

BUILD LIFELONG CONNECTIONS WITH GEN-Z.



UCAS

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With **1.5M** new users every year, we play a unique role in supporting Gen-Z to make decisions on their next steps. Just when they need help the most.

Our **unique media ecosystem** is designed and built around the student application journey. It also offers brands a rare opportunity to start lifelong **relationships** during the first major step into adulthood – and all the **moments** that are a part of it.

A PROCESS FULL OF DECISIONS AND BIG MOMENTS.

The journey to adulthood is full of milestones and for many, the first is heading to university.

It is a complex pathway, full of information to absorb and consider – parents or guardians to consult, an ocean of inputs, influences and perspectives to navigate, all whilst studying for their exams.

It is also a hugely emotional process, built around a series of moments that most people never forget.

Sitting their exams.

Opening their results.

Confirming their place.

Saying goodbye to childhood friends.

**Packing a teenage bedroom
into the family car.**

**Waving goodbye as parents leave,
and the next chapter begins.**

And from there, their journey starts again as they embark on a new wave of independence, making their own decisions, learning to manage adult life and the responsibilities that come with it.







WHY IT MATTERS TO BRANDS.

You can provide the value that matters.

Young people invest heavily in preparation for university, ensuring they have the essentials in place such as technology, stationery, clothes, food, and homewares. Once they get there, they must learn to manage their own finances, to live independently and make informed purchasing decisions.

As they become independent adults, they need brands that offer products and services of value, that meet their needs and fall within budget – especially during cost-of-living challenges.

Be discovered at the very beginning.

University is a unique time for brand discovery. Historical research indicates that the likelihood of trying new brands increases by 75% during major life events like going to university¹. Our recent independent analysis shows that **one in four students discover new brands** when starting university – up from 16% in 2022.

Make connections that last.

Experiencing strong emotions is crucial for creating lasting memories. And long-term marketing effectiveness studies highlight the importance of emotion and memory in brand building.

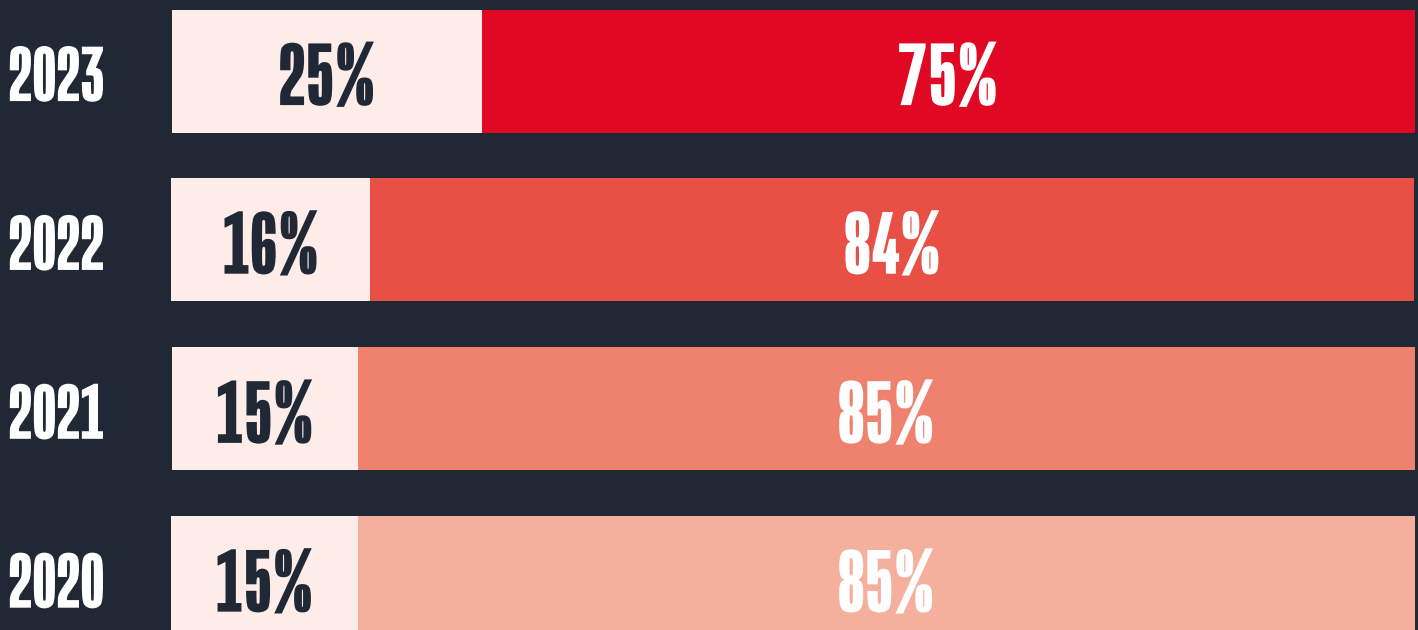
University is a memorable time filled with significant moments that shape us as adults – which means brands have vast potential to leave a lasting impression during a period full of growth and development for young people, creating the foundations to forge lifelong brand loyalty.

