

# The Truth About Students

*or why many brands don't get students.*



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## Introduction

Having been both a student and having worked within the student movement, both as President of a students' union and on a committee at NUS Services I have been able to view students from both perspectives. Coming from a family of marketers (my father was a board member and creative director at Saatchi & Saatchi, my uncle was an account director at Saatchi & Saatchi and my grandfather was a marketing director at car company) I am keenly aware of brands marketing to students, their successes and their mistakes.

This report is an objective view based on a variety of research, data and hands on experience. Many brands are doing a good job. Many aren't.

## About the author



**Thom Arnold** graduated with a degree in International Relations and Politics from the **University of Sheffield**, which was named the Times higher university of the year 2011. He is the former president of Sheffield Students' Union, rated as the *best Students' Union in the UK* in the Times Higher Education's Student Experience Survey for the past 3 years running.

He's previously been a member of NUS Services Business and Enterprise Committee and is currently a member of the Institute of Public Policy Research (IPPR) Commission on the Future of Higher Education. He now works for a top five international broadcasting company.

## About Creative Orchestra

**Creative Orchestra** is a brand marketing and advertising agency working across all media and mediums. It has built a reputation on '**intelligent creativity**' by investing in insights. It has written publications on both **ethical consumerism** and marketing to **female consumers**.

In an era when brands are putting more emphasis on intelligence and data, we are at the forefront of seeking to understand consumer behavioural psychology. We have also developed a number of psychology based tools, **AardVarK** and Emotivations, to help clients better understand how consumer think, feel and behave.

We current work with the **National Union of Students** (NUS Digital) and have been developing the next generation platform of communications between students and the NUS.

### Creative Orchestra

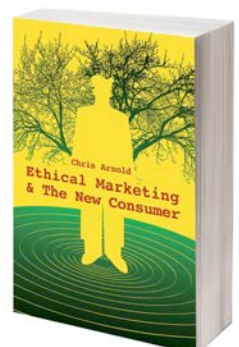
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# Demographics



## Is there a typical student?

There are a lot of generalisations about students. The common stereotype is of a white, middle class student from the UK aged 18-21 who is studying for an undergraduate degree, goes out all the time, drinks a lot and does no work.

But does this image bare any resemblance to any actual student?

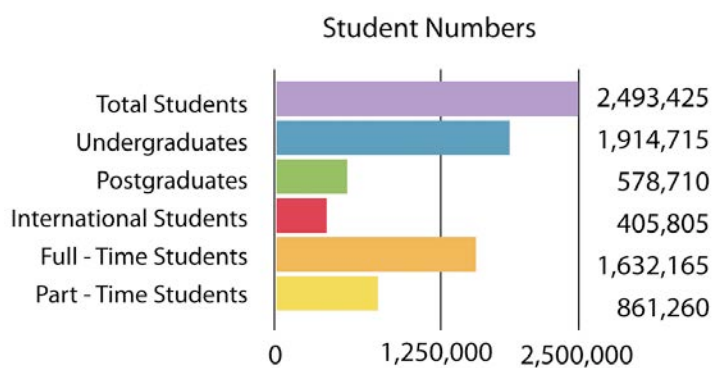
Given there are currently **2.5 million students** studying at over **165 Higher Education Institutions** one or two might fit this stereotype, but, the student body is far more diverse than stereotypes would suggest.

Although the majority of students are undergraduates, **23.2%**, or over half a million students are **postgraduates**.

Equally, almost **40% of students are studying part time**, and half of part time students are aged 30-50.

In fact **less than 60% of students are under 21**.

A significant number of students aren't UK students either, with over **400,000 international students** studying in the UK. There's also a slight gender bias as **56.6% of students are female**.



## BRAND ADVICE:

Students are not a homogeneous group. Marketing aimed at just students won't work. You need to profile and target properly. And just showing a bunch of students having fun with some funky type will NOT create a connection. You need to take time to understand your audience, and not just their behaviour but what they think and feel. Emotions are very important.

## How are postgraduates different?

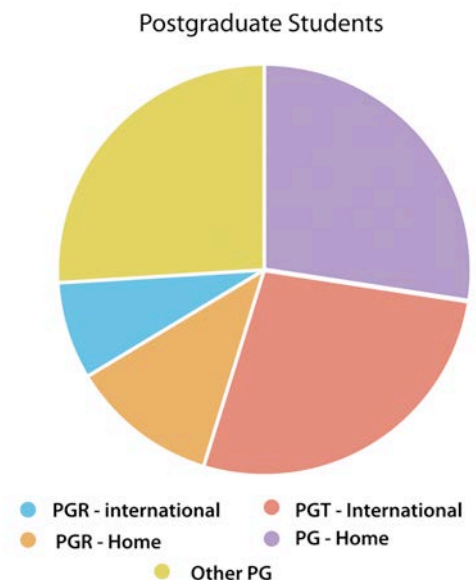
There are over **578,000 students studying for a postgraduate degree** in the UK. 55% of postgraduates are Postgraduate Taught Students (PGT) and 19% are Postgraduate Research Students (PGR).

PGT students predominately study business, education and social sciences. The majority of PGR students study science, technology, engineering and mathematical (STEM) subjects. The remaining 26% are classified as 'other postgraduate' and are mostly studying for diplomas, certificates or professional qualifications.

The postgraduate population is diverse. **Half of postgraduate students study part time**, with many of these students studying alongside full time jobs. Most full time postgraduates are under 30, however, part time postgraduates vary from 21-65+. International students make up half of PGT students and 40% of PGR students.

