

UCAS

PROMOTE YOUR
BRAND TO OUR
HIGHLY ENGAGED
STUDENT AUDIENCE
THIS SUMMER

BACK TO UNI 20
24



BE THERE **WHEN IT MATTERS**



At UCAS, we share a unique relationship with young people. We're their trusted guide throughout their journey into higher education, including the special moment they confirm their place at university – a pivotal and exciting milestone.

This summer, as they anticipate their future steps into higher education and prepare to move away from home. They will be looking to purchase essential items spanning homeware, food, technology, and more to help them in their journey to becoming more independent adults – and the decisions they make now can shape their preferences and habits of a lifetime.

Our Back to Uni packages offer you the chance to promote your product/service across our dedicated media channels to our highly engaged audience during our peak Summer season. By supporting students with their purchasing decisions, you're not only helping them to thrive as young adults, but starting to build the foundations to foster long-term brand loyalty and be front of mind ahead of the competition.

GET AHEAD OF THE COMPETITION



We can help you connect with September's students now – we can put your brand in front of the right audience months before your competitors will even know who they are, giving you early visibility and a competitive advantage.

OUR AUDIENCE CONTINUES TO GROW

493,000

students accepted a place at university in 2023¹

594,000

students have applied to university in 2024²

UNIVERSITY SPEND HAS INCREASED

£1,006

was the average amount spent in preparation for starting university per average student³

EQUALLING A HUGE

£700M+

collectively spent in total in preparation for starting university⁴

STUDENTS REGRET NOT BUYING MORE

45%

of students regretted not buying certain items before they started university³

ITEMS INCLUDED
TECHNOLOGY
KITCHENWARE
CLOTHES
STUDY MATERIALS
AND HOMEWARE

¹Statistical releases – daily clearing analysis 2023.ucas.com | ²2024 Cycle applicant figures – 31 January deadline.ucas.com | ³UCAS student lifestyle report 2023 | ⁴Average spend x placed students

PACKAGES DESIGNED TO MEET YOUR NEEDS



With only four months to go until results day and with limited spaces, now is the perfect time to secure your campaign with UCAS. With different packages to suit your budget and needs, you can position your brand ahead of the competition during this pivotal time for students.

BRONZE PACKAGE (PEAK):

- ▶ Paid media: Meta, Snapchat, TikTok (6 weeks)
- ▶ 1x email to upcoming 1st year students
- ▶ 1x email to upcoming 2nd and 3rd year students
- ▶ Reach: 20,000*

£12,000 | 10% discount included

SILVER PACKAGE (HIGH PEAK):

- ▶ Display ads on UCAS.com
- ▶ Paid media: Meta, Snapchat, TikTok (10 weeks)
- ▶ 1x email to upcoming 1st year students
- ▶ 1x email to upcoming 2nd & 3rd year students
- ▶ Reach: 135,000*

£23,000 | 16% discount included

GOLD PACKAGE (HIGHEST PEAK):

- ▶ 1x shared Freshers newsletter
- ▶ Paid media: Meta, Snapchat, TikTok (10 weeks)
- ▶ Email to upcoming 1st year students
- ▶ Email to upcoming 2nd & 3rd year students
- ▶ Reach: 500,000*

£60,000 | 22% discount included

PLEASE NOTE:

