

A background image of three graduates in academic gowns. On the left, a Black man with dreadlocks is smiling and looking towards the center. In the middle, a white woman with blonde hair is smiling broadly, holding a red rolled-up diploma. On the right, a white man is smiling and looking towards the center. They are all wearing dark academic gowns with white stoles. The background is slightly blurred, showing what appears to be a graduation ceremony setting.

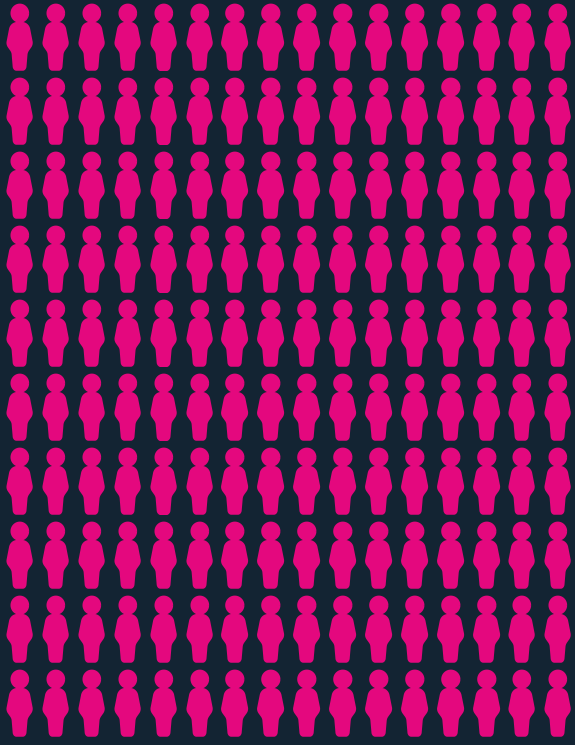
UCAS

# UCAS MEDIA

Building connections between  
brands and students

UCAS Media Marketing Services



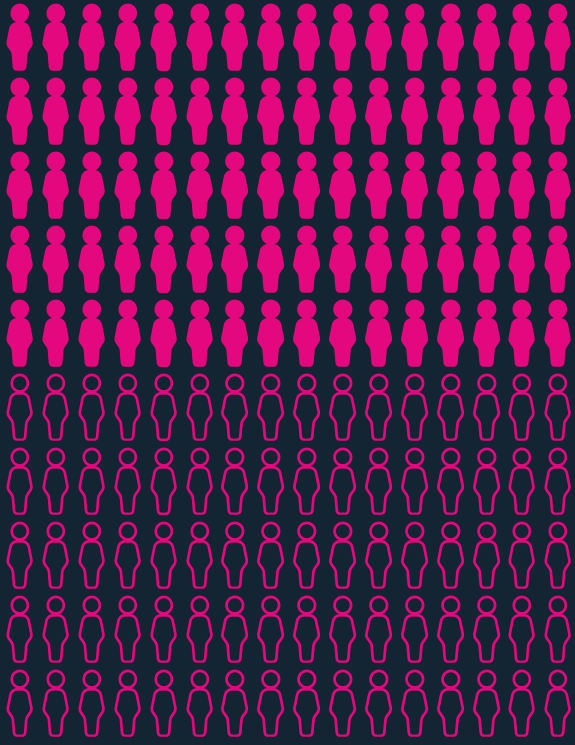


**EVERY YEAR, 1.5M**

young people visit [ucas.com](https://ucas.com) to  
explore their future pathways.