**Postgraduate students form one of the largest clearly defined student groups**, though there is great variety within it. Postgraduate students tend to be a group which students' unions fail to engage with effectively. One problem which can affect communication is that **PGR students typically think of themselves as professionals rather than as students**.

Content aimed at postgraduates tends to be more effective if it has a more serious or academic focus, than being just vibrant and fun.



### BRAND ADVICE:

Postgraduate students don't think of themselves as students but as professionals – so anything that looks too youthful can turn them off.

They are an important audience for brands as most will go on to higher paid jobs (and many will marry similar types) and therefore will have higher disposable incomes.

## International students in the UK

The UK is a leading provider of Higher Education on the international market. Currently non-EU students contribute over £5 billion to the UK economy.

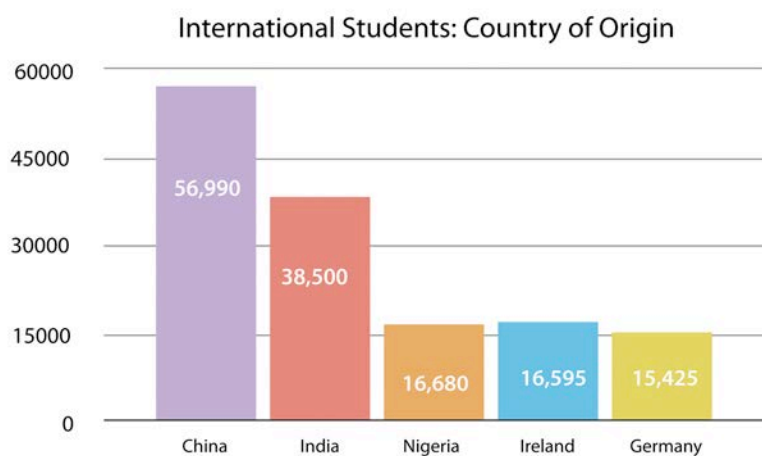
Half of this is from off-campus spending.

There are over 400,000 non-UK students studying in the UK from all over the world. 42% of international students are from Asia, 31% from the EU (non-UK), 9% from Africa, 6% from North America and 6% from the Middle East. Most international undergraduate students are from China whilst most international postgraduate students are from India.



The top 5 countries of origin are:

China: 56,990  
India: 38,500  
Nigeria: 16,680  
Ireland: 16,595  
Germany: 15,425



The top 5 regions of origin are:

Asia: 171,950  
European Union: 125,045  
Africa: 37,350  
North America: 25,360  
Middle East: 23,605

### BRAND ADVICE:

International students are a huge potential market. However, they are a very diverse group with the complication of different cultural origins. And not easy to reach.

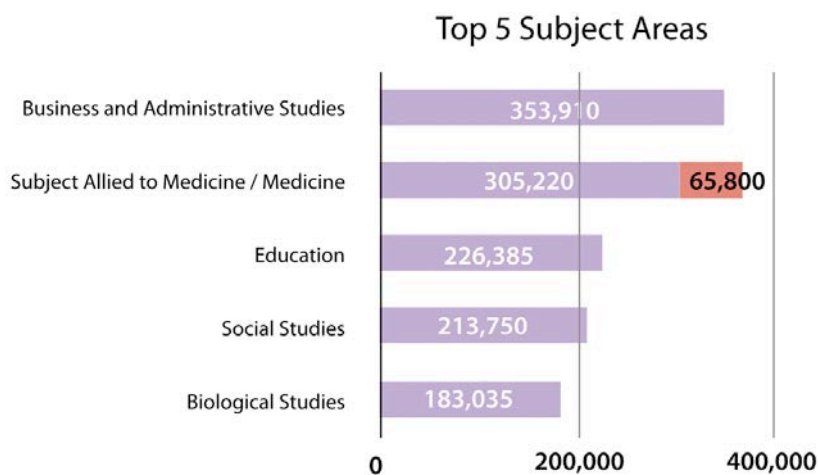


## What are people studying and why?

Very few people go to university purely out of a desire to learn. The key motivation for over **60% of students undertaking a degree is career related**.

29% of students indicated that the main reason for studying was because it was a necessary part of their career progression.

A further 18% said the main reason for studying was to improve their employability.



The top 5 subject areas by student numbers (all student types - 2,493,420) are:

Business and administrative studies - 353,910

Subject allied to medicine - 305,220 (an extra 65,800 study medicine and dentistry)

Education - 226,385

Social studies - 213,750

Biological studies - 183,035

All other subject areas - 1,145,320

Looking at the top three reasons for choosing to study, a career related motivation was present for most students. 45% of students included to gain qualifications in their top three, 35% indicated it was necessary for their career and 27% said that improving their earning potential was one of their top three most important reasons.

## BRAND ADVICE:

The myth many marketers believe, is that students go to college just to have a good time, to get drunk, get laid and listen to music. That's just a perk and not all students do that anyway.

