



MEDIA PACK



Trusted by students. Proven for brands



About Us

Unifresher is one of the UK's leading student discovery platforms, connecting brands with students at the moments they decide where to go, what to buy, and who to trust.

Through high-impact, student-first content, we influence student decisions before students arrive at university, during Freshers' Week, and throughout their entire student journey.

Our team of professional editors and student writers create locally driven content across UK university cities, supported by national guides covering cost of living, accommodation, student life, and essential university advice.

This is where student decisions happen.

From choosing where to live and what to eat, to which brands to engage with, Unifresher positions partners directly within the student decision-making journey.



"We worked on a number of student campaigns with Unifresher across 7 cities. They delivered on the KPIs they guaranteed with great communication and optimisation from their team. We hope to continue working together."

Nadine Mullan

Sales Manager - Domino's Pizza



Why Students Use Unifresher



START UNIVERSITY STRONG

We Help Students Prepare for University Life

Through **trusted guides, real student insight, and practical advice**, Unifresher helps students understand what to expect before they arrive and how to make the most of university once they do. From choosing a university and navigating Freshers' Week, to managing student finances and finding the right accommodation, **our content supports students** through one of the biggest transitions of their lives.



SAVE MONEY

We Help Students Find the Best Brands and Deals

Unifresher **connects students with the brands, venues, and services** that make student life more affordable and enjoyable. Across Freshers' Week and throughout the year, students use Unifresher to find exclusive offers and discounts from trusted partners. From food and drink to lifestyle brands and local experiences, **our platform helps students discover deals they genuinely want to use**.



EXPLORE STUDENT LIFE

We Help Students Discover the Best of Their New City

Moving to a new city is one of the most exciting parts of the student experience. Unifresher helps **students discover the places, activities, and brands that define their university life**. From nightlife and restaurants to gyms, events, and local experiences, our city guides help students quickly find **where to go, what to do, and which brands to try**.



"We chose to partner with Unifresher for the Full Site Takeover to promote our student memberships. We were delighted with the results and found the team great to work with - they were really flexible about changes to artwork and proactive when optimising the campaign"

Ellinor T
Development Manager



User Demographics



500,000+

Student Users
During Freshers'*



80%

Of Our Audience Is
17 - 22 Years Old



2 MILLION +

Users Over The
Academic Year



15%

International Users
85% UK Users



6 MILLION +

Social Media Views
Per Month**



**1 SMART
TARGETING SYSTEM**

Target The Right Students
At The Right Time



*During Freshers' 2024 we saw 500,000 users growing year on year. Monthly uniques fluctuate throughout the year.

** Based on an average month in 2024.

Who Do We Work With?

We aim to find the best companies and institutes to recommend to students before and during University.

Last year we ran over 400 campaigns across a number of industries, growing from 300 in 2024.

RETAIL & ECOMMERCE



FOOD & RESTAURANTS



ENTERTAINMENT



ACCOMMODATION



GYMS & FITNESS



OTHER FAVOURITES



"We ran two simultaneous campaigns with Unifresher and found both to be really successful. The team were great to work with and gave us weekly updates on how the campaign was performing along with more detailed monthly reports. We were really pleased with how many sign ups we received and are already looking at booking in our next campaign!"

Braschia E
Digital Marketing Team

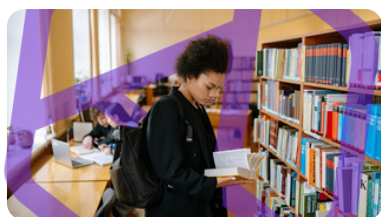


Why Brands Choose Unifresher



100% CAMPAIGN OVERDELIVERY

Every campaign delivered last year exceeded agreed KPIs, **consistently outperforming targets** and **delivering results beyond expectations** for every single brand we partnered with.



REACH STUDENTS WHERE IT MATTERS

We place your brand within **high-intent content** where students are actively searching, comparing, and choosing. Unlike traditional channels, we reach students at the **point of decision**, not passive browsing.



400+ CAMPAIGNS A YEAR WE KNOW WHAT WORKS

We run **hundreds of student campaigns every year**, giving us a clear, data-backed understanding of **what drives results**, used to optimise your campaign with us and inform your wider marketing.



TRUSTED ENVIRONMENT STRONGER RESULTS

Students trust the content they turn to when making decisions, and **your brand sits within it**. In 2025, this drove campaigns that were **77% more efficient*** than the average paid social spend.

*based on UK average market rate for paid social on SuperAds

Student Targeting Data

Student marketing only works when the targeting does. Unifresher puts your brand in front of the right students, in the right locations, at the right moment.

