

EARLY CAREERS

EMPLOYER MEDIA PACK

REACH YOUR FUTURE TALENT

UCAS



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



The first place for students' next steps

No one understands their choices like us. And no one has their attention like us.

At UCAS, we guide an entire generation across the UK in their next steps. We're showing them they have options and what real choices look like. We understand their behaviour, we're listening to what they have to say, and we have insights on how to reach them.

Work with us to get your apprenticeships and careers seen and recognised.

- ▶ **60%** of students want information and advice about higher education pathways and careers earlier*
- ▶ **1m+** students come through UCAS every year to discover their futures
- ▶ **Half** of those students **say they're interest in apprenticeship opportunities**

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

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

We are here to make choices clearer for anyone taking their next step in education or career development.

100% of profits are gift-aided back to UCAS - your campaigns directly contribute to our purpose of providing opportunities and education for every individual in the UK.

REACH THE RIGHT AUDIENCE TO PROMOTE YOUR BUSINESS

We know what matters to your audience and we're here to connect you to them.

Get the most out of every interaction and touchpoint with our insights.

APPRENTICESHIPS

We know **half** of UCAS registrants 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 **tens of thousands of parents, teachers and careers 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.



HIGH-PERFORMING ACQUISITION AND RECRUITMENT ACTIVITY



Make their next steps a key to your success.

Our audience is filled with fresh perspectives looking to contribute and learn.

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

Promote 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.
- ▶ **2 in 5 students** believe they would have made better choices if they had received this information earlier.

DRIVE APPLICATIONS

See an immediate impact on your recruitment with direct response campaigns.

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

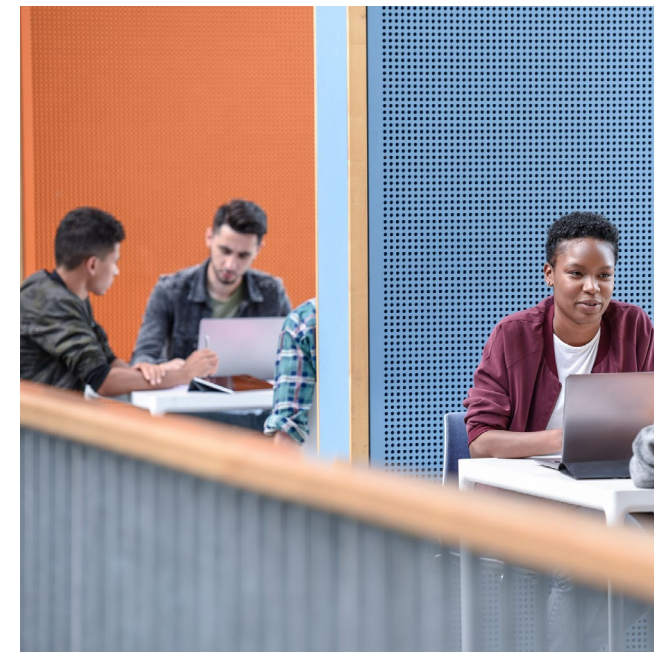
WIDENING PARTICIPATION

Target hard to reach audiences with your desired message.

Define your audience with **50 data categories**. Segmentation options include:

- Location
- Subject
- Polar quintile
- Have/have not accepted a university offer

We can also use students' historic application data to target your graduate recruitment 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:

Over 1M registrants*

100s of data points to help you target

*2022 Pre-applicant data

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

We have thousands of young people actively searching for apprenticeship, internship, and graduate opportunities each year.

FIND YOUR FUTURE EMPLOYEES

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

In our recent careers survey we asked students how they plan to research job/apprenticeships opportunities.

- ▶ **86%** said UCAS Career Finder
- ▶ **59%** said employer websites

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

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

WE'LL MAKE SURE YOU GET THE RIGHT FIT

- ▶ **1m+** 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 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.