# Habits and Lifestyle



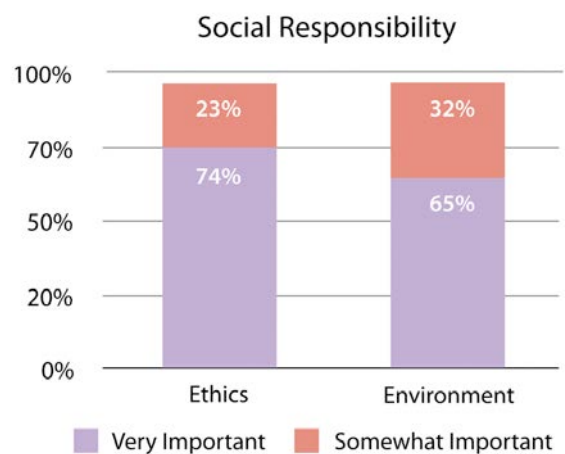
## Ethical and environmentally responsible

Students are an engaged part of society in the issues which effect people around the world. They have a strong sense of social responsibility and are increasingly environmental and ethical.

74% of students believe that ethics are very important, with a further 23% believing that they are somewhat important. 65% believe that it is very important to be environmentally friendly with another 32% believing it to be somewhat important.

These beliefs translate into practice with students being 51% more likely than other adults to choose to purchase environmentally friendly products.

Despite these numbers showing students are already very aware of the ethical and environmental challenges facing the world, as school children are now learning about global warming, sweat shops, exploitation, injustice - these numbers are likely to rise having an effect on the purchasing habits and demands of future students.



## BRAND ADVICE:

You can't greenwash or ethical wash students, they are far too smart and the truth comes out very quickly. They know the difference between genuine and spin. And they will boycott brands seen as unethical – the NUS will also ban brands they think are unethical. And they aren't the greatest fans or large corporations. Students look at your ethos not just your marketing, so beware of saying anything that isn't 100% truthful.



## Work, study and party

Students have largely unstructured days, and spend a lot of time socialising. The average student claims that they spend 52% of their time studying (other research suggests that this number may be closer to 30%), 29% socialising, 15% engaging in extra curricular activities, clubs and societies and 5% working part time.

However, with higher fees we may see students spending more time studying and less time socialising.

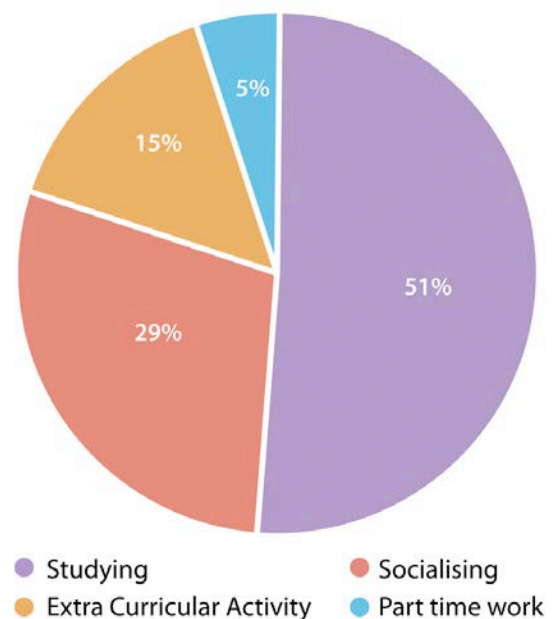
Despite the myth of students constantly partying, the majority of students only go out just twice a week, and a third just once a week. Very few students actually go out more than three times in a week.

The majority of students spend at least 3-4 hours online every day. However, with the growing proliferation of smart phones, students are increasingly part of a community which is always connected.

**Students are now spending around the same amount of time socialising online as they are in person.**



How Students Spend Their Time



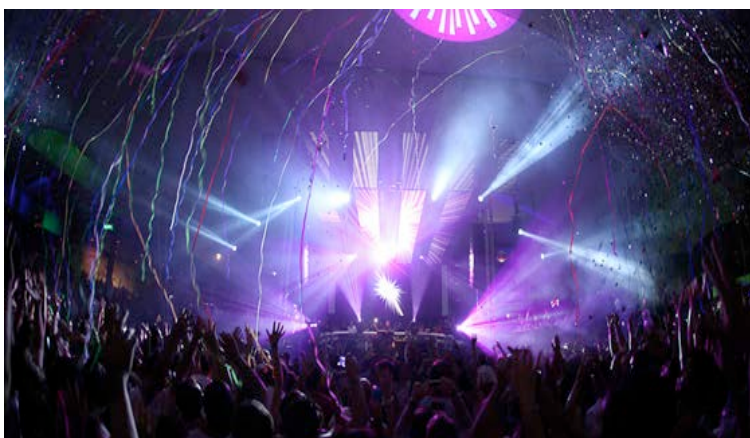
## BRAND ADVICE:

The truth is, they aren't hanging about bars every night or at gigs. They are more likely to be slogging away on a computer or reading a book. When they are socialising, to get into the social circle you need to be invited and that is very hard to achieve. Intrusive or disruptive techniques just annoy students and will get you blocked. It certainly won't sell your product/service or brand. You need to engage them by understanding their needs. Better still, if you can make them come to you – pull not push marketing.

## Looking the part

For many students projecting the right image and identity is important. Students are more likely to relax at the happening venues, wear designer clothes (than second hand clothes from charity shops) and have the latest gadgets and technology.

Students are also far more likely than other consumers to consider the brand image when choosing a mobile phone or whilst buying a computer or technology. You only need to enter a university library to see apple computers scattered across many desks.



## BRAND ADVICE:

Brand matters. Image is important. Being cool in the right way is key, but many brands do get it wrong.

## Deciding what to buy

Students are very savvy consumers. They are price sensitive and always looking for offers and promotions. Price is a very important factor for 83% of students.