Every digital campaign we run is backed by our proprietary **Student Targeting Data**, a uniquely detailed intelligence layer built specifically for the UK student market that gives your campaign a **strategic advantage from day one**.

Most platforms let you target by age or interest. Unifresher lets you target by how students actually live. Our data does not come from a third-party tool or a generic audience segment - it is built from the ground up, refined campaign by campaign, and is **exclusive to Unifresher**.

When you run a campaign with us, this intelligence is built in as standard. That means **less wasted spend**, **more relevant placements**, and **campaigns that reach students where decisions are actually being made**.

Our student targeting made our 2025 campaigns 77% more efficient than the average paid social spend*

*based on UK average market rate for paid social on SuperAds





unifresher
LIVING THE BEST UNI LIFE POSSIBLE

PARTNERSHIPS

SCHEDULE A CALL WITH OUR TEAM TODAY



Ad Products & Partnerships

Option 1

FULL SITE TAKEOVER & SOCIAL AMPLIFICATION

A Full Site Takeover places your brand at the centre of the student experience across Unifresher, with high-impact visibility across key pages and content.

Delivered through **three display units** across high-intent content, your brand is seen by students as they actively search, explore, and make decisions.

We amplify this with a **two-touchpoint strategy**, re-engaging users through paid social to drive stronger recall and action.

Powered by **real student data and proven campaign insight**, we optimise creative and targeting to maximise performance.

We structure campaigns to deliver **guaranteed KPIs**, alongside driving conversions and measurable impact from first exposure through to action.

**100% of Full Site Takeover Campaigns
Overdelivered On KPIs Last Year**

“Unifresher were fantastic to work with, the team are knowledgeable and quick to respond. The campaign was also a huge success, exceeding our overall target by 322%.”

Cody W
Account Manager



Geo-located
Retargeting Paid
Social across
multiple channels
and formats.

Full Site Takeover
in a trusted
environment
around relevant
content.

"We have partnered with Unifresher on the Full Site Takeover on multiple occasions, as well as their Out of Home offering. We always find the team really responsive and great to work with and we're already looking forward to the launch of our next campaign."

Emma Williamson
Hospitality Marketing Manager

VAPIANO

Ad Products & Partnerships

Option 2

ON-CAMPUS ADVERTISING

An on-campus digital OOH campaign places your brand directly within the student environment, delivering high-impact visibility across key university locations where students live, study, and socialise.

With over **10 years of experience in student marketing** and a deep understanding of student behaviour, we help brands plan and deliver **high-impact offline campaigns** across the UK's largest on-campus digital OOH network.

This allows you to reach students in their everyday environment, on campus, at **the moments that matter most**.

By combining online activity with a **fully integrated OOH campaign**, we create a powerful multi-channel presence that cuts through the noise, reinforces brand recall, and drives stronger student action.

413 Digital Screens, 132 campuses
High dwell times in key locations



Ad Products & Partnerships

Option 3 & 4

CREATIVE CONTENT SERIES

We create **branded content** that aligns with your message and connects with students across our platform and social channels. This can range from a **single high-impact piece** to a **full content series**. Using video, interactive formats, and social amplification, we drive **strong engagement, brand recall, and student conversions**.



"Working to create digital solutions for brands, we have found the Unifresher platform to be a highly effective way for our clients to reach an engaged student audience in the UK. The team are a delight to work with, are always proactive and reliable with their communication and as a result have been part of many successful campaigns with us which consistently hit the agreed deliverables."

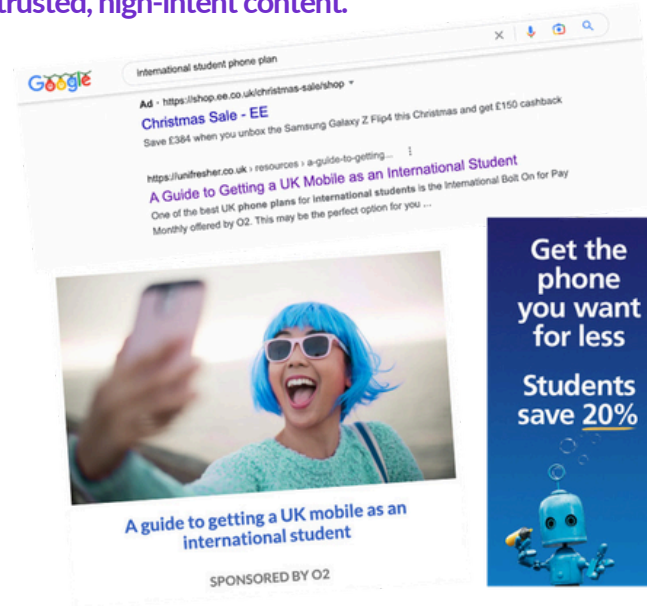
Ali Mueller

Client Service Manager - Ex.co Agency

NOW

SPONSORED CONTENT

We have a number of high-ranking articles and key site sections that perform strongly on Google and across LLMs like ChatGPT for topics that matter to students. Our **Sponsored Content Partnership** gives relevant brands the opportunity to **own this visibility** and align with **trusted, high-intent content**.