Reach a generation in the moment.

Whilst major life events, such as buying a home or starting a family, provide an opportunity for brands to tap into, they lack a universal point of reference as they happen at different times for different people – or sometimes not at all.

Going to university is unique, in that the entire cohort in any given year experience it at the same time. All accessed via a single service in order to do so – UCAS.

1/4 OF STUDENTS DISCOVER NEW BRANDS WHEN STARTING UNI – AN INCREASE FROM 2022²



PERCENTAGE OF STUDENTS WHO HAVE DISCOVERED NEW BRANDS SINCE STARTING UNIVERSITY

² UCAS, Student Lifestyle Report (2023)

NOBODY KNOWS THIS SPACE BETTER THAN UCAS.

You might know us as the Universities and Colleges Admissions Service, the only one-stop application service for higher education pathways.

But did you know young people use us throughout their journey to university (and beyond) to receive advice, guidance and support, as well as undertake the practical steps of application and early careers.

Our role is to guide young people to make the right decisions for them and to make their choices clearer.

What you might not know is that **we are an independent charity**. We generate income through our commercial subsidiary UCAS Media, by working with brands who can also offer positive choices to the next generation.

This income helps us to minimise the fee we charge to students and higher education providers as well as support in other ways.

For brands it means every pound spent with UCAS Media is an investment in widening access to education and career paths for more young people tomorrow.

We have waived the undergraduate application fee for any student who is or has received free school meals at any point in the last 6 years. Demonstrating our commitment to supporting students of all backgrounds to access higher education.

DID YOU KNOW THAT...³



Our positive reputation among young people places it on par with the NHS, and ahead of the BBC.



More students would trust us with their private data than their high street bank.



We are visited more than Google for educational resources.

We take our role incredibly seriously, which has led to young people trusting us more than anyone in education to help them make decisions that provide the best outcomes to them.

This trust can be leveraged by brands when working with UCAS. But trust is hard to win, and easy to lose.

Which is why we won't just work with anyone. We're looking for brands who, like us, also want to offer students a positive choice, who can guide, support, or provide value that helps them in their next steps.





³ UCAS (2022)



A UNIQUE MEDIA ECOSYSTEM CONNECTING BRANDS TO STUDENTS.

Everything we do supports young people and students – which is why we have engineered a unique media ecosystem to provide advice and guidance when they need it, both on and offline.

It also offers brands a range of multichannel opportunities to reach the right audiences, working together to make every student experience the best it can be.

WEBSITE	EVENTS	EMAIL & DM	SOCIAL MEDIA
 Targeted display ads Programmatic ads Sponsored content	 Experiential stands Event sponsorship	 Bespoke sends Newsletters Direct Mail SMS	 Sponsored content Paid ads Retargeting

AGES 14 UP TO 17

AGE 18

AGE 19

AGE 20

PRE-APPLICANTS

Y9 to Y13.
Researching their options.

APPLICANTS

Applications to uni
through UCAS.

CURRENT STUDENTS

Supporting future career planning.

INFLUENCERS



30K

parents, carers and teachers

1M+

pre-applicants

APPLICANTS



750K

applicants

70K+

clearing applicants

STUDENTS



570K+

placed at uni

1M+

current students

INTERNATIONAL



150K+

international students

HOW WE CAN WORK TOGETHER.

As a partner of UCAS, we can help you uncover what young people think, feel and do so that you can resonate in the moments that matter as they transition to higher education.

We'll work with you to understand your objectives, using our expertise and support across campaigns, consultancy, and insights to drive high performing outcomes.