But they also demand quality, which is a key factor for 73% of students.

Students are more likely to make purchases online than on the high street, and progressively using smart phones over laptops.

- 95.1% of students use online retailers such as Amazon & eBay
- 81.3% buy from high street retailers websites
- 76.1% make purchases on the brands official website
- Only 34.8% purchase through price comparison sites
- Just 10.8% have purchased through a social network site

This platform is also more suited to hunting for the best deals and finding the best products.

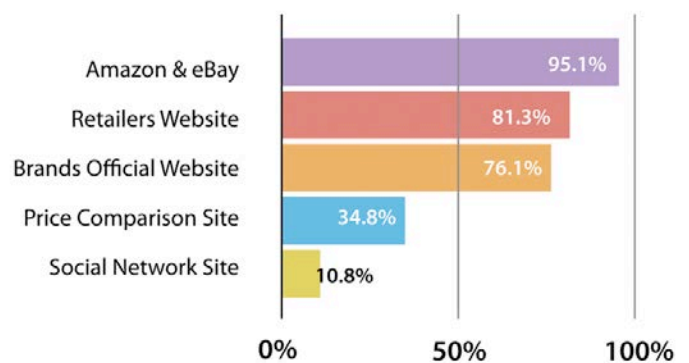
66% of students use search engines prior to making a purchase online and 52% of students check out a number of online shops.

49% of students use review sites and 42% check out the brand or manufacturers website.

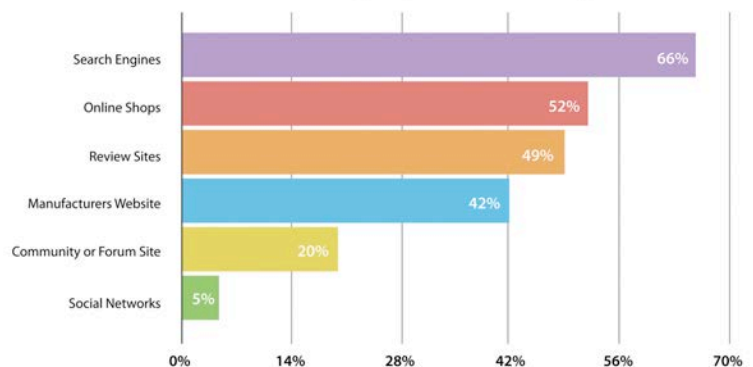
Only 20% of students use community or forum sites, and just 5% use social networks to inform their decisions.



Sites Used For Online Shopping



Sites Used Regularly To Inform Purchasing Decision



## BRAND ADVICE:

Students are very savvy shoppers and seek value. They are demanding and smart enough to know how to get what they want at a good deal. Social media networks are not important sales channels, despite what you may have been told. Buying via smartphone is become the norm over PCs.

Influencing a student's purchasing decision needs to start early – get them to search for your brand - as PPC can be an expensive afterthought.

# Finances

## Baked beans on toast or roast lamb for dinner?

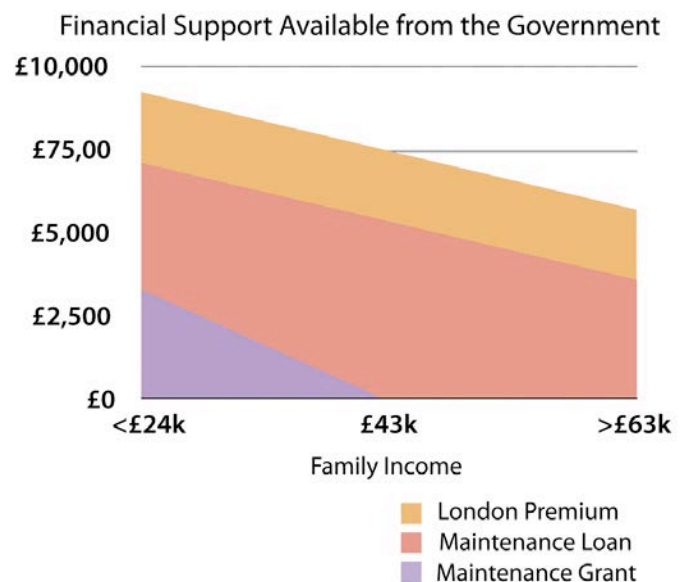
There is a persevering image of students eating baked beans on toast or pasta because they can't afford anything else. Though students are very aware of how much money they have and what they are spending it on, this image simply isn't true. **The average weekly spend by students is £185.**

Firstly, fees are not paid upfront by students, and they only start repaying their loans when they get a job and earn over £21k. How much money students receive in addition to the loans which cover their fees depends on family income. Students with a family income of £35k or less receive £7,177 from the government to cover the cost of living. Additionally, students whose family income is below £25 may receive a bursary from their university worth at least £3k.

Students whose family income is £43k can expect to receive £5,500 a year, reducing to £3,575 for a family income over £62k. The higher cost of living in London is also taken into account with students receiving over £2,000 more.

However, students with larger family incomes don't typically have less spending money. Although half of students receive no parental funding, this varies by socioeconomic group. For students with higher family incomes, falling into socioeconomic group A, family support accounts for 51% of their living costs, but just 15% for those in group D.

A lot of students also boost their spending money by working part time. 22% of students work during term time, with a further 32% undertaking some form of work during the holidays.





## Fresh olives and calamari for dinner please

With an average weekly spend of £185 students don't want to deprive themselves of the latest trends.

