

the biggest student event in history

# MISS UNIVERSITY 2009

[www.missworlduniversity.com](http://www.missworlduniversity.com)



Media Pack



MISS UNIVERSITY<sup>®</sup>  
2009

Something new and exciting is taking  
the student community by storm!!!



# Welcome...

## SOMETHING NEW AND EXCITING IS TAKING THE STUDENT COMMUNITY BY STORM!!!

Miss University 2009 will host and cover 150 + regional student club events and a National event for over 10,000 students under one roof!

The high class events for approximately 2 million students around Great Britain will offer a cocktail of culture, news, fashion, entertainment and the arts. We will be providing our members a full low down on where best to shop for fashion, clothes, jewellery and even their new car! We will be focussing on places they want to be... and be seen, including the most chic of hotels and holiday destinations.

With Celebrity Interviews, Guest DJ's, Radio, TV production and Print /Digital media, we believe we have the student market fully captured.

People who visit our events and shows know that we stand for high quality... and they expect nothing less.

Miss University appeals to a high end student market who are brand loyal once captured, expect high standards and with the current economic climate, possibly have a higher disposable income. Why not join us and let your company benefit from the latest and most anticipated student community in the market.

Miss University, with its team of event managers and industry specialist's aims to be the fastest growing student community in Great Britain and are committed to becoming the number one student guide and resource point.



## ADVERTISE HERE

## Advertising With Us

Miss University has been in existence since 1999 and has a strong and intimate relationship with students throughout the world and represents their interests. This bond and trust benefits our advertisers who are seen by our participants as an integral part of our success.

*"Every day our organisation strives to communicate and develop relationships with academic institutions and voluntary organisations throughout the world and to consummate these partnerships; we have made helping charities a compulsory part of our judging criteria".*

Your organisation needs a medium that puts them in touch with your target audience - the pin point targeting of Miss University makes this possible. It is critical for your message to be seen in the appropriate media within the right context and to the best possible target audience.

Successful advertising is about reaching the right people, in the right mood, delivered in the correct format - not just ticking a box.

Positive qualities like trust, belief, expectation and empathy enable you to communicate and develop a relationship with the students who attend or join our network.

# Why Advertise?

## The new landscape - Students

How will you stay one step ahead of the many organisations vying for the attention of these important new audiences?

At Miss University we can construct a solution for your advertising affairs and corporate communication problems – especially to the 18-25 age range.

Miss University offers our commercial partners unrivalled access to the audience of future decision makers in all academic disciplines and institutions. Not to mention the immediate benefits of brand awareness and sales growth

## Raise your corporate profile and image

Corporate and image advertising is the most efficient route to key consumers – especially when they are younger.

We reach all the students, even the ones who do not attend the events or take part through forums, updates, careers help and guidance.

Miss University offers the most effective platform for commercial and voluntary organisations to raise their profile and communicate their areas of interest to tomorrow's new generation of young professionals.

Miss University was covered by all the top print media, local and national news, specific interest correspondents and editors of press and broadcast media in Great Britain and abroad.

## Advocate your organisation's objectives

Timing is key – many advocacy advertisements precede a change in marketing, new product launches, company issues being discussed or a change in the companies' - Corporate Social Responsibility.

We reach the heart of Students - which is essential when communicating with a younger more impressionable audience.

### Advocacy advertising with Miss University can:

- Support and strengthen your product/service
- Raise the profile of response to general marketing
- Support evidence presented the media

## Educate your audience

Advertising in Miss University magazine can educate and showcase best practice.

One of the greatest challenges within the advertising sector is dissemination of information. How many products and services are successfully launched but don't achieve the coverage they deserve?

### Advertising will assist in:

- Creating a platform for product/service feature announcements
- The launch of a new, reformed or updated products/service

## Free production facilities

If you do not have an in house design facility or have insufficient resources or time available when booking your advertisement, our production team can advise, design and lay out your advertisement for you. This service is free of charge.



