly a university campus. The background is slightly blurred, showing what might be a building or outdoor area.

ON-SITE DISPLAY

Through our on-site display opportunities on UCAS.com, you can showcase your organisation and job roles to thousands of students eager to discover their future.

UCAS.COM ADS

Feature your ads on our homepage or content pages alongside authoritative advice on higher education and apprenticeships – the trusted source of impartial advice for students considering their next steps.

Targeting options by location and study level allow you to further refine your audience.

9.3m monthly average page views*

0.19% average CTR**

*UCAS.com 1 April – 30 Sept 2021

**Commercial ads across UCAS.com undergraduate pages 1 April – 30 Sept 2021

SPONSORED CONTENT

Sponsored content links run across the site and allow you to include your branding and messaging amongst articles and advice on going to university.

498 clicks per creative on average*

*Commercial sponsored content links 1 April – 30 Sept 2021

EMAIL

Take advantage of our first party verified data to directly connect with an audience of students, parents or teachers.

SOLUS EMAILS

Your creative will be sent from UCAS to an audience refined to match your specific campaign goals – with options including demographic, location and academic subject targeting.

27.6% average unique open rate

4.5% average click to open rate

*Figures cover period 01.01.21 - 27.10.21

NEWSLETTER ADS

Situate your business alongside trusted information distributed by UCAS, with your adverts placed in our email newsletters.

This means you can reach students, their parents or advisers, just as they receive key updates and advice or when they're considering the different routes to take.



PAID MEDIA

Using our email opt-in and targeted website data, we can extend your audience reach across popular social and Google products or remarket to individuals based on their interactions with your campaign. Targeting can be refined by application status, subject preferences, location and more to drive engagement and conversions.



SOCIAL ADS

Choosing the best platforms and ad types to maximise your campaign performance, we'll use our data to target your ads through the social sites we know our audience love.

400k potential applicant audience on Facebook/Instagram*

350k potential applicant audience on Snapchat*

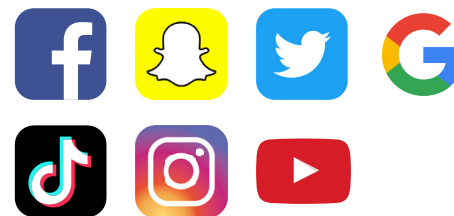
*Based on relevant matched UCAS.com visitors up to Sept 2021

OFF-SITE DISPLAY ADS

Reach your perfect audience, such as UCAS.com visitors, with display ads across popular websites through the Google Display Network.

2.3m monthly average ucas.com users*

*UCAS.com 1 April - 20 Sept 2021



SPONSORED SOCIAL

By sponsoring our social events, you can position yourself alongside our trusted brand as our audience tunes in to discover more about their future choices and different pathways available to them. We promote our events through emails, newsletters and across social channels using rich and engaging content.



LIVE SHOWS

Feature your business in events filmed in a professional tv studio and broadcast to applicants, parents and teachers. Our shows include expert advice, information, advice and guidance to support them with making the right choice for their future.

- Promotional emails and social posts on the approach to the live event
- Selected highlights shared across our social platforms where possible

PRE-RECORDED VIDEO

- Selected highlights shared across our social platforms
- Full video hosted on UCAS' YouTube channel
- Branded versions of content supplied to you, for your own marketing activities

Our August 2021 results shows attracted:

38.8k people

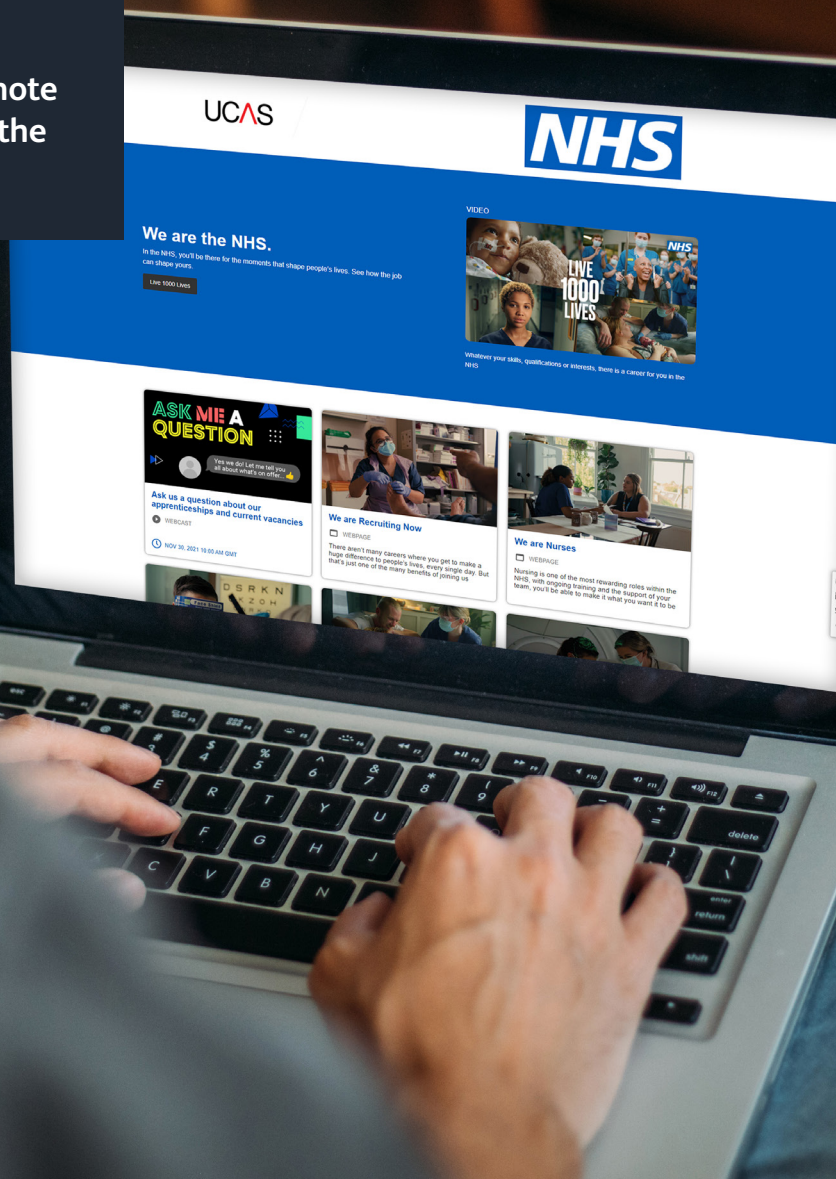
12,021 views

32.5k minutes viewed

2.6k engagements

VIRTUAL EVENTS

Connect with students and promote your apprenticeships/careers to the next generation of talent.



UCAS Discovery events are designed to offer students optimism about what lies ahead. We help them feel in control of the next step of their education and **make choices clearer**, whether they're considering university or college, starting an apprenticeship, or planning their future career.

To help students understand their choices, we're running **virtual apprenticeship/career-specific events**, designed to show the benefits and opportunities that come from being an apprentice, as well as financial advice and support available when starting a career.

It's your opportunity to reach students thinking about their options, as early as Year 11.

Exhibitors at our Feb 21 apprenticeship event had an average of **205 leads**.

OPPORTUNITIES TO REACH STUDENTS

- Your profile page
- Live talks with Q&A
- Virtual tours
- Become our headline sponsor

IN PERSON EVENTS

In person events are back!

Our flagship events attract thousands of students and would-be apprentices looking to discover their future. Put your brand in the same space as innovative employers, industry experts and higher education providers.



Amongst the buzz of a lively, inspiring, in-person experience, you can connect with an engaged audience face-to-face at your own exhibition stand and use our data scanning service to build your CRM and stay in touch with them post-event.

There are also options to increase brand awareness through high-visibility in-event marketing opportunities, pre-event webpage ads and promotional emails – enabling you to reach our extensive database of year 11 and 12 students.

Grab their attention - with high-impact marketing opportunities at the events and online beforehand.

Reach thousands in person and virtually - our 2020 virtual apprenticeship event attracted 6k attendees and each employer having received around 205 leads (on average). More recently, our Discovery Week 2021 virtual event attracted 13k attendees with each having received 120 leads (approx.)

Got a creative idea? - We can offer experiential sessions at our events for greater engagement. Get in touch and we'll do our best to make it happen.

WHO WE WORK WITH



We worked with CapGemini to ensure their graduate job and apprenticeship roles were advertised to a tailored audience who had expressed interest in these areas, either through area of study or preferred interests.

Through our insights and targeting, they were able to tailor content expressly for this audience – and through our targeted delivery, we were able to ensure a higher uptake in both applications and recruitment for the customer.

479,870

Reach

2,479,870

Impressions

12,402

Link clicks

0.86%

CTR

“UCAS Media has allowed us to adopt a data centric and targeted approach to our early careers’ recruitment and attraction. The platform enables us to engage with relevant students with a host of different targeting tools and metrics. This has been fundamental with our recruitment marketing campaigns over the last 18 months. We have had many successful campaigns coming from both, the paid social media activity and through the organic traffic of UCAS Career Finder. It has provided us with a very efficient way of communicating with audiences with a host of targeting tools, helping improve relevancy, volume, and efficiency to hire.”

Adam Turberfield

**Recruitment Marketing Lead | Graduate
and Apprentice
CapGemini**

Capgemini 

GET IN TOUCH TO START YOUR CAMPAIGN TODAY

Whether you want to drive applications to your apprenticeship or graduate programmes or look at raising awareness with future talent, UCAS Media has the attention of those considering their future. We'll work with you to craft a campaign plan with the right audience and channel mix to maximise your budget and meet your ambitions – whatever these might be.

GET IN TOUCH

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WHY UCAS MEDIA?

UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you'll be directly supporting today's and tomorrow's students, because we gift aid our profits back to UCAS, the charity.

This reduces the cost of admissions services for students and higher education providers alike.



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