

INFLUENCER FOCUS

Build your **brand message** with student influencers throughout the academic year.



Influence
the influencers –

59%

of applicants ask their
family for uni advice

Strengthen
your message –

16,000

parents receive our
monthly newsletters

A verified audience –

6,500

UK advisers receive our
mailings twice a year

Overview

Parents and advisers, as the primary influencers on post-18 decision-making, are an essential audience in any marketing campaign to students.

At UCAS, our channels to this important audience group are trusted, and achieve great results. For anyone wanting to increase attendance at open days, or attract applications to a course or programme, accessing this hard to reach audience can bring real value to the performance of a recruitment campaign.

What do you get

We have three direct routes to influencers – all of which focus on delivering the right message, at the right time.

Open day/taster day emails – highly targeted, with a clear focus on providing influencers with information about your open day or taster session. Sent in both September and April, your brand will be in front of exactly the right people.

Adviser newsletters – highly trusted, with great engagement, we send two monthly advisory newsletters to both parents and advisers. Aligning your advert to UCAS information creates brand awareness and engagement.

Direct mail – our adviser mailings, in September and April, are packed with UCAS information. Your message on a branded postcard will be sent as part of this pack, delivered directly into the hands of advisers supporting students into higher education.

PRICING

MPU in parents' open/taster day shared e-newsletter (September or April)	£500
MPU in advisers' open/taster day shared e-newsletter (September or April)	£500
MPU in parents' monthly newsletter (two months)	£1,000
MPU in advisers' monthly newsletter (two months)	£2,000
A5 postcard in adviser postal mailing (September or April)	£1,000
Total cost	£5,000

WHY UCAS MEDIA

If you need a partner that can support your recruitment strategy with data-driven insight, speak to UCAS Media. We're in the perfect position to support universities and colleges that want to understand more about what they can do to improve or refocus their recruitment.

UCAS Media Limited is a wholly owned subsidiary of UCAS. By working with us, you'll be directly supporting today's and tomorrow's students, because we gift aid our profits back to UCAS, the charity. This reduces the cost of admissions services for students, and higher education providers alike.

Interested in finding out more?

Call 01242 544 881 or email ucasmedia@ucas.ac.uk

We have a solution for any challenge. Take a look at our other **insight-driven** products on ucasmedia.com.