## The Event

Working with us on what will be marked as the biggest student events in the academic calendar will help your brand reach up to 2 Million students throughout GB. Remember the event will foster:

- The largest gathering of UK students
- An on-line network of like-minded professionals
- An off-line community of the future of Britain
- A united student community to provide in excess of 3000 skilled gift days to over 60 registered charities in Great Britain

This formidable force of young professionals will also aid local authorities and police departments across the country to help combat and raise awareness on:

- \* Terrorism and the influence it has on the young and impressionable
- \* Drastic rises in Gun/Knife crime and how younger peer pressure from University students around the country could help make the street image 'cool' without using knives/guns
- \* Rise in use of drugs by young people and help elaborate the consequences of long-term use
- \* Raise awareness on sexual health and the spread of STD's
- \* Young people and Alcohol — How street/binge drinking is perceived
- \* Drug use and abuse — Highlight dependency/withdrawal issues
- \* Mental well-being
- \* Encourage academic studies and the benefits they provide
- \* Weight issues - encourage healthy eating and illustrate the dangers of being a size zero
- \* Help raise self-esteem — through mentoring and leading by example
- \* Aid better managed conflict resolution on streets, especially within the ethnic minorities
- \* Gang culture and its effects on peoples future
- \* Lack of social skills in impoverished regions



# Population of students in GB Universities



## \* University Regions

Aberdeen	26,405	Hertfordshire	23,005	Nottingham	55,675
Bedfordshire	18,775	Inverness / Paisley	25,720	Oxford	42,370
Berkshire	14,470	Kent	33,350	Shropshire	4,270
Birmingham	64,260	Lancashire	77,250	Somerset	73,875
Buckinghamshire	10,365	Leeds	78,790	Staffordshire	27,150
Cambridge	22,745	Leicester	54,220	Surrey	47,960
Cornwall / Devonshire	50,295	Lincolnshire	20,000	Sussex	38,475
Dorset	21,720	Liverpool	44,535	Tyne & Wear	99,890
Dundee	20,870	London	523,610	Wales	146,465
Edinburgh	53,900	Manchester	112,495	Warwickshire	28,445
Essex	20,090	Middlesex	18,410	West Midlands	41,810
Glasgow	73,945	Northern Ireland	48,225	Worcestershire	7,765
Gloucestershire	9,800	Norfolk	16,915	Yorkshire	155,070
Hampshire	61,740	Northampton	11,585		

## Student Marketing

### How big is the market?

The size of the student market has grown rapidly in the UK over recent years, with over 1.8 million students now in Higher Education Programmes.

Despite at time having a limited budget, many students move away from home for the first time — making independent decisions over which brands to buy for the first time. This can provide huge long term benefits for brand loyalty.

Students have a combined spending of more than £10 billion... and with an average student spending over £5000 each year, the student market is more than lucrative.

#### Lifestyle Statistics

92%	visit the cinema each month
46%	go out clubbing each week
79%	go to gigs each month
43%	have a part time job
71%	go travelling at least once a year

#### Annual Spend

£483	on clothes
£874	on out-of-home entertainment
£820	on food
£1,300	on rent
£524	on travel

University students also make an ideal target market for internet-based companies. Over 99% of students are comfortable using the internet, going online at least once a week, although usually every day.

They also don't have the same fear of the internet as much of the general population, particularly when it comes to purchasing goods online — average online spend is 7 times higher than that of the general population.

Finally, whilst the working population uses the internet predominantly for work purposes, two-thirds of the time that students spend online is general surfing.

When it comes to targeting students they have in the past been considered an elusive group, with much of their time taken up on campus and through socialising. Traditional forms of advertising, such as mainstream radio, TV and billboard advertising campaigns, are not ideal channels for reaching today's students.

*However, there are in fact a number of ways in which the student market can be reached through Miss University 2009:*

- The Student Union
- Student Radio
- Online Advertising
- Flyers
- Student Newspapers
- E-mail Marketing
- Referral Programmes



## Diamond - Title Sponsor: ABC.....Miss University 2009

- Official Product / Service Status
- Category Exclusivity
- On-Site Signage and Display
- Program book ad space
- Photography and Video Rights
- PA Announcements
- National TV Ad
- Logo on all flyers
- Local Radio and TV Broadcast
- Inclusion in all press releases, promotional material, invitations and webcasts
- Inclusion in Press Conferences
- Presence on event website including logo and links
- Sample Product & Promotional Literature distribution
- Display Space
- Model Hostess's dressed with your corporate identity
- Logo on DVD's of the show after the event
- Hospitality and Entertainment sponsorship rights
- Complimentary event tickets
- Photo Ops with winning participants
- On-Site Sales Rights
- E-mail marketing