Become an Official Unifresher Partner



In 2024, we introduced the **Official Unifresher Partner Watermark**, giving students a clear and trusted way to identify the brands that qualify for our Official Verification, both locally and nationally.

For qualifying partners, this acts as **powerful third-party validation** that builds instant credibility with the student audience.

This status extends beyond your campaign on Unifresher and can be used across your wider marketing, giving you a clear **competitive edge** in a crowded market and increasing the **effectiveness of your overall spend**.

Being recognised as an Official Unifresher Partner signals to students that your brand is **trusted, relevant, and recommended** at the moments they are deciding where to spend.

It is one of the most effective ways to **stand out, build trust, and drive stronger student engagement**.

By becoming an Official Partner, you are also aligning with our mission to help students make the most of university life, positioning your brand as part of that experience.

Campaigns that used our Partner Badge saw a 17% increase in performance*



*Amount of clicks, based on A/B testing

CASE STUDIES



Trusted by students. Proven for brands



Deliveroo Students Case Study



Campaign Overview

Deliveroo Students wanted to drive app sign ups and ran a Full Site Takeover on Unifresher using our two touch point approach.

What We Promised

Site Takeover & Social Impressions: 125,000 total
Click throughs: 1,900+ total

Duration

4th March - 15th April

Locations

National -
United Kingdom

Analysis

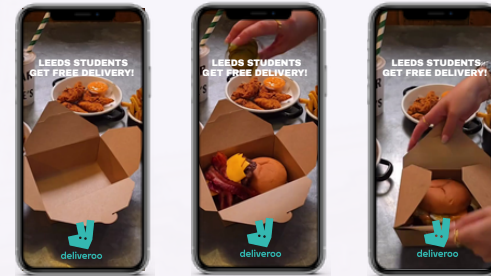
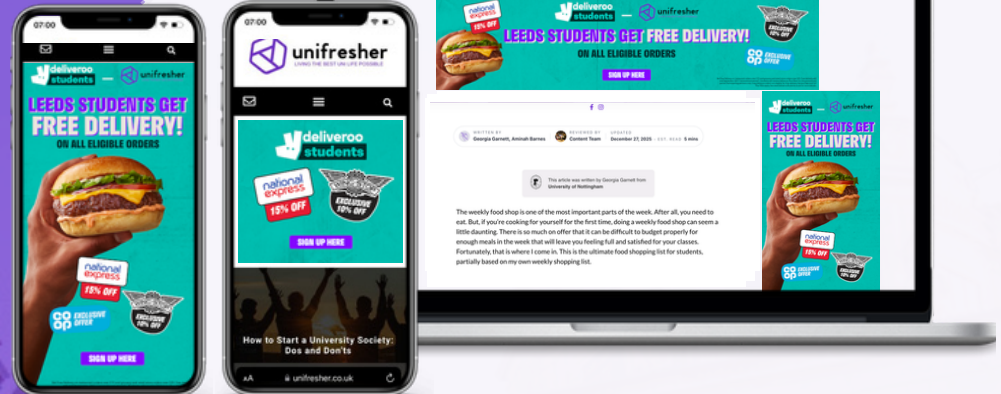
This campaign significantly exceeded all client expectations, demonstrating the ability to drive strong results even in a highly saturated market.

Following Deliveroo Students' large-scale Freshers' campaign in September, which had already built substantial awareness and market penetration, our March to April activity successfully delivered an additional wave of new student engagement and sign ups.

All KPIs were exceeded, with click-throughs reaching 215% above target. In total, 4,076 students clicked through, generating over 1,000 new user sign ups

This was driven by continuous optimisation throughout the campaign, with click-through rate improving from 3% to 21%, highlighting the impact of refined targeting, messaging and creative.

Full Site Takeover in a trusted environment around relevant content.



Geo-located Retargeting Paid Social across multiple channels and formats.

Campaign Results

Impressions
+256,259 over target
381,259

Clicks
+2,176 over target
4,076

Clicks VS
Target

215%
100% = Target

Sign Ups
Achieved

1000+

Village Health & Wellness Club

Case Study



Campaign Overview

Village Health & Wellness Club partnered with Unifresher on a nationwide Full Site Takeover campaign, supported by a targeted on-campus OOH campaign. The campaign ran across 33 gym locations, strategically aligned with key student populations to maximise visibility and engagement.

