

ROCK □ BOX

MAKE SOME NOISE

£25.8b Annual Student Spending

9.6m 2 week footfall

53 Cities Nationally

70% University Coverage

2.3m Full-Time Students

20% International Students

55.5% Female

45.5% Male

 LSE
STUDENTS
UNION

UNIVERSITIES

200 Paper 6-Sheets in 34 Universities

207 Portrait Digital Screens in 42 Universities

428 Landscape Digital Screens in 63 Universities

- National network of university Students' Unions
- Red Brick/Russell Group
- Making purchasing decisions for the first time in their lives – brand loyalty
- Our sites are located in prime locations with high footfall where dwell times are high, we scout locations where students hang out and will visit time and time again.



WE'RE HERE TO MAKE STUDENT LIFE BETTER

PORTRAIT DIGITAL

207 Screens

42 Universities

- Top of the range screens
- Dynamic opportunities
- Social media feeds
- Screen Takeovers
- Interactive
- Special builds
- Sampling baskets
- 1 in 6 SOV (10 second slot)

LANDSCAPE DIGITAL

428 Screens

63 Universities

- Top of the range screens
- Dynamic opportunities
- Social media feeds
- Screen Takeovers
- Interactive
- Special builds
- Sampling baskets
- 1 in 6 SOV (10 second slot)



6-SHEETS

412 Panels

34 Universities

39 Music Venues

Situated throughout the visitor journey in high footfall areas with high dwell times. The location of the panels means adverts are seen multiple times.

2 week domination creates strong impact. Opportunity to build on panels/create 3D effect.