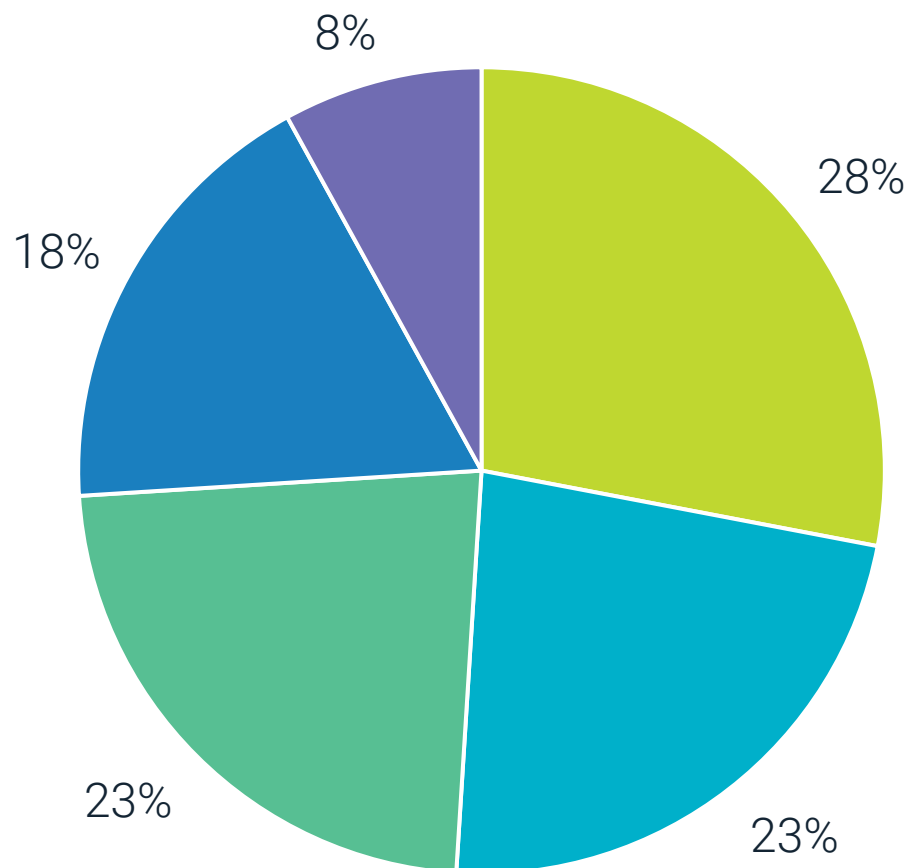


# WHAT WORKED IN 2025 AND HOW TO MAKE IT WORK HARDER

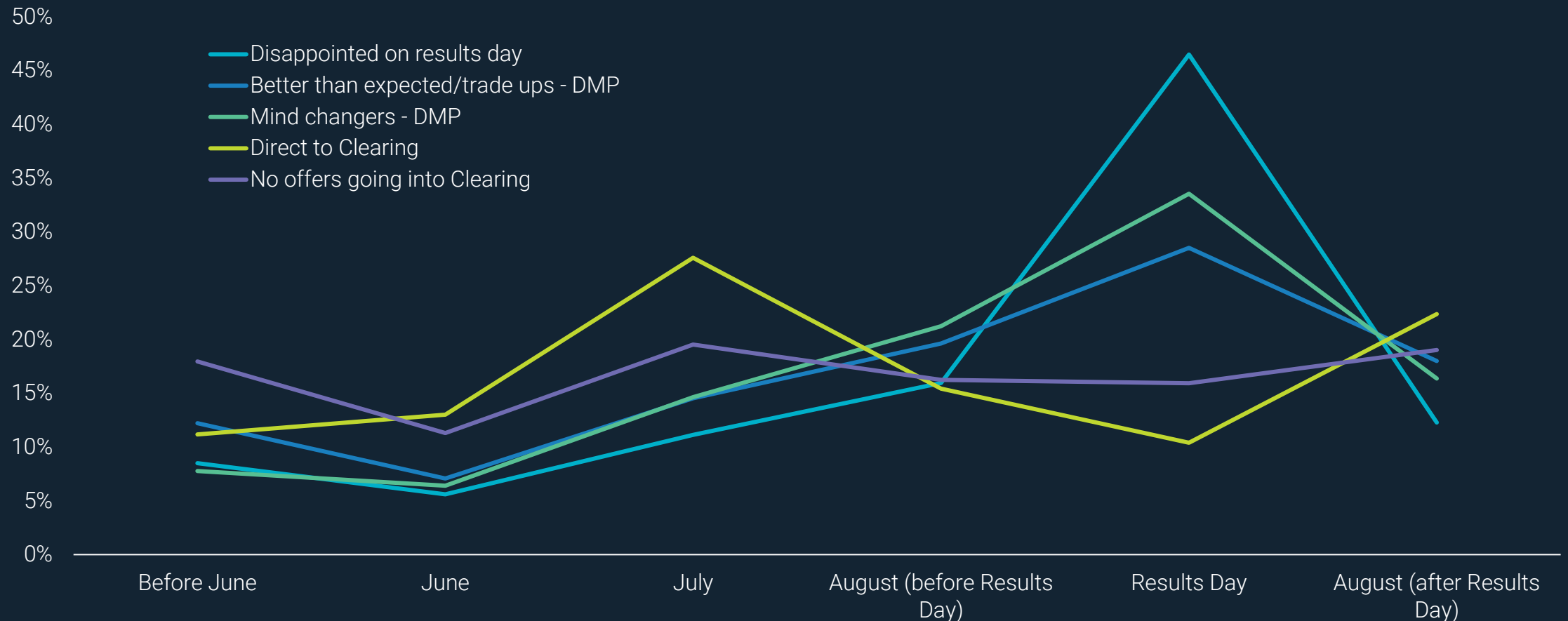
With Kate Wright, Dr Simon Moore & Kyle Campbell

# CLEARING SURVEY RESPONDENTS



- Direct to Clearing **28%**
- Disappointed on Results Day **23%**
- Mind Changers **23%**
- Better than expected **18%**
- No offers going into Clearing **8%**