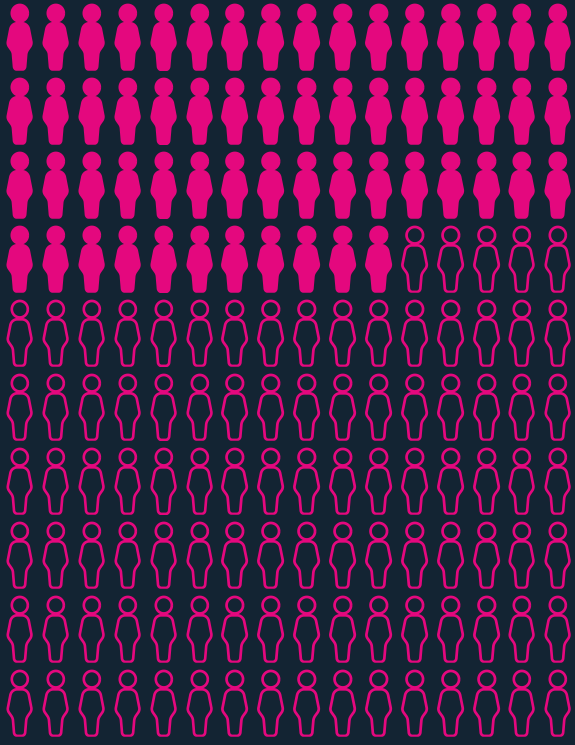






**OVER, 750k**  
applications are submitted





**AND, 550k**  
students placed in universities.

EVERY SINGLE ONE OF THEM RELIES ON **UCAS**



As they walk this  
important journey  
from childhood  
to adulthood...

**UCAS IS THERE  
EVERY STEP  
OF THE WAY**







Understanding their wants



Supporting their needs



Guiding them forward

# WHAT IF BRANDS COULD BECOME PART OF THIS JOURNEY?

Building consequential,  
lasting relationships  
with students...

FROM **DAY 1**







**STUDENTS ARE 250%**

more likely to  
try new brands\*  
the opportunity for brands  
to partner with UCAS is huge.



**BUT** Capturing the attention  
of Gen Z can be difficult...



# IF ONLY A BRAND COULD...

work with a partner who truly understands what it takes to **cut through the noise with Gen Z.**



## ENGAGED BY CHOICE, NOT CHANCE

Students actively come to UCAS to plan their futures - making it one of the few places where Gen Z is *genuinely* focused and ready to engage.



## BRAND TRUST BY ASSOCIATION

1.3million+ young people engage with UCAS every year to make informed, life-changing decisions.



## RIGHT MESSAGE, RIGHT CHANNEL

With powerful first-party data, we help you show up at the right time in the right way in their decision journey.



## AUTHENTICITY AND PURPOSE-LED POSITIONING

Students expect more from brands. UCAS lets you connect with them through moments that matter.

Allowing you to build meaningful connections that resonate and last beyond the student days



# THE STUDENT JOURNEY STARTS EARLY

FROM **YEAR 9**

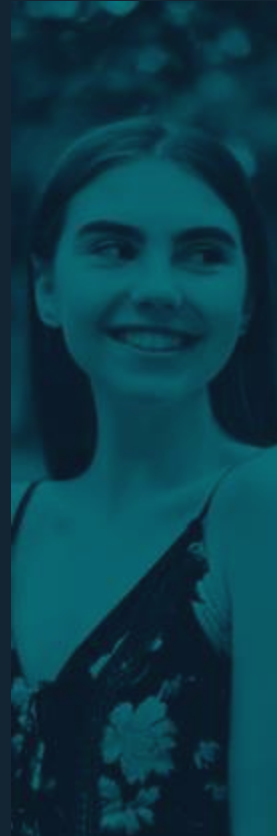
young people start  
researching their options