For instance, **51% of students have sky or digital TV at home.**

Students' don't dress on the cheap either, spending between **£120 and £200 per month on clothes.** They tend to stay on top of the latest fashions, go out twice a week and have the latest technology.

The biggest expenditure for students is rent. Although this varies by location, on average it costs students around £4k per year outside London, or £5k in London.

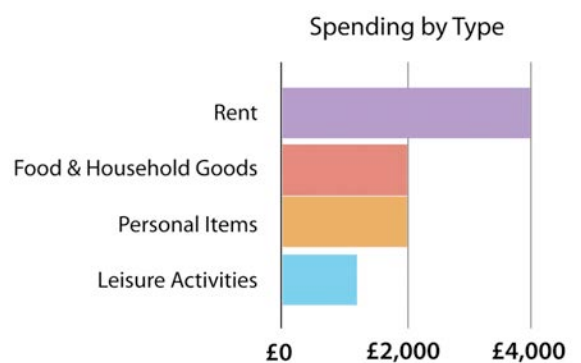
Students spend a further £2k per year on Food and household goods.

This leaves students on average £2k to spend on personal items each year, and £1.2k on leisure activities.

**The top financial priority for students is rent, followed by food, snacks, drinks (non-alcoholic) and then bills.**

However, students are savvy consumers. They are 2.5 times as likely to be amongst the heaviest online consumers and non day-to-day purchases are made online, taking advantage of vouchers and offers.

They aren't typically impulse buyers and are also price sensitive and know how much they have and what they are prepared to spend it on.

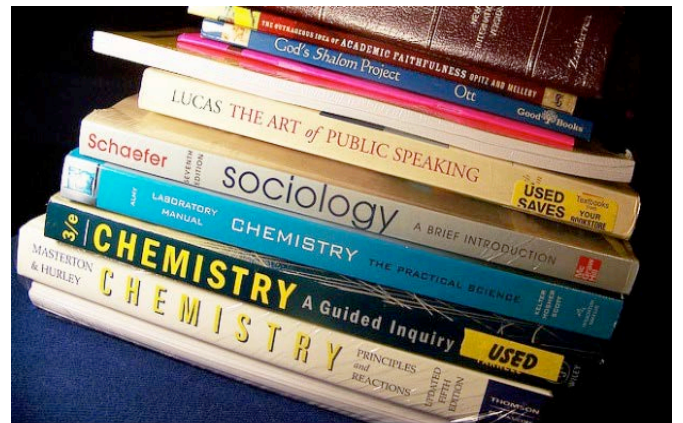
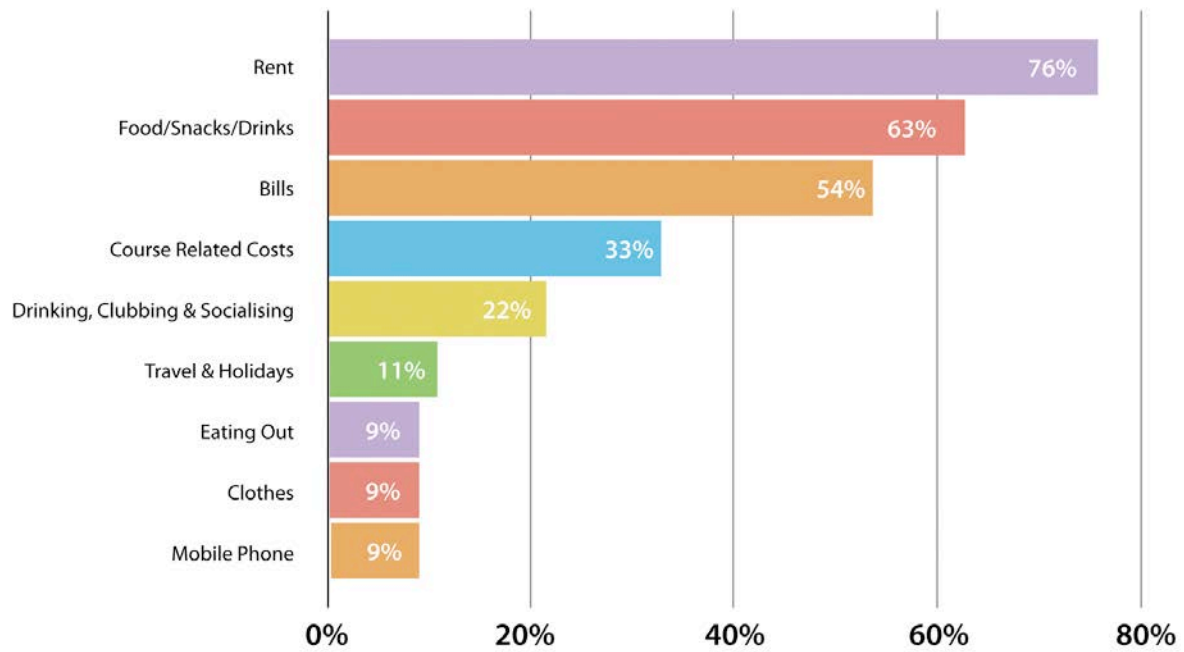


## BRAND ADVICE:

Students like the finer things in life as well as the budget stuff. If they can afford it, they'll buy the best.

The image of them as 'poor students' is far from the truth.

### Top Three Financial Priorities





## A good investment

Students are independent consumers, often making decision about what to buy and which brands to choose for the first time. This offers an opportunity to develop lasting brand loyalty to capitalise on future earnings.