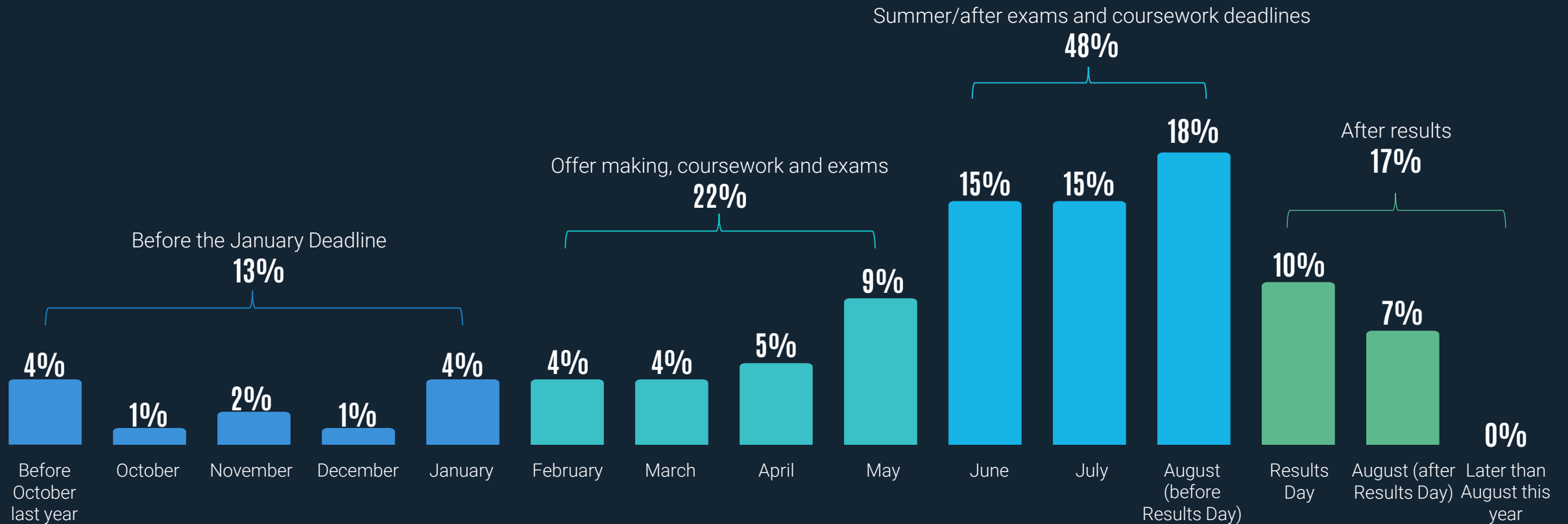
# TIMELINE OF FIRST ENQUIRIES TO UNIVERSITIES ABOUT CLEARING BY PERSONA



Q. When did you first start making enquiries to universities or colleges about Clearing (e.g. joined a Clearing email list, signed up for Clearing notifications, phoned a Clearing hotline etc.) No. respondents: 4,644

# FROM SLOW WOBBLE TO SHARP JOLT

When those declining their firm choice started to think about applying elsewhere



**Note:** Not all respondents were school leavers, approx. school timetable provided for context

# BOTH CLEARING RELATED AND GENERAL UNIVERSITY MESSAGING STOOD OUT

## Clearing Specific

- 38% Courses were available
- 23% Clearing contact info/number
- 19% Explaining Clearing process
- 16% Reassurance from previous Clearing students

## General University

- 28% Showing uni life /life at that uni
- 24% Rankings/awards/statistics
- 17% Showing the location
- 16% Course related
- 12% Showing the accommodation

29%

Didn't see or couldn't remember **any** university or college ads during Clearing

# HIGH PERFORMING SUBJECT LINES

	Unique open rate	Subject line
1	71.8%	Top [N] UK Uni in London - places available now
2	69.5%	%%FirstName%%, find your place in Clearing at [University]
3	69.2%	%%FirstName%%, Clearing is open – apply now!
4	67.6%	Places available now at [University] for September
5	66.7%	%%firstname%%, Clearing places available at [University]
6	65.9%	%%FirstName%%, Study in [City]. Clearing places at [University]...
7	65.5%	Courses still available at [University], don't miss out!
8	65.0%	You've got this, %%firstname%%! [University] has your back
9	64.4%	%%FirstName%%, you can still join a LOCATION this September
10	62.6%	%%firstname%%, search Clearing courses at [University]
11	62.1%	%%Firstname%%, join a top 150 global university this September
12	61.9%	There's a place for you at [University].
13	61.9%	%%FirstName%%, Study in [City]. Clearing places at [University]...
14	61.2%	Missed out or changed your mind, %%FirstName%%? [University] still has places available
15	61.0%	Still thinking? Think [University].

# HIGH PERFORMING RESULTS DAY EMAIL CREATIVE



Clearing is now open – you've got this!



Hi %%firstname%%,

You can now apply through Clearing to the University of Nottingham, the UK's number 1 university for graduates entering highly skilled jobs (HESA Graduate Outcomes 2025).

Take your time to find a course that is right for you, check you meet the entry requirements, and submit your application.

[Find Clearing courses >](#)

We have useful resources on our [website](#) to help you through the process, including guidance on how to apply, updating your student finance application and securing your accommodation. Plus, hear first-hand advice from current students who have been through Clearing.



## How to apply

UK students – complete our [Clearing application form](#), or call our Clearing hotline on 0330 041 5590. Our hotline is open until 6pm today, and from 9am to 5pm tomorrow (Friday 15 August). Then 10am to 3pm over the weekend.

International students – apply directly online through our [enquiry form](#) and our International Student Recruitment team will contact you.

