

Touring Freshers Fairs across the UK from Scotland to the South coast, surveying thousands of students and hundreds of stallholders to compile the most detailed research forming our Top Freshers Fairs of 2017. Thank you to everyone who took part. The eagerly awaited results can be found below.

BEST FRESHERS FAIR 2017 RANKINGS

based on combined ratings from students and stallholders



- 4th - LJMU
- 5th - Suffolk
- 6th - Leeds Beckett
- 7th - Surrey
- 8th - Portsmouth
- 9th - Hull
- 10th - Southampton

BEST FRESHERS FAIR 2017 RANKINGS

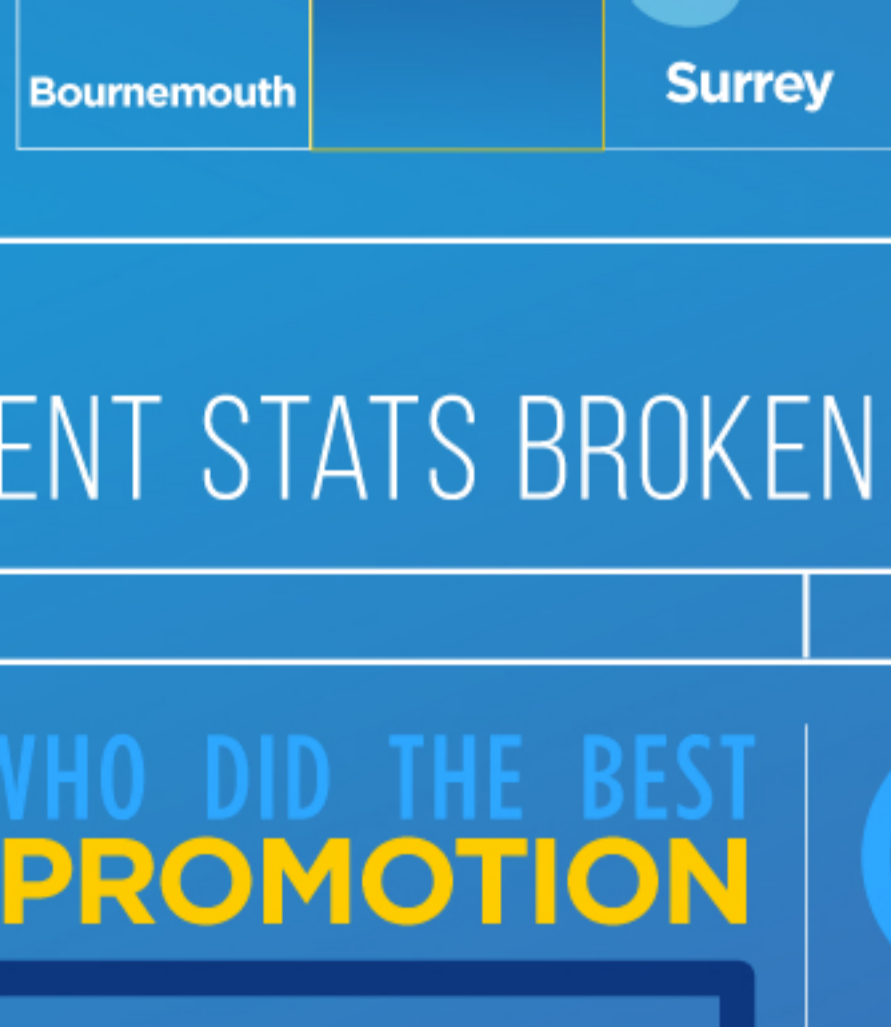
as rated by STUDENTS - 2,300 of them...



- 4th - Suffolk
- 5th - UWE
- 6th - Leeds Beckett
- 7th - LJMU
- 8th - UEA
- 9th - Gloucestershire
- 10th - Southampton

BEST FRESHERS FAIR 2017 RANKINGS

as rated by STALLHOLDERS - 278 of them...