Despite a slight decrease, at 80% of institutions between 86% and 94% of students were recorded in further study or employment six months after graduating. Graduates have also been less impacted by the recession than those with lower qualifications.

Although graduates have large loans, under the new system students will only start paying these back when they earn over £21k, and then only at a rate of 9% of income over £21k. **Graduates are expected to be amongst the higher earners in society**, so remain an attractive market with disposable income.



## BRAND ADVICE:

Don't see them as students but as the next generation of consumers. Approaching them whilst students means your brand can engage with them better when they leave and become good earners.

# Staying in Touch



## Harnessing free time

Students have largely unstructured days which allows them to spend a lot of time socialising. This generates a constant need for new topics of conversation, and a strong word of mouth community.

When seeking opinions on new products friends are the favoured and most trusted source.

Indeed, **71% of students list word of mouth as a key way that they find out about new products and trends**, followed by **TV for 54%** of people. Outdoor is also a key player, especially Adshells and transport media, as in many cities students use public transport.

Social media is listed as important for just 40% of people (however, we saw earlier that **social media is only used by 5% to inform their purchasing decision**).

This is great if people like your brand or campaign; but if they don't like it, everyone will know that as well – people are more likely to talk about bad experiences than good. However, most students agreed that they would tell friends about something if they liked it and thought it relevant, so if you can create a product or campaign with a wow factor, students may well promote it for you.

However, brands shouldn't try too hard to be cool as this strategy tends to fail. Students will decide whether your brand is cool or not.

## BRAND ADVICE:

**Word of Mouth:** is the number one but you need to get in to the conversation.

Remember, women are 10x more likely to spread the word than men.

**Advertising:** big media is still key, TV, posters, transport advertising - but the executions need to be engaging, never dull.

**Social media:** is only used by 5% to inform purchasing decision. Don't try and force students to pass it on /recommend your brand – it has to work off its own merits. Students hate being used/manipulated and distrust brands that do.

## Constantly Connected

**“We use Facebook to schedule the protests, Twitter to coordinate, and Youtube to tell the world.”**

Students are living in a constantly connected world, with many able to access the internet, their emails and social networks on the go through their smart phones.

The key social networks for students are Facebook and Twitter.

Facebook is the central platform and used to stay connected, whilst Twitter is used for updates, information, discounts and promotions.

“When I get bored in lectures I’ll check Facebook on my phone.”

When asked about their preferred way to receive communication, **34% of students said they wanted to find out what was going on via Facebook, 25% said they preferred to find out via email and 12% through posters.**

However, **80% of students wanted to receive regular updates via email but just 46% via social networks.**

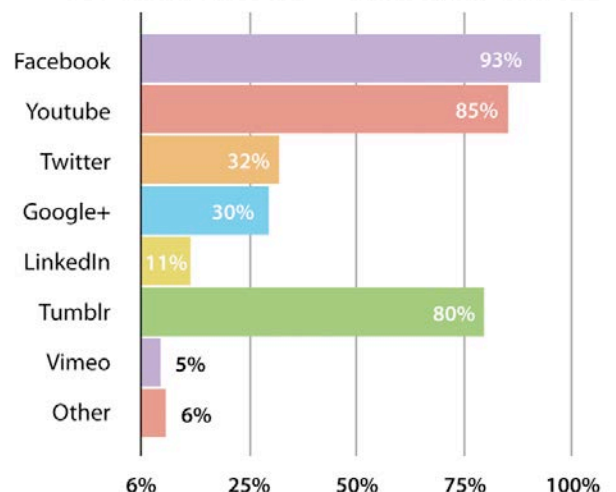
Similarly, **84% of people wanted to communicate with brands via email and just 33% via social networks.**

Less is more. It is very important to get to the point with a campaign, as students are likely to only give an update on social networks or an email a cursory glance unless you grab their attention. Students are very clear that the more emails that a brand send out and the more Facebook posts it makes the less attention people will pay.

Students are also very much against the use of texting for marketing purposes. A mobile number is a personal thing only given to close friends. As a result, text messages from brands are seen as the worst kind of spam.



Social Media Sites Used Regularly By Students



### BRAND ADVICE:

Don't abuse social media channels – too many brands do.

Less is more or they'll block you. Worse, they'll mark you as spam.

Respect their private social space, especial on mobile, only enter if you have permission.

Intrusion – just because you can - will turn students away from your brand and create a bad feeling.

## 1 billion friends and I see half every day

**“I get sick of the updates from fan pages - that's why I don't really join them.”**

Facebook is an essential part of student life. It keeps people connected to friends and groups and in the know. It also offers potential to grow your brand - but it's no magic bean.

**People are resistant to marketing in general, and even more so to overt marketing through social media.**

**34% of students say they want to find out about things via Facebook. But put another way, 66% don't.**

Facebook does still offer potential as **40% of students check it before they get out of bed in the morning**, but they also tend to feel guilty about how much time they spend on it!

Although for some students Facebook is the key way to find out what's going on and stay on top of the latest trends, the real benefit for students is in **sharing experiences**; seeing who is attending an event and what is popular with friends.



Students post regular updates, but the vast majority of students will only post updates that they think their friends will be interested in. There is an unspoken etiquette around the frequency of posting and most people will only update their status two or three times in a week as too many updates will make people feel as though you are spamming them. People are more likely to comment or like other people's statuses or photos.