We can only make unconditional offers during Clearing, so you must have received your final exam results before applying.

To apply, you'll need:

- your UCAS number
- full details of your qualifications and exam results
- the course title and course code of the course that you want to apply for

## Accommodation guarantee

If you accept an offer through Clearing and apply for accommodation by Friday 22 August 2025, you are guaranteed a place in our university arranged accommodation. See our [terms and conditions](#).



[Find out more >](#)

Courses may come in and out of Clearing at any point. Please [check our website for updates](#).

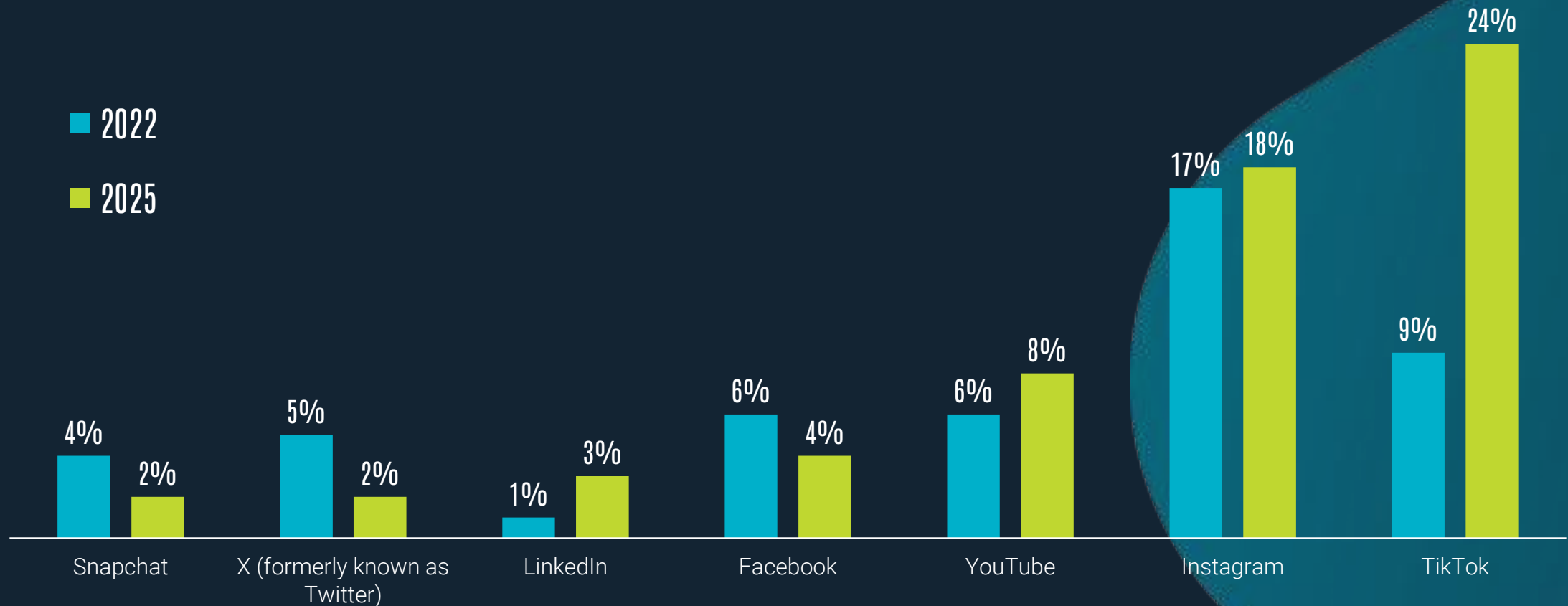
We know that this is a big decision, so choose the best path for you.

No matter what you decide, we wish you every success in the future and remember, you've got this!

Best wishes,  
University of Nottingham



# TREND DATA: SOCIAL MEDIA PLATFORMS USED TO SEARCH FOR CLEARING PLACES





# HIGH PERFORMING META ADS

Discover amazing fieldwork opportunities - find a Biological Science place [redacted].