What We Promised

Site Takeover & Social Impressions: 1,176,000 total
Click throughs: 14,175 total

Duration

11th May - 30th June

Locations

National -
33 Locations across UK

Analysis

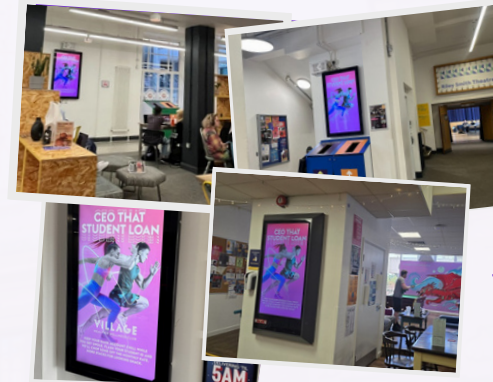
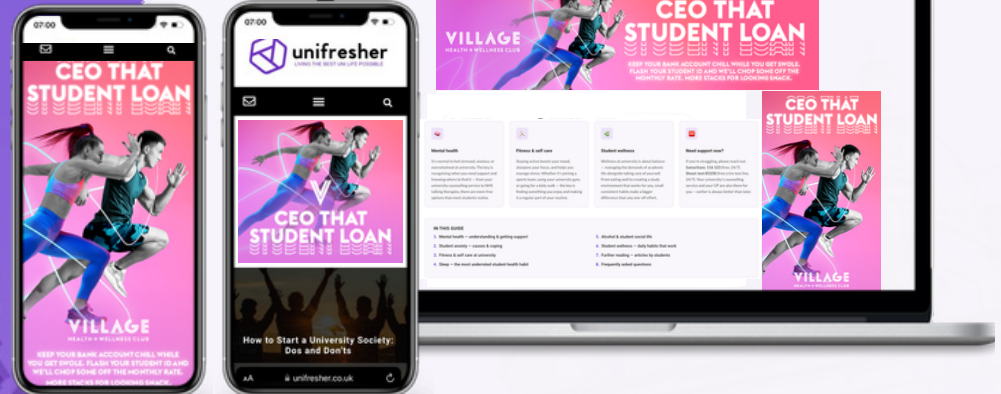
Village Health & Wellness Club launched an intensive two-month campaign across 33 UK locations, that resulted in a significant amount of student sign ups.

The campaign leveraged a high-impact Full Site Takeover alongside strategic social retargeting and on-campus digital OOH screens to maximise reach and relevance. This multi-channel approach ensured strong visibility among students at key decision-making moments, driving both attention and action.

The campaign delivered impressive results within a short timeframe - generating a significant uplift in traffic, brand interaction, and on-site engagement. Most notably, it drove nearly 1,000 student sign-ups for a free day pass trial, turning digital interest into measurable in-club conversions.

This campaign clearly demonstrates the power of combining locally targeted, student-specific creative with high-visibility placements and real-world campus touchpoints to drive real-world outcomes.

Full Site Takeover
in a trusted
environment
around relevant
content.



VILLAGE
HEALTH + WELLNESS CLUB

Digital on-campus
screens ran
alongside the Full
Site Takeover,
maximising
visibility across
both online and
physical student
touchpoints.

FST Campaign Results

Impressions
+23,170 over target
1,199,170

Clicks
+3,327 over target
17,502

Clicks VS
Target
123%
100% = Target

Sign Ups
Achieved
951

Taco Bell

Case Study



Campaign Overview

The campaign for Taco Bell used a targeted Full Site Takeover to drive student acquisition and long-term loyalty. A strong Term 1 offer, geo-targeted around key locations, captured high-intent demand, followed by a Term 2 retention phase focused on app downloads and repeat visits.

What We Promised

Site Takeover & Social Impressions: 125,000 per month

Click throughs: 1,500+ per month

Duration

16th September - 16th December
1st January - 28th February

Locations

Nottingham, Leeds, Liverpool,
Newcastle, Sheffield

Analysis

For the third year running, we partnered with Taco Bell, continuously building on performance data and student insight year-on-year.