**“You know the people that post up a lot [...] it's often inane. I just block them or hide them from my feed.”**

### BRAND ADVICE:

Remember, just because some people do also means most don't. Especially true when using Facebook. Students like to share experiences – so focus on creating good experiences that get talked about rather than dull marketing messages.

## Likes, fans and pointless updates

A fan page is the central hub for brands on Facebook. **A third of students follow at least one brand** on social networking sites and over 80% have seen large brands advertising on them.

However, lots of fans on Facebook means nothing. Students will click 'like' on a fan page on a whim and only be engaged fleetingly. Simply having a fan page adds nothing to your brand.

**77% of students are looking for incentives** when they engage with a brand through social media. But to maintain interest and engagement you need to give your page personality. Student's want to feel as though they are talking to a single person through social media, not a faceless corporation.

Students also live in a constantly connected world. They expect to receive responses almost immediately.

'Professional photographers work better (than friends) as they take better photos ... I always look to tag myself in the good photos ... and that takes me back to their page on Facebook.'

Key reasons for liking a fan page:

- Discounts - 35.2%
- Exclusive content - 29.5%
- Competitions - 24.3%

The most common reason after that is to complain. Yep, if you upset students they'll tell all your other followers via Facebook.



Key Reason For Liking a Fan Page



### BRAND ADVICE:

Beware of putting a value on Likes, views, followers and fans, students will click on a whim (and it's easy for third parties to fake up the numbers too).

The biggest driver of followers comes from incentives. As is the case in general, Facebook and Twitter work best as promotional channels.

# Getting it Right



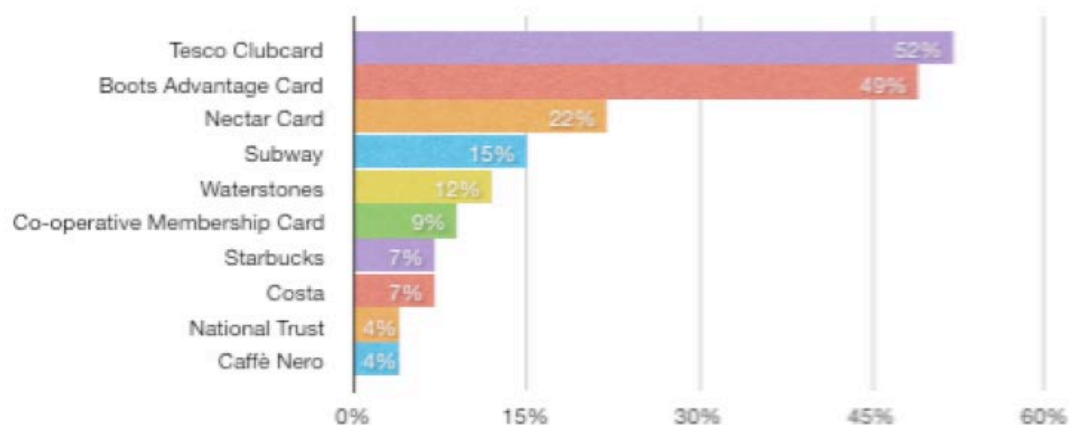
## Loyal consumers

On average students use 2.6 loyalty cards on a regular basis and 86% of students say that loyalty cards make them more likely to use a product or service.

Students are also less demanding about the benefits and rewards which are offered by loyalty cards due to inexperience. However, **students are more likely to be concerned about having their data collected and abused.**

Loyalty cards have a strong penetration amongst students. **54% of students have a Tesco Clubcard, and 51% have a Boots Advantage Card.** 96% of students who have a Tesco Clubcard or Boots Advantage Card use it on a monthly basis. In fact 89% of loyalty cards held by students are used on a monthly basis.

However, loyalty cards aren't necessarily driving behaviour. Students are most likely to have and use a loyalty card because they were going to use the service anyway, and the card offers appropriate points or discounts.



## BRAND ADVICE:

Students like to get value and discounts, so take advantage of loyalty cards.

However, loyalty cards aren't necessarily driving behaviour.



## Top student brands

There is continued and growing concern about business practices, Fairtrade and social responsibility which has seen brands such as Nestlé and products like bottled water being banned and withdrawn from sale at top students' unions like Leeds University Union and Sheffield Students' Union.

However, despite growing concern international brands still have a positive image.

The top student brands in 2011 are:

- Best restaurant – Nando's
- Best bar chain – Weatherspoon
- Best fashion retailer – H&M
- Best magazine – Cosmopolitan
- Best newspaper – The Guardian
- Best app/game – Angry Birds
- Best film – Harry Potter & the Deathly Hallows Part 2
- Best programme on TV – The Big Bang Theory
- Best album – Adele, 21



## BRAND ADVICE:

Brands that have a bad image, like Nestlé, are banned from some unions or boycotted by students. If your brand is unethical it will be avoided. If it's ethical it will be better received. However, a look at the top brands reveals little evidence that students are always acting on their ethical intentions.

## Fashionable students

The brands that were most successful at attracting a following on social networks are:

- Topshop / Topman - "Quality, fashion forward, cheap"
- ASOS - "Stylish, affordable, easy to use website, student discount"
- Jack Wills - "Quality, stylish, comfortable, exclusive"
- New Look - "Inexpensive, fashionable, stylish"
- Abercrombie & Fitch - "Unique, good quality, fashionable"
- River Island - "Good quality, trendy, affordable"
- Adidas - "Cool, reliable, classic"
- Nike - "Cool brand and adverts, quality, durable, comfortable"
- Apple - "Good design, quality, reliable, cool, expensive"
- Ben & Jerry's - "Tasty food, quality ingredients"



## BRAND ADVICE:

In many cases the main reason for following these brands was to get discounts and special offers or deals.