**ECOLOGY & CONSERVATION**

**Funded trip to Costa Rica**

0:00 / 0:15

**Call now**  
Study Biological ...

**Contact us**

**University of Brighton** Sponsored

When you live near the best city, why go anywhere else? Apply to Brighton and study in the 3rd best city in the UK.

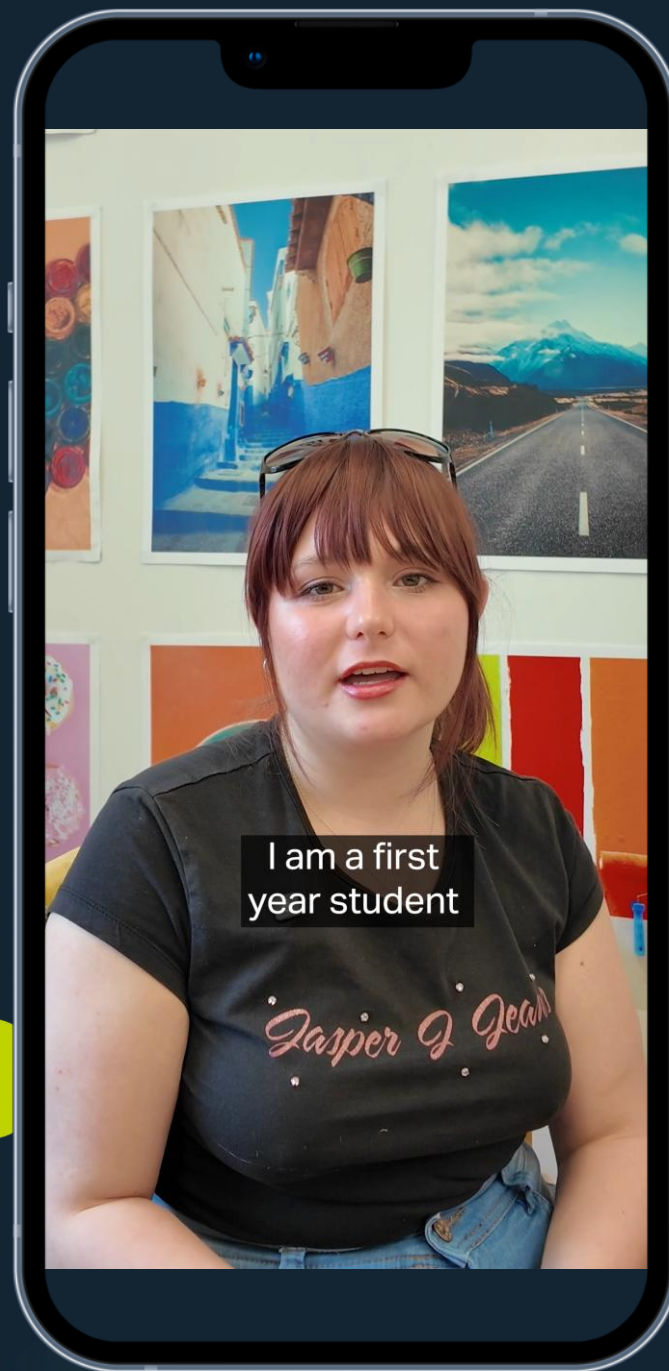
The support from tutors and the community