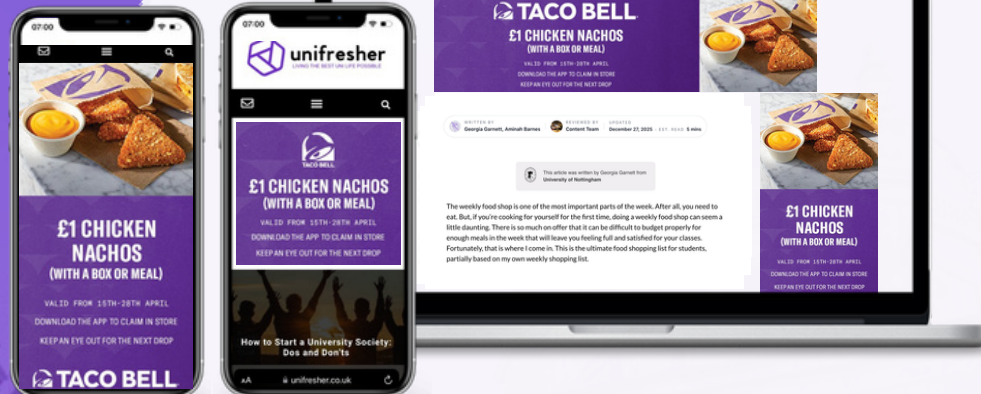
Locations running a Unifresher campaign saw a 113% increase in student offer redemptions compared to those that didn't.

By testing different offers and creatives, and positioning Taco Bell as our official restaurant recommendation, we drove even stronger results this year.

"We have partnered with Unifresher on their Full Site Takeover for several years and we are always impressed with the results. The student expertise that the team brings is remarkable and the flexibility they can offer with campaigns makes such a difference."

Kalham Overson - Taco Bell
Market Manager

Full Site Takeover
in a trusted
environment
around relevant
content.



Geo-located
Retargeting Paid
Social across
multiple channels
and formats.

Campaign Results

Impressions
+772,000 over target
1,397,000

Clicks
+935 over target
6,935

**Clicks VS
Target**

116%
100% = Target

**Redemptions
Achieved**

113%
Increase

VS stores that didn't run
campaigns with Unifresher

ALDI

Case Study



Campaign Overview

Aldi aimed to drive graduate scheme applications through a targeted Full Site Takeover. The campaign leveraged precise location and course-level data to target students and recent graduates in key university cities, ensuring messaging was delivered to those most likely to be actively considering graduate opportunities.

What We Promised

Site Takeover & Social Impressions: 250,000 per month

Click throughs: 3,000+ per month

Duration

23rd October -
23rd December

Locations

National -
United Kingdom

Analysis

Our student audience showed strong interest in Aldi's graduate opportunities, generating 25,314 clicks from students actively exploring their next steps.

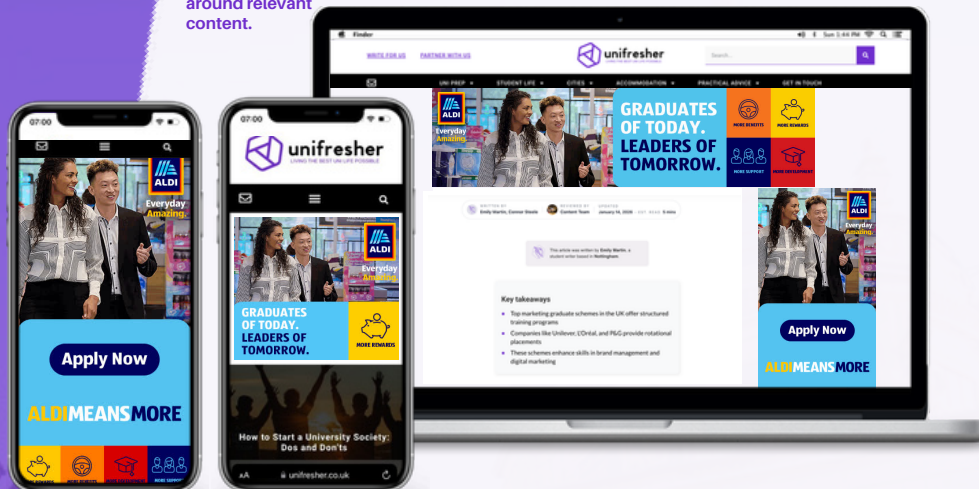
The campaign effectively reached the right students at the right time, driving both awareness and high-quality applications from the ideal audience.

For Aldi and other partners, aligning with a trusted third-party voice like Unifresher proved highly effective in building credibility and trust with students during key decision-making moments.

"Unifresher were fantastic to work with, the team are knowledgeable and quick to respond. The campaign was also a huge success, exceeding our overall target by 322%."

Cody Willoughby - McCann Manchester

Full Site Takeover
in a trusted
environment
around relevant
content.



Geo-located
Retargeting Paid
Social across
multiple channels
and formats.

Campaign Results

Impressions
+120,002 over target
620,002

Clicks
+19,314 over target
25,314

Clicks VS
Target

422%
100% = Target

Sign Ups
Achieved

We don't have permission
to share the booking data
for this campaign.

Unite Students Case Study



Campaign Overview

Unite, for the third year running, wanted us to drive awareness and, ultimately, bookings during their key period between April and September.

