



services limited

Targeting Students

Experimental yet also brand loyal. Low earners but high disposable incomes. Predictable yet also rule breakers. Student audiences can be a challenge for brand owners and their marketing efforts. Deep understanding of student attitudes, behaviours and spending power is required, especially in this dynamic, digital age.

At NUS Services, the commercial arm of the NUS and UK Students' Unions, we have our finger on the pulse of this audience 24x7. We have developed a suite of innovative marketing services from research to advertising channels to help brands connect better with the student market.

Our 20 years of student marketing experience coupled with a range of NUS student 'touch-points' means we are best placed to offer the insight, media channels and creative solutions to market more effectively to young consumers.

Working with the NUS you will benefit from:

Our National Reach:

Access to over 7 million students in higher and further education across the UK.

Our Trusted Brand:

NUS is the voice of students and is trusted to deliver relevant messages and products through our channels.

Targeted Services:

Carefully designed to connect students and brands based on a deep understanding of how the audience thinks and behaves.



Captivate Students with NUS Extra

NUS Extra is the 'must have' discount and lifestyle card for students in the UK, with over **1.5 million cards sold since its launch in 2006**. Each year hundreds of thousands of savvy students actively purchase their NUS Extra card to obtain exclusive discounts, offers and savings on their favourite brands.

“94% of cardholders agree they purchased NUS Extra purely for the attractive, exclusive discounts.”

What we deliver for our NUS Extra Partners

- 100% verified and **unrivalled reach** in the student market
- A **dedicated partner profile** on www.nus.org.uk, the number one student portal, averaging 340k+ unique users per month
- Use of our **unique card numbers** for verification online and in-store
- **Free point of sale and visual assets** for use in-store and online
- A platform to drive **increased sales**, customer value and frequency
- Brand enhancement through our **homepage opportunities, social network pages** and our **NUS Extra App**
- The chance to conduct exclusive **competitions** to **increase brand engagement** and to **capture data**
- A **true partnership approach** – we work hard to deliver a mutually beneficial relationship, for our cardholders and our partners
- **Further engagement** – we offer a host of paid-for and exclusive marketing opportunities to help increase your profile



What we look for from our Partners:

- An **exclusive discount or range of exclusive offers** for our cardholders
- **Popularity and relevance** within the student market; the NUS Extra portfolio is directly influenced by our cardholder feedback and insights from our customer satisfaction surveys
- **National coverage** to benefit our cardholders all across the UK. If you are a local business [click here](#) to find the contact details of your nearest Students' Union to promote your discount
- A **long term discount** which can be enhanced by deeper short term deals and offers where appropriate
- **Mutual support** to maximise the promotion and visibility of our partnerships to students across the UK

**national
express**



amazon.co.uk

ASOS
discover fashion online

Think your brand has what it takes to engage our NUS Extra cardholders?...

Do you want to join the ranks of New Look, Superdrug, National Express and ASOS to name but a few, who are all enjoying the positive effects of our partnership programme?...Then we'd love to hear from you! Simply complete our [enquiry form](#) and get in touch today.

Building on strong foundations, delivering lasting consumer loyalties; introducing Graduate Extra

September 2010 saw the launch of a brand new discount and lifestyle card for new UK graduates from NUS – Graduate Extra. This new platform provides a **compelling opportunity** for brands to build upon and **maintain brand loyalties** beyond education to develop a lasting relationship with a **valuable audience** of newly qualified graduates.

Current Graduate Extra partners include The Independent, Coast, Savile Row, Coast, Austin Reed and Virgin Media and the next 12 months are an exciting time as we grow and develop our graduate proposition and our partnership scheme. [Get in touch](#) now to get your brand involved.

Interested in joining our Partnership programme?

Why not complete our partner enquiry form today and see how you can ignite your brand and engage with students and graduates across the UK.

[Download our partnership enquiry form now!](#)



Digital Connections

NUS.org.uk

NUS.org.uk is the most trusted of all student websites attracting over 4 million visits each year. Created to engage students with the latest student news, advice and opinions it is also the sales channel for NUS Extra and other brand promotions.


Brand opportunities include display advertising packages, section sponsorship and your own integrated campaigns from just £7,500.