0:00 / 0:15

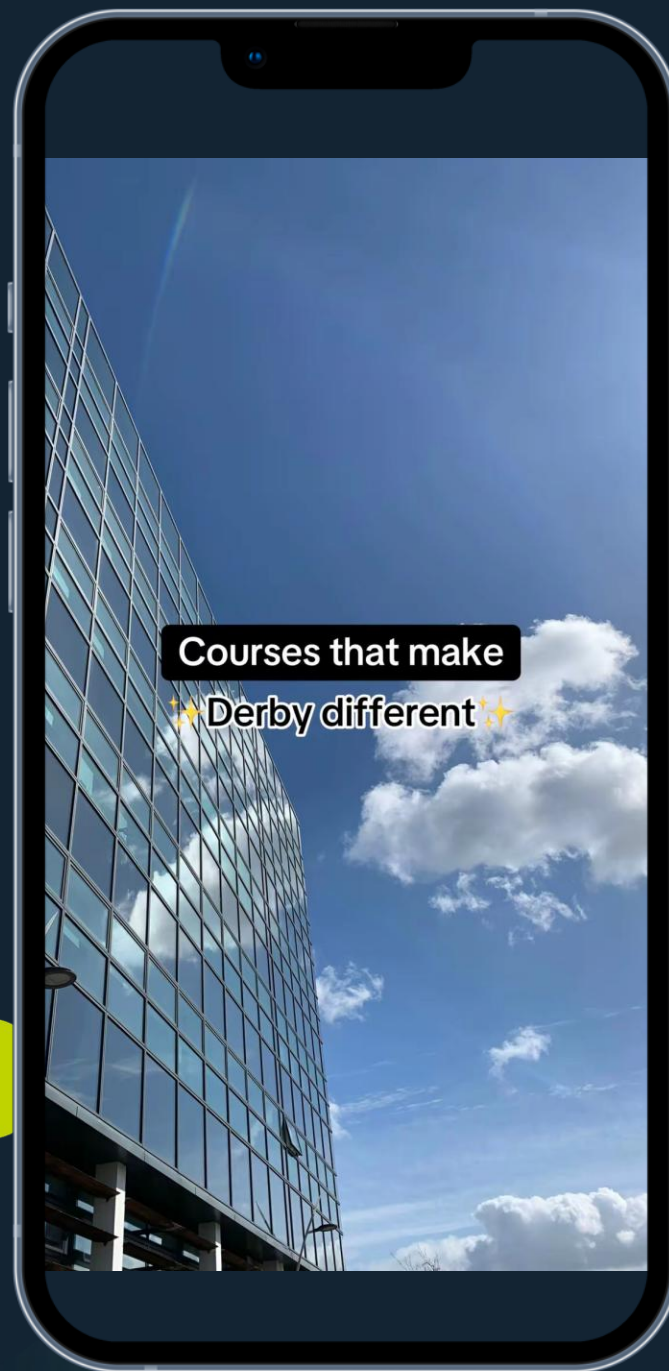
**Work experience included**

**Learn more**

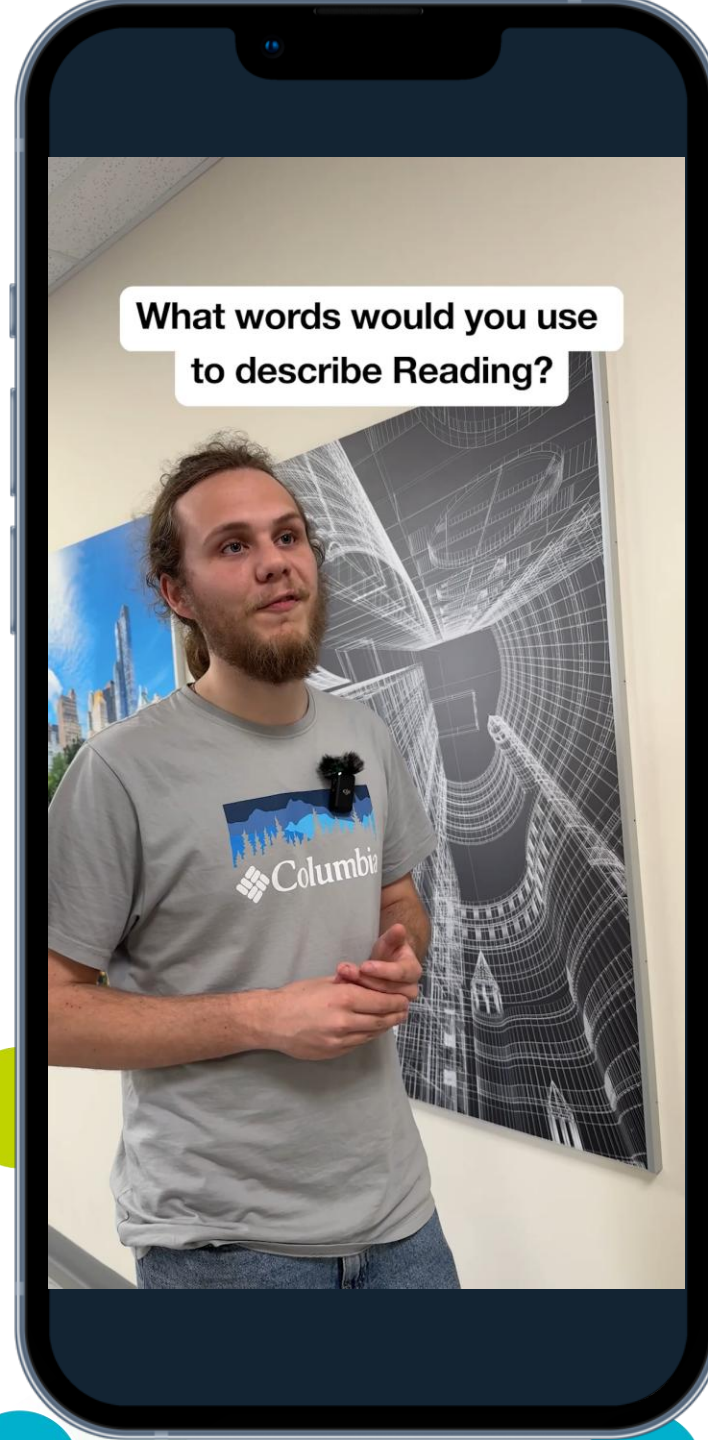
# HIGH PERFORMING TIKTOK ADS



# TIKTOK CAROUSEL



# HIGH PERFORMING TIKTOK ADS





# FIRST IMPRESSIONS PIVOTAL

Selection, procedure and time pressure  
= **Stress and Anxiety**

## Results in cognitive bias:

- Less Openness
- More focus on *maintain* than potential *gain*
- Seek anxiety reduction than positive opportunity
- More attention to irritation/annoyance/unfamiliar signals







**SOCIABLES**



**ADVENTURERS**



**INDIVIDUALISTS**



**PLANNERS**

# NEEDS ENGAGE PEOPLE MORE THAN FACTS



Is the content telling them  
what they might gain?

- Power
- Status
- Respect
- Predictability



Or reassuring them what  
they will not lose?

- Face
- Safety
- Inclusion
- Time



Is it content suggesting  
new solutions and skills?

- Self
- Discovery
- Pride
- Exploration





**"JOIN THE ADVENTURE WE HELP YOU  
EXPAND YOUR MIND, YOUR SKILLS AND  
YOUR NETWORK".**



**"WHAT MAKES YOU UNIQUE? EXPLORE STUDY  
ROUTINES & CLUBS DESIGNED AROUND YOU!"**

# HIGH PERFORMING SUBJECT EMAIL CREATIVE








**LOOKING FOR A PLOT TWIST?**

Clearing doesn't mean compromise. There are still places available to study **Philosophy, History and English** at the University of Southampton.

Don't miss your chance to secure one of the last remaining places at a university that's ranked in the **top 100 globally** and targeted by the **top employers**.\*

Apply online or call **+44 (0)3300 586940**.

[Apply now](#)



**Why study Humanities with us?**

- + Sharpen your thinking with a **UK top 6 Philosophy degree** (Times 2024).
- + Delve into literature, film, visual arts and creative writing, and put culture at the heart of your **English degree**.
- + Choose a **History degree** with **97% of graduates in further employment or studies** (Graduate Outcomes published 2024).
- + Study in our digital humanities facility, with **360 degree immersive AV centre and virtual and augmented reality lab!**
- + Benefit from our Special Collections, home to over **7 million manuscripts** and **50,000 printed books**, including the papers of the first Duke of Wellington, and the Parkes Library, one of the largest Jewish archives in Western Europe!