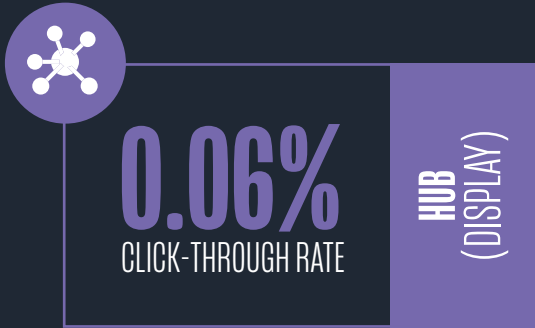
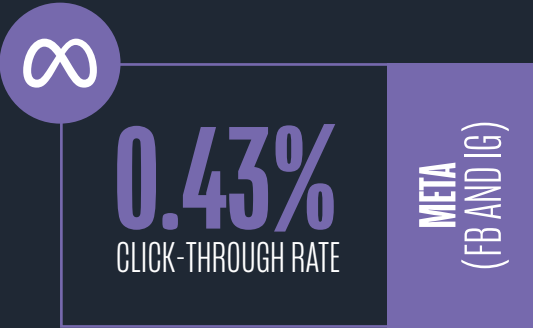
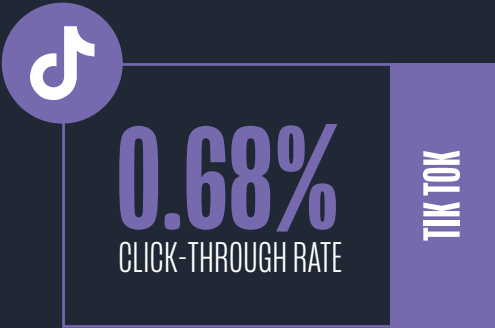
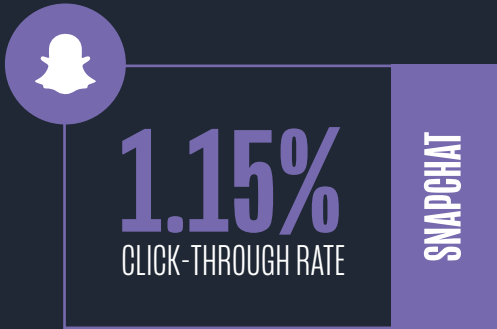
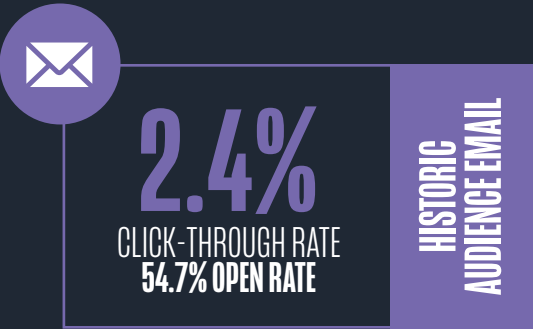
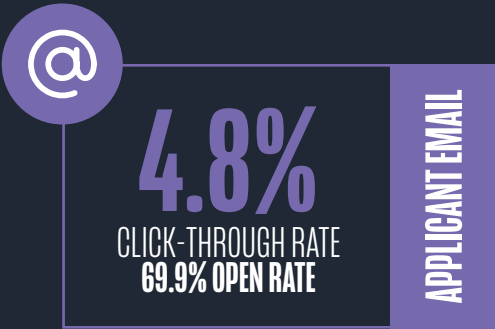
Exact live dates to be confirmed following agreement of your chosen package All artwork needs to be received 2 weeks prior to your live date. If deadlines aren't met then we reserve the right to cancel due to limited availability.

*Subject to final opt-ins

OUR CHANNELS DRIVE RESULTS



Our media channels achieve high performance and engagement results. Our Back to Uni packages offer unparalleled access to your target market whether your objective is to drive brand awareness or sales.



WHY UCAS?



UCAS is an independent charity, which is here to make choices clearer for anyone taking their next step in education or career development.

We have a captive audience who listen to us – we're trusted to only promote relevant products and opportunities.



We have a strong ethics framework – we'll only work with organisations who align with our values.



100% of profits from commercial activities go directly back into the business to improve services for customers and clients.

READY TO TARGET YOUR NEXT GENERATION OF CUSTOMERS?



To register your interest in our Back to Uni packages, please fill out our dedicated contact form and a member of the team will be in touch shortly.

[Register your interest here](#)

If you have any questions about the packages or would like to discuss more bespoke options, please email:

commercialservices@ucas.ac.uk

Terms and conditions apply. Remember, anything you purchase helps us provide opportunities and education for every individual in the UK. 100% of commercial profits are reinvested into the charity to improve services for customers and clients.

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