Email

Get your brand into their inbox! With a growing database of students signed up to receive relevant NUS communications, we have a receptive audience. The unrivalled open and click-through rates on both solus email and monthly e-newsletters are evidence that students are actively engaged.

Solus email campaigns cost £100 per 1,000 and can be segmented to target specific student groups. For a cost effective way to talk to our verified student audience and give them a reason to choose your brand [contact us](#) now for a quote.

“ The NUS Extra eSolus opportunity enabled us to take the CrossCountry message right into the inbox of thousands of actively engaging students, and the results spoke for themselves. This eSolus generated the highest open and click through rate across our student email programme and subsequently sales increased by over 500%. We're a long term partner of the NUS Extra scheme and we're looking forward to another positive year in 2011/2012. ”


 **Clare Shufflebotham, Partnership Manager, CrossCountry**

E-Newsletter

Newsletter sponsorship starts from just £650, with skyscraper and advertorial spaces available each month and for specialist themed distribution at key times of the year.

“ We've been working with NUS Extra from the very beginning and each year we see stronger and stronger engagement from cardholders. Our activity in the NUS Extra newsletters, coupled with our presence on their website generates a great response. ”

Rebecca Heard, Business Development Manager, Education Online Store, Apple





Understanding Students

NUS Services' research department is your year round central hub for student market and social research needs.

We offer a gold standard, full services research agency, providing solutions for commercial partners and third sector parties, including regular student panel surveys.

NUS Services are company partners to the Market Research Society, providing methodological excellence and quality assurance. Find out what we can do for you at nus.org.uk/research

Student Campus Connections

In direct contact with commercial managers in over 200 Students' Unions, no-one is better placed to help facilitate your on-campus marketing activity than NUS. From sampling to sponsorship we can help you channel your campaigns effectively across multiple locations.

Why not take advantage of our direct contacts and knowledge of Students' Unions and see your campaigns deliver across our Student Union network?

Creative Solutions. By Students. For Students.

Let this talented and creative audience create your next campaign to ensure more effective results.

The NUS/SHARP Agency partnership has launched an innovative 'NUS Student Agency' model whereby advertising and design students are invited to work on your campaign briefs.

For each client brief, the NUS Student Agency team will be guided by SHARP and its top creative talent. We can provide a host of services for clients, following the creative process from beginning to end:

- Brand Immersion
- Consumer Insight Gathering
- Creative Idea Generation
- Creative Idea Development across media channels
- Project Scoping and Budgeting
- Presentation to Client

With the approval of the campaign concepts the NUS Student Agency will get to work to deliver the relevant campaign elements across digital, audio visual, experiential and print media.

Give the NUS Student Agency a call on 01625 413260 to find out more and discuss your brief.



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Trade Talks

Spotlight

Our monthly trade magazine Spotlight is circulated to over 2,000 contacts in Students' Unions including General and Commercial Services Managers, Entertainments Managers, Shop and Bar Managers. Spotlight is the ideal vehicle to increase brand awareness, advertise your products and manage sales promotions directly in to Unions. Coupled with our dedicated Newswire service and extranet, we can help you deliver your brand messages directly to the key decision makers within Students' Unions.

Newswires

Newswires are a dedicated email service to Catering, Bar, Retail and Entertainment's Managers within our Students' Unions. From just £500 you can deliver details of your products directly to their inbox.

Trading Directory

The Trading Directory is an integrated e-business tool which is used by all of our Students' Unions. This online reference aid is updated on a constant basis reflecting portfolio and price changes of all our suppliers. The Trading Directory lists all authorised companies wishing to supply the student market in easy reference sections. Enhanced listings are available from £150.

Trade Conference and Exhibition

Brand owners use our annual trade exhibition to gain face-to-face access to the key decision makers in Students' Unions, take orders and build future prospects.

This is your exclusive opportunity to directly target buyers from over 200 Students' Unions who are keen to source new suppliers and products. With your choice of ready build shell or space only stands, this high profile trade fair is one event not to be missed.



Get in Touch Today

For more details on all our opportunities [click here](#) for our online enquiry form or please call the NUS Business Development Team on **01625 413200**
businessdevelopment@nussl.co.uk

Some trade opportunities are only available to clients who are contracted to NUSSL as an official supplier to Students' Unions. Contact us for further details.