[Search course vacancies](#)



**"One of the main reasons I chose to study at Southampton was the large array of optional modules they were able to offer."**

**Ella - History**

\*QS World University Rankings, 2026; 8th in The Graduate Market in 2024, High Fliers Research Limited

CONNECT WITH US

FOUNDING MEMBER  
**RUSSELL GROUP**

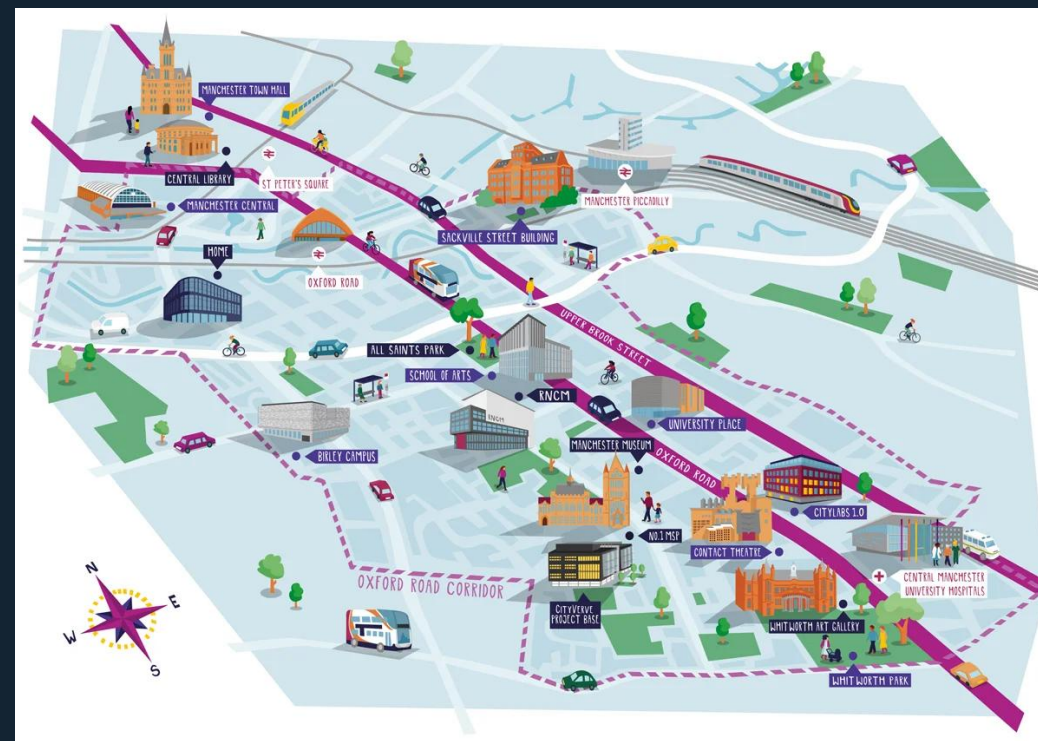
[enquiries@southampton.ac.uk](mailto:enquiries@southampton.ac.uk)  
University of Southampton  
SO17 1BJ United Kingdom  
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"FEEL SECURE: DISCOVER HOW [UNIVERSITY NAME] PRIORITISES YOUR CHILD'S SAFETY, WELLBEING AND SUCCESS."



"FEEL REASSURED THAT YOU HAVE EQUIPPED YOUR CHILD WITH THE SKILLS TO EXPLORE AND FLOURISH"

# ACTIONS FOR 2026 PLANNING

- Prioritise clear, simple calls to action
- Ensure Clearing guidance is easy to find and digestible
- Tailor messaging for each audience segment
- Differentiate to resonate with 'gain' or 'maintain' audiences
- Focus on visibility, reassurance and clarity before results day
- Don't overlook parents and influencers - they may have a say



# QUESTIONS