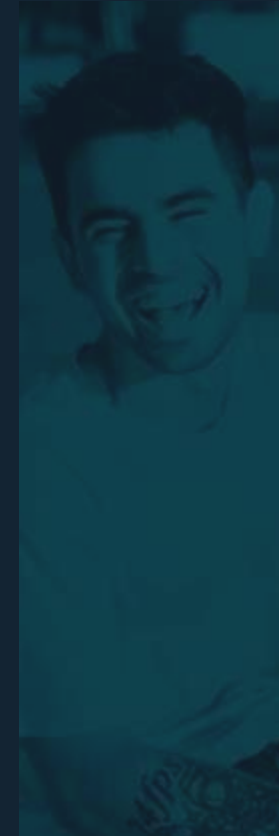
**14 YEARS**



**16 YEARS**



**18 YEARS**



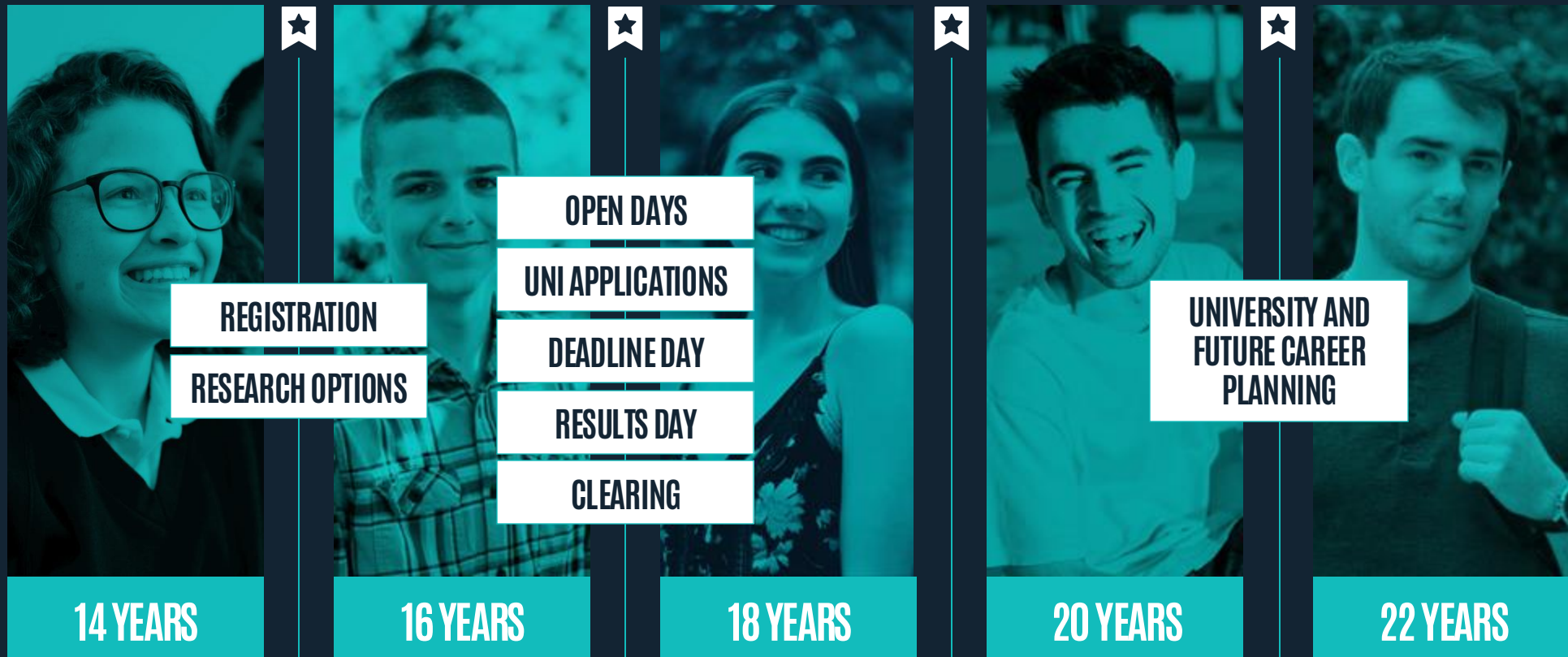
**20 YEARS**



**22 YEARS**

# REACHING KEY MILESTONES

with prescribed **TOUCHPOINTS** as the journey progresses







# BRANDS HAVE THE CHANCE TO CONNECT FROM DAY 1

Becoming a part  
of the experience...

# YOU NEED A PARTNER WHO IS THERE FROM THE START

With a **pathway** engineered around the student needs

UCAS



14 YEARS

UCAS



16 YEARS

UCAS



18 YEARS

UCAS



20 YEARS



22 YEARS



# YOU NEED A PARTNER THAT UNDERSTANDS THE STUDENT

We have a huge pool of exceptionally detailed data that includes...



**STATUS OF  
APPLICATION**



**SUBJECT  
CHOICE**



**HOME  
LOCATION**



**UNIVERSITY/  
HE SELECTION**



**SCHOOL**

Which allows you to...