What We Promised

Site Takeover & Social Impressions: 325,000 per month

Click throughs: 3,900+ per month

Duration

15th April - 15th September

Locations

Aberdeen, Birmingham, Coventry, Edinburgh, Leeds, Leicester, Liverpool, London, Medway, Nottingham, Oxford, Portsmouth, Sheffield

Analysis

This campaign saw massive engagement from our audience, with over 2.5 million views and 22,000 students clicking onto Unite's site.

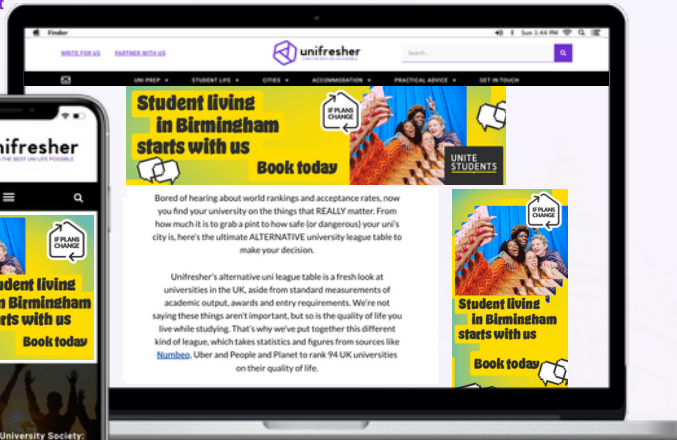
Strategic localised artwork, UGC and message changes during the five-month campaign worked as expected, exceeding client expectations and targets.

Each year, we work on hundreds of student campaigns across different sectors, giving us a unique insight into the strategies that work (and what doesn't).

During the campaign, we provide feedback on the data we are seeing, drilling down into what it means and changes to drive views, click through and, ultimately, sales.

Following this campaign, Unite rebooked a campaign for the fourth year running.

Full Site Takeover
in a trusted
environment
around relevant
content.



UNITE STUDENTS

Geo-located
Retargeting Paid
Social across
multiple channels
and formats.

Campaign Results

Impressions

+938,358 over target

2,563,358

Clicks

+2,681 over target

22,181

Clicks VS
Target

114%

100% = Target

Bookings
Achieved

We don't have permission to share the booking data for this campaign but we exceed guaranteed KPI's for the 3rd year in a row.

RAYLO

Case Study



Campaign Overview

Raylo partnered with Unifresher to deliver a high-impact campaign designed to connect with university students seeking smarter, more affordable ways to access premium technology.

What We Promised

Site Takeover & Social Impressions: 250,000 total
Click throughs: 3,000+ total

Duration

4th January -
6th March

Locations

National -
United Kingdom

Analysis

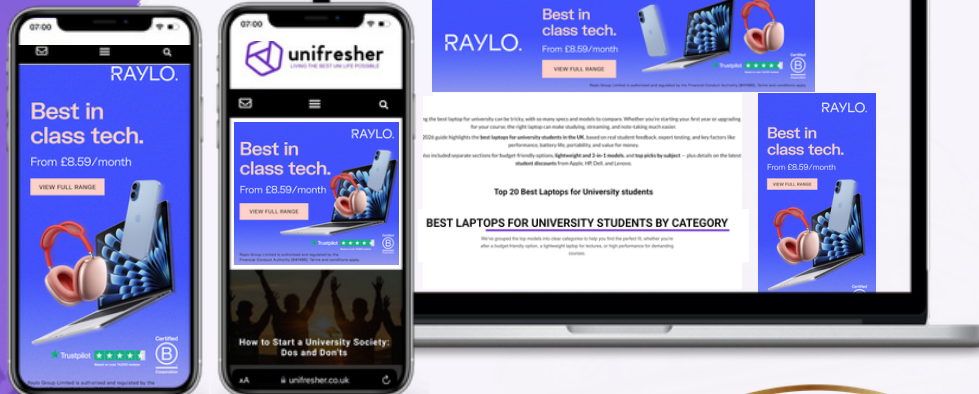
The campaign delivered outstanding results, significantly exceeding all performance expectations and demonstrating strong engagement from our student audience.

Click performance more than doubled the original target, highlighting the strength of this campaign's targeting, creative execution and overall relevance.

The campaign combined eye-catching display placements with targeted social retargeting, ensuring strong visibility across key moments in the student journey.

By pairing student-focused creative with contextual placements across the Unifresher network, the campaign successfully positioned Raylo as a smart, accessible solution for students.

Full Site Takeover
in a trusted
environment
around relevant
content.



RAYLO.

Geo-located
Retargeting Paid
Social across
multiple channels
and formats.