Half 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 INCLUDES:

- ▶ listing at top of “explore employers” page
- ▶ carousel listing on “UCAS explore” page
- ▶ “featured” employer badge
- ▶ video & imagery
- ▶ quotes & testimonials
- ▶ awards & accolades

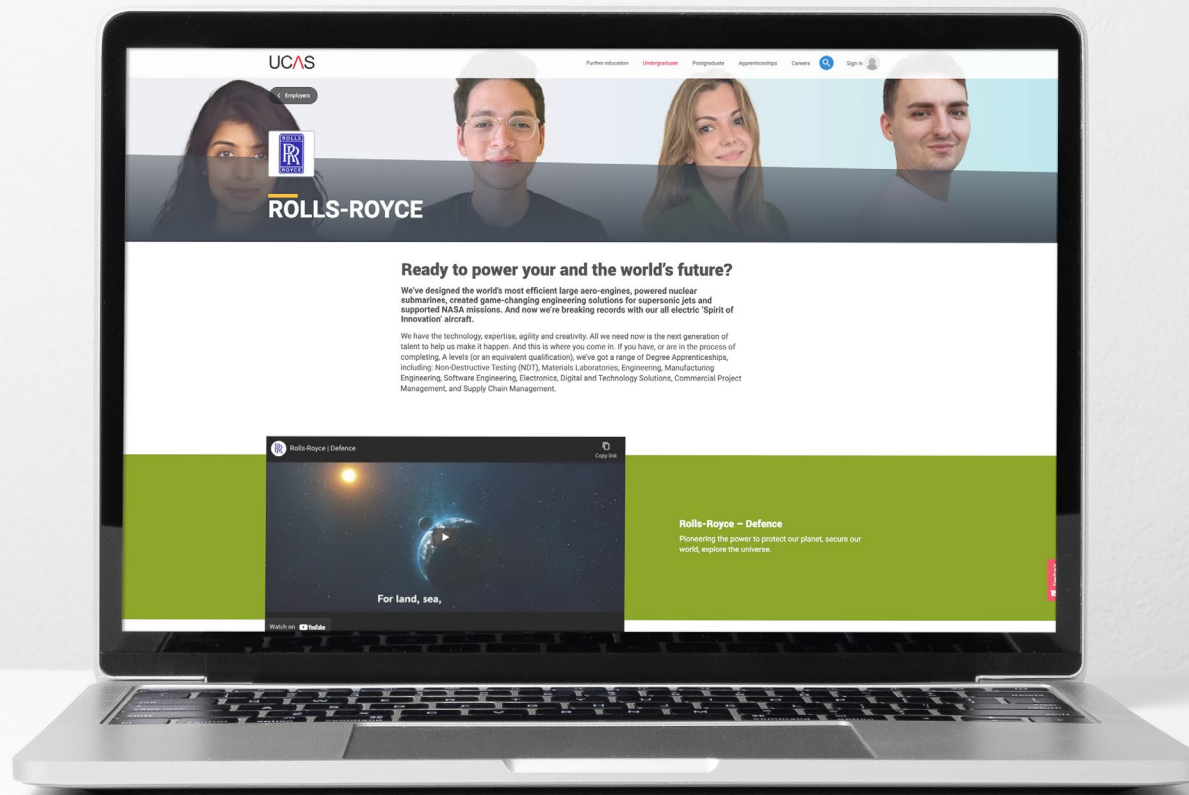
Up to:

- ▶ **5x more** page views*
- ▶ **Over double** the average session duration*
- ▶ **10% higher** employer website CTR*