Target students  
more accurately



Feel confident that the  
data is completely reliable



Harness data  
-rich insights

# YOU NEED A PARTNER OFFERING UNRIVALLED KNOWLEDGE

with rich insights  
across the entire  
demographic



and unique  
knowledge not  
available to others



# UNDERPINNED BY OUR TRUSTED CHARITABLE STATUS



With all profits  
generated donated  
to the charity

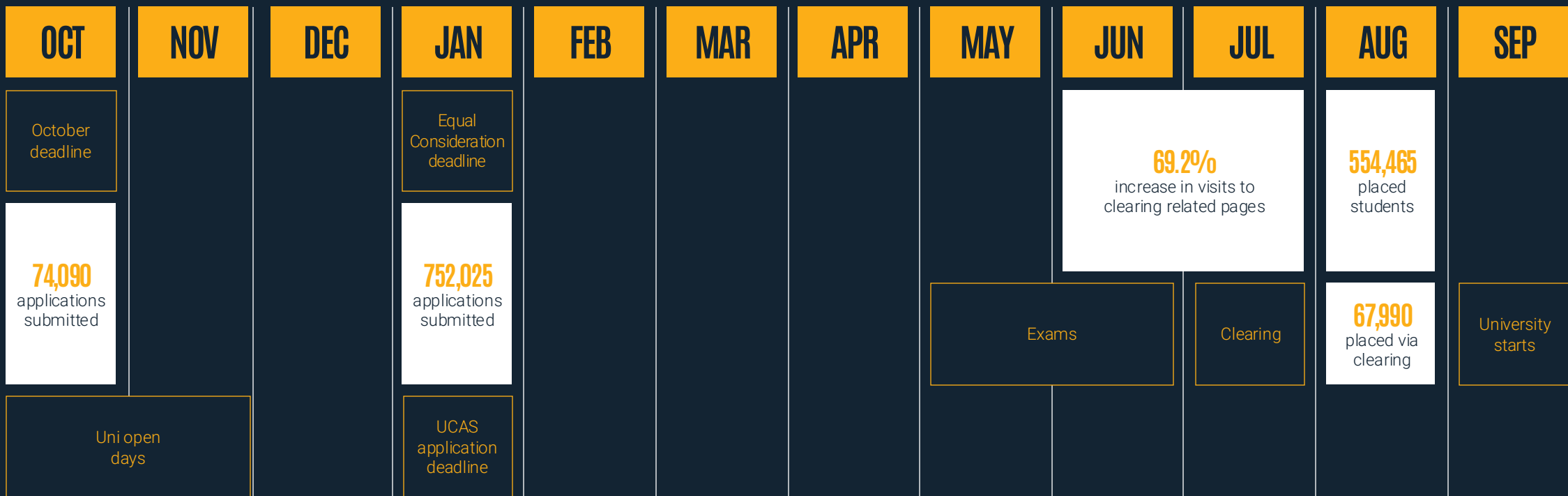


Putting students  
at the heart of  
everything we do



Giving brands  
a halo effect  
of trust

# UCAS IS INTEGRAL TO THE STUDENT APPLICATION PROCESS



\*stats taken from the 2024 cycle

# WE'VE BUILT A MEDIA ECOSYSTEM

wrapped around the student application journey

## STUDENT DATA

Email address      Mobile number  
Home address      Current school

Course choices

University choices

Personal statements

Social / Economic Background  
(parents education, employment, free school meals)

Location & demographics

## ENHANCED UNDERSTANDING AND ANALYSIS

Rich insight into student behaviours,  
preferences and emotions

Audience definition segmentation

Tailored recommendations  
& campaign planning

Campaign activation

## CAMPAIGN ACTIVATION

through our media ecosystem built  
around the student application journey



Emails



Web  
display



Sponsored  
content



Social re-  
targeting



Direct  
mail



Paid  
social



SMS



UCAS  
events

Optimised and strategic media recommendations aimed at offering students value and support, and brands campaign success