Campaign Results

Impressions

+98,600 over target

348,600

Clicks

+3,831 over target

6,831

Clicks VS
Target

228%

100% = Target

NTU

Case Study



Campaign Overview

With students actively using our platform to research and decide where to study, Nottingham Trent University partnered with us to drive awareness and increase open day bookings. By reaching prospective students at a key decision-making stage, the campaign was strategically positioned to influence consideration and encourage action.

What We Promised

Site Takeover & Social Impressions: 355,000 total
Click throughs: 4,260+ total

Duration

2nd September
 - 4th July

Locations

Main Feeder Locations
 for Nottingham Trent

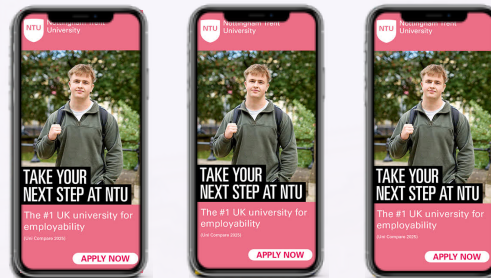
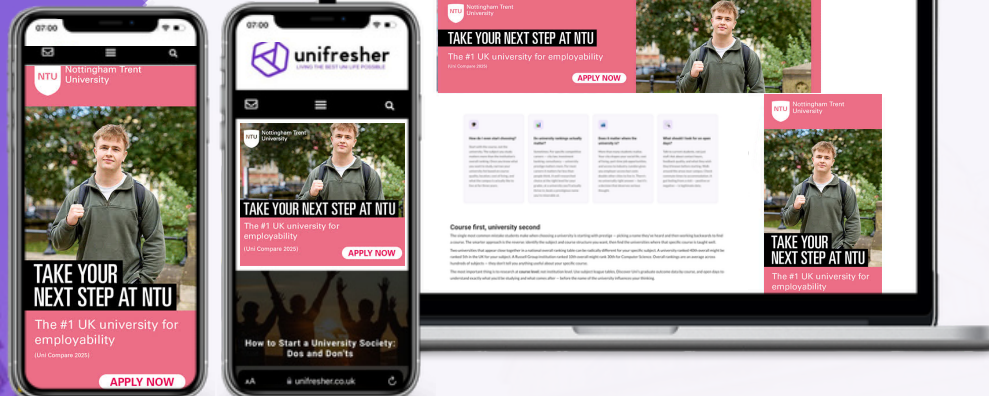
Testimonial

“ We ran a 10-month Full Site Takeover with Unifresher to cover the full academic year and target prospective students for Nottingham Trent University. *The campaign performed really well, with all KPIs achieved and exceeded.* The team were fantastic to work with. The reporting was consistent and in-depth and Unifresher worked closely with myself and the team to ensure our reporting aligned. Looking forward to working on future campaigns!

Megan Jagger

Account Manager - Education Cubed
 Agency for Nottingham Trent University

Full Site Takeover
 in a trusted
 environment
 around relevant
 content.



NOTTINGHAM
TRENT UNIVERSITY



Geo-located
 Retargeting Paid
 Social across
 multiple channels
 and formats.

Campaign Results

Impressions

+216,736 over target

571,736

Clicks

+1,756 over target

6,016

**Clicks VS
Target**

141%

100% = Target

Intro Travel Case Study



Campaign Overview

Intro Travel partnered with Unifresher to drive awareness and bookings for its 2026 trips, positioning travel as a key part of the student experience. The campaign utilised a Full Site Takeover alongside social retargeting to ensure visibility across high-intent moments, as students begin planning gap years, post-exam travel and summer experiences.

What We Promised

Site Takeover & Social Impressions: 250,000 total
Click throughs: 3,000+ total

Duration

9th January -
1st March

Locations

National -
United Kingdom

Analysis

The campaign delivered outstanding results, significantly exceeding all performance expectations and demonstrating strong engagement from our student audience.

Click performance more than tripled the original target, highlighting the strength of the campaign's targeting, creative execution and overall relevance within the student market.

The campaign combined high-impact display placements with targeted social retargeting, ensuring consistent visibility across key moments when students are planning travel and experiences.

By pairing student-focused messaging with contextual placements across the Unifresher network, the campaign successfully positioned Intro Travel as a go-to provider for student travel, driving strong awareness and sustained engagement at scale.

Full Site Takeover in a trusted environment around relevant content.



Geo-located Retargeting Paid Social across multiple channels and formats.

Campaign Results

Impressions

+133,307 over target

383,307

Clicks

+6,759 over target

9,759

Clicks VS
Target

325%
100% = Target

Leeds First Direct Arena Case Study



Campaign Overview

First Direct Arena partnered with Unifresher to promote its upcoming events to a highly engaged student audience. Using a targeted Full Site Takeover supported by social retargeting, the campaign positioned key shows in front of students at moments when they were actively planning social experiences.