## Platinum National Corporate Sponsor

- Official Product / Service Status
- Category Exclusivity
- On-Site Signage and Display
- Program book ad space
- PA Announcements
- Logo on all flyers
- Presence on event website including logo and links
- Sample Product & Promotional Literature distribution
- Display Space
- Logo on DVD's of the show after the event
- Hospitality and Entertainment sponsorship rights
- Complimentary event tickets
- Photo Ops with winning participants
- E-mail marketing
- On-Site Sales Rights

## Gold Regional Sponsor

- Regional Category Exclusivity
- Program book ad space
- PA Announcements
- Logo on all regional flyers
- Presence on event website including logo and links
- Sample Product & Promotional Literature distribution
- Display Space
- Complimentary event tickets
- Photo Ops with winning participants
- Regional e-mail marketing

## Silver Local Sponsor

- Program book ad space
- PA Announcements
- Logo on all local flyers
- Presence on event website including logo and links
- Display Space
- Sample Product & Promotional Literature distribution to local Universities
- Complimentary event tickets
- Local e-mail marketing

## Bronze Local Sponsor

- Logo on all local flyers
- Presence on event website including logo and links
- Complimentary event tickets
- Local e-mail marketing

We also need sponsors for the following:

- Press Lounge Sponsor
- Make Up/Cosmetic Sponsors
- Hair Styling Sponsors
- Gift Bag Sponsors

For more info, please contact Richard Amado on 0845 310 2486 or e-mail us at [sponsorship@missworlduniversity.com](mailto:sponsorship@missworlduniversity.com).

## Ad-Hoc Sponsorship

### 1. Newsletter sponsorship

Newsletters containing the latest news, events and reviews – on fashion, shopping, trends, holidays and cars are sent out once a month throughout the UK to all registered Miss University members, as well as all previously registered guests and show participants.

Miss University sends out a variety of automated e-mails to members, including:

- Newsletters can include banners (468 x 60 pixels), buttons (125 x 125 pixels) and skyscrapers (tall vertical adverts)
- Create your own advert, or use our free design service
- Newsletters are sent to our database of opted-in student shop-o-holics and trend setters
- Prices and further details are available on request
- Spaces are sold on a fixed basis

Prices start from £300 – further details are available on request

### 2. Automatically generated e-mail sponsorship

Miss University sends out a variety of automated e-mails to members, including:

- Confirmation of registration as a new Miss University member
- Notification of a Charity/Voluntary organisation promotion/appeal
- Notifications of Miss University events
- Confirmation and updates on winners from various regions

These e-mails can be customised to include:

- Your company details
- New promotion
- Product launches
- Exclusive Miss University offers
- Special Student discounts and more...

Remember discounts are available for series bookings. Our e-mail address database is continually growing, so please get in touch for current numbers

Prices start from £200 – further details are available on request

### 3. Online advertising: the products

#### Top banners

- Position:** Top of the page
- Visibility:** Home page and across the entire site
- Size:** 468 x 60 pixels
- Cost:** Reserved for Major Sponsors

- Banners and buttons direct the user to a web address of your choice
- Discounts are available for series bookings – please ask for further details
- All adverts can be static or animated
- Create your own advert, or use our free design service

(details available on request)

#### Skinny Banners

- Position:** Top of the page (full width)
- Visibility:** All pages
- Size:** 980 x 35 pixels
- Cost:** £300 per calendar month

#### Buttons

- Position:** Right hand side of the page
- Visibility:** Home page and across the regional site – maximum of five on home page & – maximum of seven on other pages
- Size:** 125 x 125 pixels
- Cost:** From £350 per calendar month

### 4. Product/Service Listings

Miss University offers excellent advertising opportunities to advertisers locally, regionally and nationally who wish to test our service and quality before making long-term commitments. Our advertisers can advertise specific products or services on our site through the following:

#### Standard Product/Service listings

- Advertisers with their own websites can provide us with their web address, and we will arrange the adverts
- Reports are available, based on the number of page views for each product/service listed
- Our listings are updated daily
- Each product/service from the advertisers' website appears on as an individual, searchable advert
- Cost: From £100 per week

#### Enhanced Product/Service listings

- All the benefits of standard stock listings
- Listings appear in a bolder presentational style, therefore stand out more
- Cost: From £125 per week

#### Premium Product/Service listings

- All the benefits of standard and enhanced stock listings
- Your listings are the first to appear at the top of the page and prominently use eye-catching images
- Ensures that the advertisers product/service is seen first
- Cost: £150 per calendar month