*compared to the basic profile average, Dec 21 – July 22

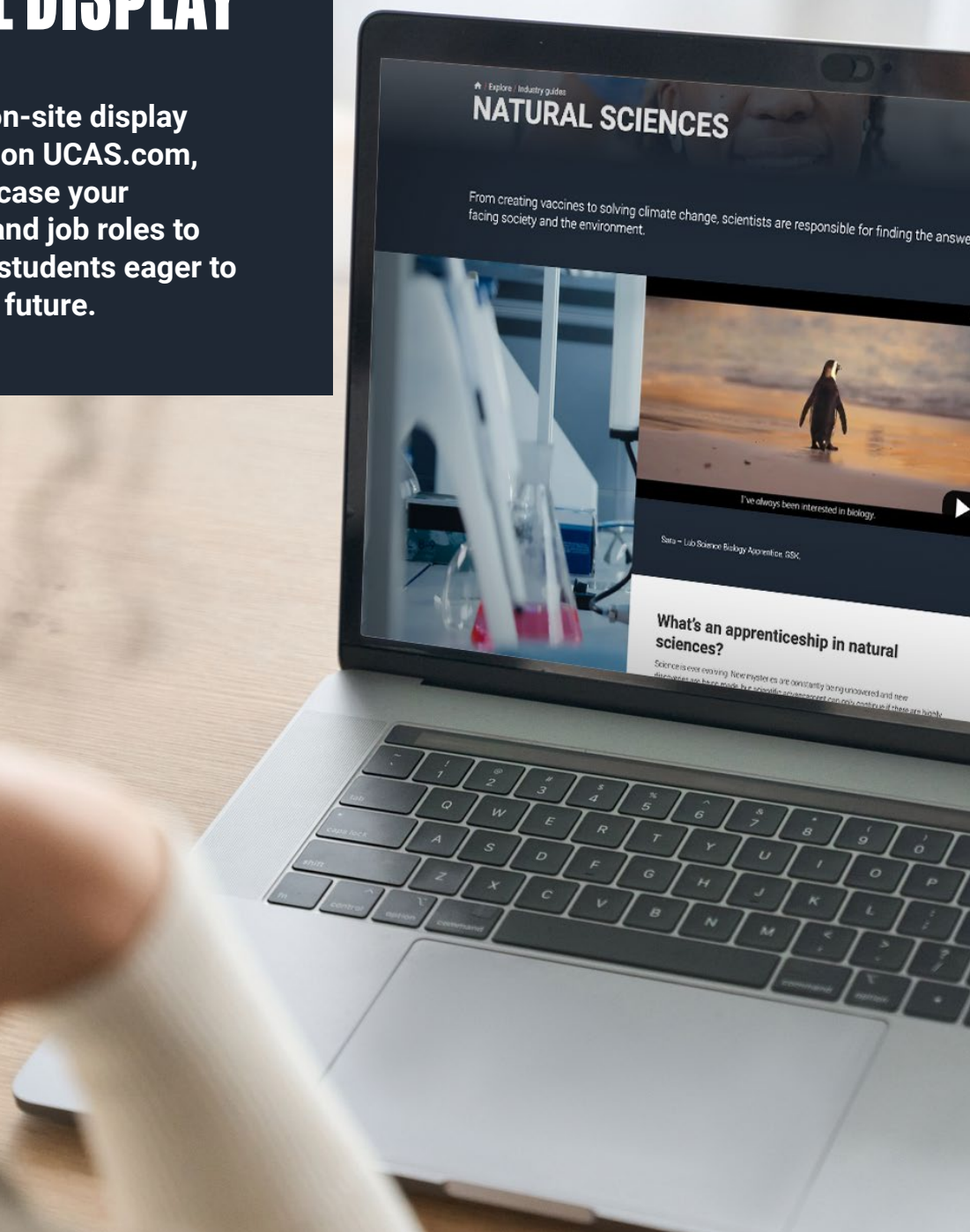
OUR BASIC PACKAGE INCLUDES:

- ▶ introduction to the organisation
- ▶ background
- ▶ locations



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*

We're ahead of google when it comes to students seeking information.

*UCAS.com 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.

50.4% average applicant open rate*

4.9% average applicant CTR*

*Commercial emails 1 April – 30 Sept 2021

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.

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.

Our most recent 2022 premium exhibition events attracted **over 12k students**, with commercial exhibitors obtaining **596 leads** on average.

CAMPAIGN SUCCESS



CASE STUDY: CAPGEMINI RECRUITMENT CAMPAIGN

We worked with CapGemini to promote their graduate job and apprenticeship roles to a **precisely tailored audience**. Segmentation was based on data categories such as area of study and preferred interests.

Drawing on this pinpoint targeting and our student insight, they were able to create content matching the specific needs of the audience. This, along with our highly targeted delivery, ensured 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 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.”

Capgemini 

Adam Turberfield

Recruitment Marketing Lead | Graduate
and Apprentice

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 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?

As an independent charity, we exist to make choices clearer for anyone taking their next step in education or career development. Anything you purchase from us directly contributes to our purpose of providing opportunities and education for every individual in the UK. 100% of profits go directly to improving services for customers.

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