CAMPAIGNS





CONSULTANCY

INSIGHT

CONNECT WITH AN AUDIENCE ALWAYS IN DECISION MODE.

Campaigns

The unique relationship we have with young people, and the trust they place in us to guide them, results in media performance that outperforms channel and category benchmarks across our channels.

WEBSITE	EVENTS	EMAIL & DM	SOCIAL MEDIA
 <p>Target users with display ads throughout their research and decision phase.</p>	 <p>Exhibit your brand and meet future customers in person.</p>	 <p>Get your message into student inboxes and letter boxes, reliably and consistently, via our trusted direct campaigns.</p>	 <p>Reach Gen-Z on their favourite platforms using our verified student opt-ins.</p>
55M sessions per year	150K+ attendees across 40 events	82% open rate on journey emails	70% audience match on Google
4.6M average monthly sessions	596 av. commercial leads at premium events	77% of students trust the communications we send on behalf of partners	100S of data points for precise targeting

CASE STUDY: CAPTURING THE NEXT GENERATION OF TECH USERS.

The challenge

Operating in the tech category full of dominant players, Lenovo wanted to increase their brand and product awareness amongst 18-to-25-year-olds. As young people stepping into higher education need tech products, our ecosystem unlocked an opportunity in which Lenovo could become their tech provider of choice.

The solution

Lenovo and UCAS partnered to create a multichannel campaign that spanned direct mail, social, paid media, email and face-to-face events. We ran two creatives that signalled that Lenovo sets them up for learning success. By specifically targeting young people segmented by application status, we ensured Lenovo was front-of-mind at key moments in preparation for their study.

The key results



12.1M

IMPRESSIONS



31.7K

COMPLETED VIDEO VIEWS



98.8K

CLICKS

“The real benefit of working with UCAS is that they reach a credible, unique audience. The campaign has generated really good interactions and a lot of interest in our brands, our devices, and what they can do.”

— LOUISE FORBES, LENOVO HEAD OF CONSUMER MARKETING



REACH YOUNG PEOPLE IN THE RIGHT MOMENT WITH THE MOST VALUABLE MESSAGE.

Consultancy

Our team of highly experienced digital specialists will work with you to maximise your campaigns depending on your objectives. We can support with:

- Audience definition
- Campaign planning
- Campaign deployment
- Campaign evaluation

By using our advanced targeting options, you can define, segment, and engage the right audience for your campaign based on hundreds of data points, such as:

- Application status
- Subjects
- Location (UK / International)
- Tariff & University
- School

POWERED BY **INSIGHTS** THAT PUT YOU AHEAD.

Insights

We own and manage a vast, unique proprietary dataset. By having access to an engaged audience, it means we regularly learn from them directly, understanding their thoughts, sentiments and behaviours.

To protect and prioritise our audience, we don't sell our data. However, the data and learnings can be extracted for the targeting or enhancement of your campaigns through bespoke options.

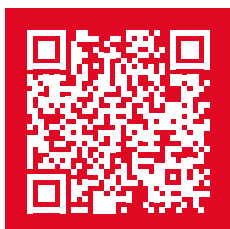
We also publish our learnings through a series of content and reports, such as:

THE STUDENT LIFESTYLE REPORT

An annual survey that we send to first-year students. With over 4,000 responses, it teaches us about their behaviours and interests – from technology use and lifestyle to brand perceptions.

HIGH-IMPACT REPORTS

From future nurses and mental health to the experiences of international and LGBTQ+ students – we shine a light on key issues that you can be a part of.



**VIEW THE
REPORT HERE**

IMAGINE WHAT ELSE WE COULD DO FOR YOUNG PEOPLE, **WITH YOU.**

£1,276

Students spend £1,276 on average in preparation for university.

What if we could help them to find ways to save money?

51%

51% of young people have broken a brand relationship due to poor working conditions for staff.

How could we shine a light on the way your organisation works?

66%

66% of their weekly budget is spent on non-essentials.

What if we could support them to ensure they're making healthier choices?

1 IN 2

1 in 2 laptops aren't purchased by the student.

What if we could support parents and carers to make informed decisions?

READY TO SEIZE THE MOMENT?

Get in touch with the most trusted brand in education.

With unique access to over 2 million applicants, current students and graduates, we're uniquely positioned to help you connect with the next generation.



SCAN HERE
TO FIND
OUT MORE



UCAS