**1.3MILLION+** new registrants

**752,000+** applicants

**564,000+** placed

**FRESH, VERIFIED, CLEAN** data every year



# CREATING LONG-TERM BRAND LOYALTY

Weaving your brand into the student journey from Y9 to Y13 and beyond

So you're there for students at  
**KEY MILESTONES**

# YOU COULD



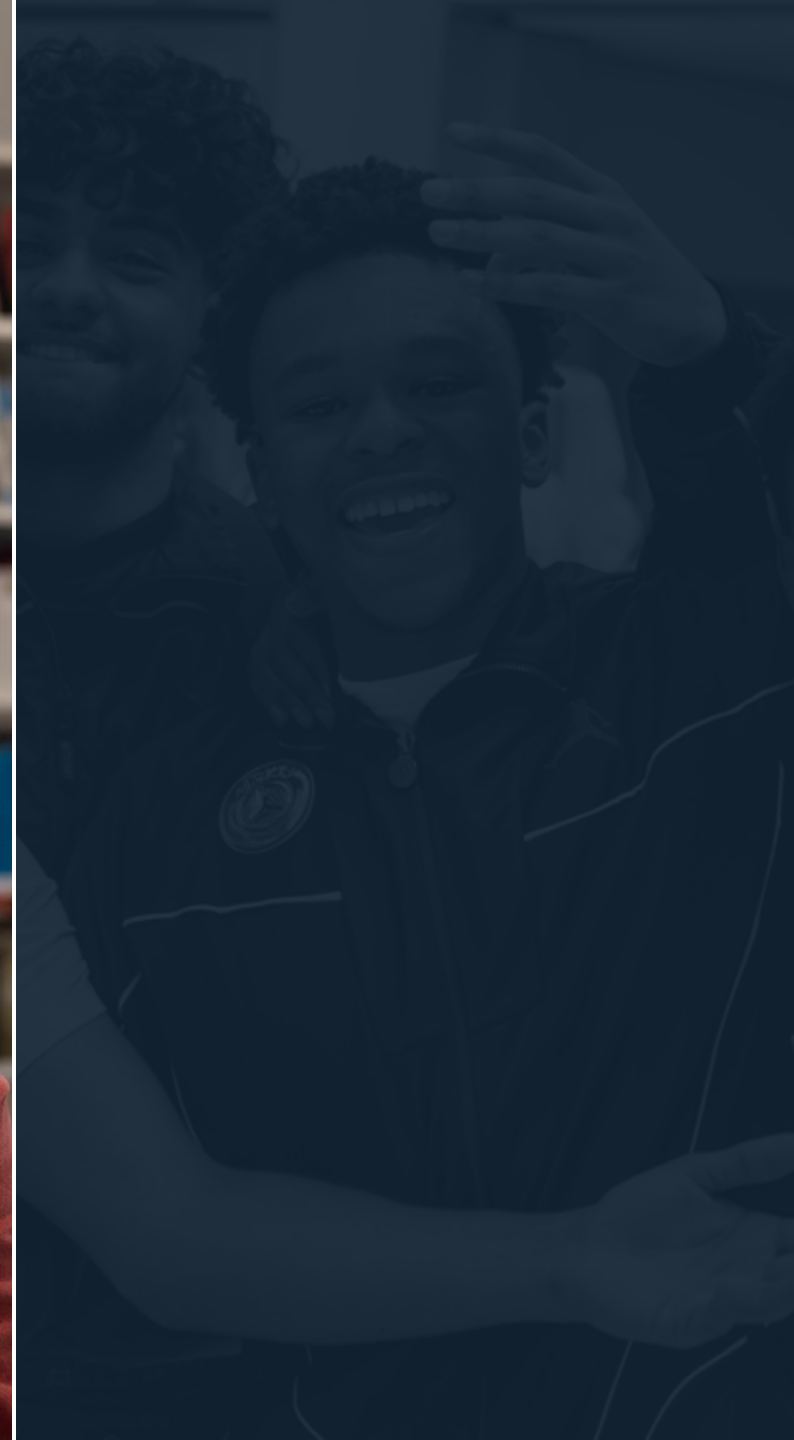
Stick with short  
-term campaigns...



Based on  
generalised data...



Hoping Gen Z will  
engage with you...





# WOULDN'T YOU RATHER...

Work with a brand that champions students and understands them better than anyone with enviable engagement rates and the ability to connect with students at seminal life moments to...

**GROW** A RAPPORT  
THAT WILL **LAST?**



UCAS

# DISCOVER HOW

Partnering with UCAS can  
transform your results

and build genuine relationships with  
students as part of their experience

**BOOK A FOLLOW UP  
CALL WITH US TODAY!**



**EMAIL**



**WEBSITE**



**LINKEDIN**