What We Promised

Site Takeover & Social Impressions: 25,000 per month

Click throughs: 300+ per month

Duration

22nd September - 21st December

19th January - 18th March

Locations

Leeds

Analysis

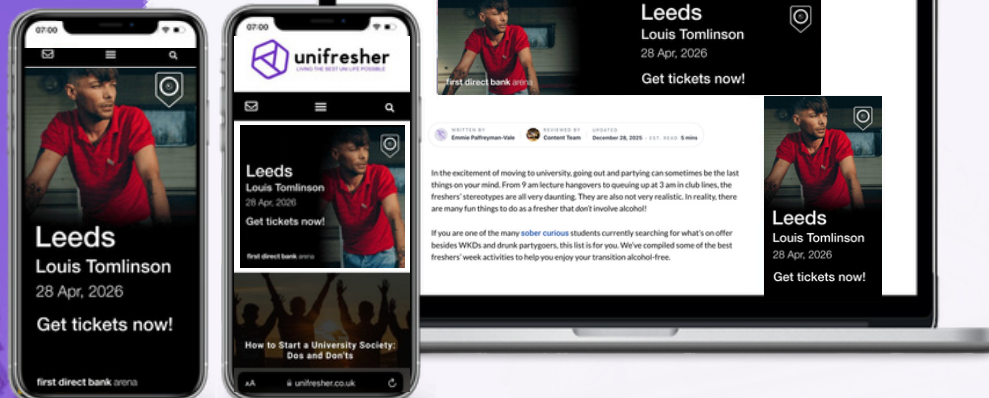
The campaign for First Direct Arena delivered outstanding results, significantly exceeding all performance expectations and demonstrating strong engagement from our student audience.

Click performance more than doubled the original target, highlighting the strength of the campaign's targeting, creative execution and overall relevance within the Leeds student market.

The campaign combined high-impact display placements with targeted social retargeting, ensuring consistent visibility across key moments when students are planning social activities.

By pairing student-focused messaging with contextual placements across the Unifresher network, the campaign successfully positioned First Direct Arena as a go-to destination for live entertainment.

Full Site Takeover in a trusted environment around relevant content.



Geo-located Retargeting Paid Social across multiple channels and formats.


first direct arena

Campaign Results

Impressions

+49,219 over target

174,219

Clicks

+2,134 over target

3,634

Clicks VS Target

242%

100% = Target

SCHEDULE A CALL WITH OUR TEAM TODAY!

For more information please contact our
partnership team on:

 rich@unifresher.co.uk

 [0207 157 9960](tel:02071579960)

 unifresher.co.uk/contact-us

SEE WHAT
OUR
PARTNERS
HAVE
TO SAY



"We are so pleased with the performance of our Full Site Takeover campaign. We had great communication throughout from the Unifresher team which supported our desire to create a results-worthy campaign. The results speak for themselves and have considerably exceeded our expectations."

Emily Peacock
Marketing Executive



"We've partnered with Unifresher for numerous Full Site Takeover campaigns in different locations and have always received good results. The team is proactive and helpful to work with and we'll definitely be reaching out next year to look at partnering again."

Jack M
Marketing Manager



"Working with Unifresher has been a pleasure. The team are proactive in optimising our campaign to ensure it performs as promised. As a result, we've seen an increase in brand awareness and student bookings. We look forward to continuing to work with Unifresher."

Jack A
Marketing Executive

COLLEGIATE

"Unifresher is proactive in optimising our campaigns and we're happy with the results produced. We'd recommend Unifresher to anyone looking to reach the student market."

Fiona T
Marketing Manager



"We ran a Site Takeover and social amplification campaign for several months in the lead up to 2025, and the results were very impressive. The campaign delivered above and beyond expectations, and the team kept everything running smoothly throughout."

Rhodri Hosking
Management



"We partnered with Unifresher for a 2 month campaign over Freshers' to boost our brand awareness. We were really pleased with the results and found the team a pleasure to work with: they were always on hand to support and provided regular updates of how the campaign was performing. We're hoping to partner again soon!"

Sam Ashbridge
Senior Account Manager

Perlego

"Over the course of a two-month Full Site Takeover campaign, Unifresher delivered exceptional results. Every KPI was surpassed, and we greatly appreciated the team's proactive communication and dedicated support throughout."

Callum Birkinshaw
Marketing Manager



"We ran a Full Site Takeover Campaign with Unifresher for several months across key periods of the year and found our campaign to be really successful, both in terms of raising awareness and conversion to sales. The team were easy to work with and we appreciated their insight and expertise. We've already booked in our next campaign!"

Amy W
Marketing Manager