## How to kill time online

The majority of students spend at least 3-4 hours online every day.

The top websites that students use:

Top for news:

- BBC News
- The Guardian
- Daily Mail
- SKY News
- The Sun

Top for entertainment:

- YouTube
- BBC iPlayer
- Miniclip
- 4oD
- Last.fm – 73% of students have an MP3 player but only 42% have a radio

Top for shopping:

- Amazon – 95.1% use online retailers like Amazon or eBay when they shop online
- eBay – main purchases online are music, books, games, films and clothes.
- Topshop/Topman – “because the quality is incredible”
- ASOS – “because of the student discount and easy to use website”
- Play.com – “because they provide the best online service and delivery times”



## BRAND ADVICE:

Just because you know where they go doesn't mean being there is enough. Make your marketing relevant and tailored. And remember, you are one of ten thousand brands trying to get their attention. Sometimes it's better to use other channels of greater influence, that are less crowded, like outdoor or TV.

# Working With Friends

## NUS Services Ltd

NUS Services is the commercial arm of NUS. It has a deep understanding of the student market and can reach out to the **7 million** higher and further education students across the UK.

NUS Services is a key partner for products aimed at students. With a total trading turnover in excess of **£120 million** a year across outlets including bars, shops and cafés at over 200 locations across the UK, it can provide access to a large market.

Working with NUS Services, rather than third parties, makes it easier to place products at students' unions across the country, and to run coordinated national campaigns.

The **NUS Extra Card** provides a more direct channel of reaching students by providing discounts to students who have the card. Students have to purchase the card and hundreds of thousands opt to do so each year, with 94% doing so specifically for the discounts.

However, the majority of students don't have an NUS Extra Card, and some students' union, including some of the largest, choose not to promote the card to students as their university card will provide a student discount in many outlets already. Limiting your student discount to the NUS Extra card could harm your brand with students as much as help it if you don't have a big name as you'll have a smaller pool of potential student customers.

NUS and NUS Services has a very limited connection to students directly.



## BRAND ADVICE:

Why go through third party media companies when you can talk direct to the NUS? No one knows the student mind set better. As well as working direct you'll need to consider external channels.

However, getting your strategy and creative right – above, below and online - is key, and that requires working with the right agency. Most brands get that wrong.

## Students' Unions

Building relationships with students' unions can be a challenge.

Students' unions are led by a team of sabbatical officers. They are elected every year, and can normally serve a maximum of two years. This makes it hard to build up a lasting relationship, and can mean you spend a lot of time and effort developing these on an annual basis.

This also creates issues for coordinating a national campaign – student officers aren't always quick at getting back to you and have little expertise.

But students' unions can provide access to a huge number of students, particularly at the larger students' union who can see daily footfall figures in their buildings of **7,000** students at the start of term and over **10,000** students visiting their freshers fairs.

Larger students unions also have an extensive staff team, often complete with their own marketing department.

Most small students' union will have at least a couple of permanent staff. Building up connections with these permanent staff is a better route to create a lasting relationship, and ensures you can run the professional campaigns that you want.



### BRAND ADVICE:

Working with student unions can be effective but it's only part of the mix.

## Sports Clubs and Societies

The largest students' unions can have over 300 sports clubs and societies. The larger societies, often departmental societies, can have hundreds of active members who have chosen to join and receive communication from the society.

Working with sports clubs and societies offers the opportunity to easily reach out to a relevant and captive audience. It shouldn't be seen as a chance to reach thousands of students, but rather providing the ability to **target specific and relevant students** to create current or future consumers.

Clubs and societies typically receive limited funding relative to their costs, so any income which reduces costs for their members or provides additional benefits is welcome whether this is sponsorship, discount and promotions, or special events.



### BRAND ADVICE:

Sports and social clubs provide brands with the opportunity to target students with common interests. As most are poorly funded, sponsorship or support can be the single most effective way to win over members to your brand.



# Conclusion

## Marketing to students

Many marketers make too many assumptions about students or base their decisions on myths. Given the vast budgets spent, you'd think they'd spend more time trying to understand their audience.



They are a diverse group of people with different buying habits, they certainly aren't one homogenous type. Within the many groups you also have the fact that men and women buy differently, plus many different ethnic and cultural differences.

Social media is not the magic wand many brands think it is and is largely a useful promotional channel. Traditional media, and big media (TV, outdoor, cinema) is still highly influential.

Students are savvy shoppers and look for value, but they also look for good brands, they can see behind spin and avoid unethical brands and those selling too hard or worse, manipulate or trick them.

Students today – workers tomorrow. One of the advantages of marketing to students is that you are laying the foundations for selling to them once they are in the work place - mortgages, pensions, cars, technology, investment, etc.

Before you think about a campaign, it's best to get good advice and investigate your audience. Assume nothing and especially avoid the myths that all students are hard drinking, party animals who live life for the moment – many are there for the serious reason of improving their career options.

It is important to get the right agencies to work with – advertising for insight, strategy and the 'big idea'. Digital (or PR) for social media and specialists in promotional and experiential marketing.

# Find out more...

To see case studies about how we've helped brands - including Diageo and Family Planning Association - market to students, contact:

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