- 4th - LJMU
- 5th - Liverpool
- 6th - Suffolk
- 7th - Leeds Beckett
- 8th - London Arts
- 9th - Hull
- 10th - Greenwich

STUDENT STATS BROKEN DOWN - THE BEST OF!

FAIRS WHO DID THE BEST PRE PROMOTION



CLOSE RUNNERS UP WITH 85%+
UWE | LJMU | LIVERPOOL | DUNDEE

FAIRS WITH THE BEST ORGANISATION

TOP RANKING WITH 90%+
LEEDS BECKETT | BRISTOL
LIVERPOOL | DUNDEE
BOURNEMOUTH | UEA
LONDON ARTS

CLOSE RUNNERS UP WITH 85%+
PORTSMOUTH | SUFFOLK
NEWCASTLE | GLOUCESTERSHIRE
SOUTHAMPTON | GREENWICH
LJMU | UWE

FAIRS WITH THE BEST BRANDS

- TOP RANKING WITH 90%+
BOURNEMOUTH
NEWCASTLE
PORTSMOUTH
SOUTHAMPTON
UWE
- CLOSE RUNNERS UP - 85%+
DUNDEE
LEEDS BECKETT
SUFFOLK
LJMU
HULL
SURREY

FAIRS WITH THE BEST OVERALL EXPERIENCE

TOP RANKING WITH 95%+



STALLHOLDER STATS BROKEN DOWN - THE BEST OF!

FAIRS WHO PROVIDED THE BEST INFORMATION PRIOR TO THE EVENT



UWE | DUNDEE | SURREY

CLOSE RUNNERS UP WITH 90%+
LJMU | LIVERPOOL | SUFFOLK
KCL | LONDON ARTS | BRISTOL
BOURNEMOUTH

FAIRS WITH THE BEST ORGANISATION

TOP RANKING WITH 100%
LEEDS BECKETT
SURREY
SOUTHAMPTON
UWE
SUFFOLK

CLOSE RUNNERS UP WITH 90%+
BOURNEMOUTH | GREENWICH

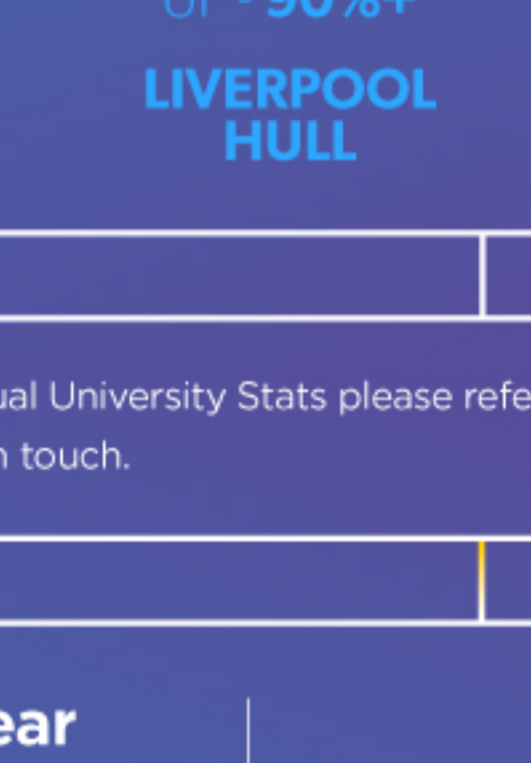
FAIRS WHOSE STALLHOLDERS WERE MOST HAPPY WITH THEIR STALL LOCATION



SURREY & UWE

CLOSE RUNNERS UP - 90%+
LJMU
LONDON ARTS
SUFFOLK
LEEDS BECKETT

FAIRS WHOSE STALLHOLDERS WERE MOST HAPPY WITH THEIR STALL SIZE



BOURNEMOUTH

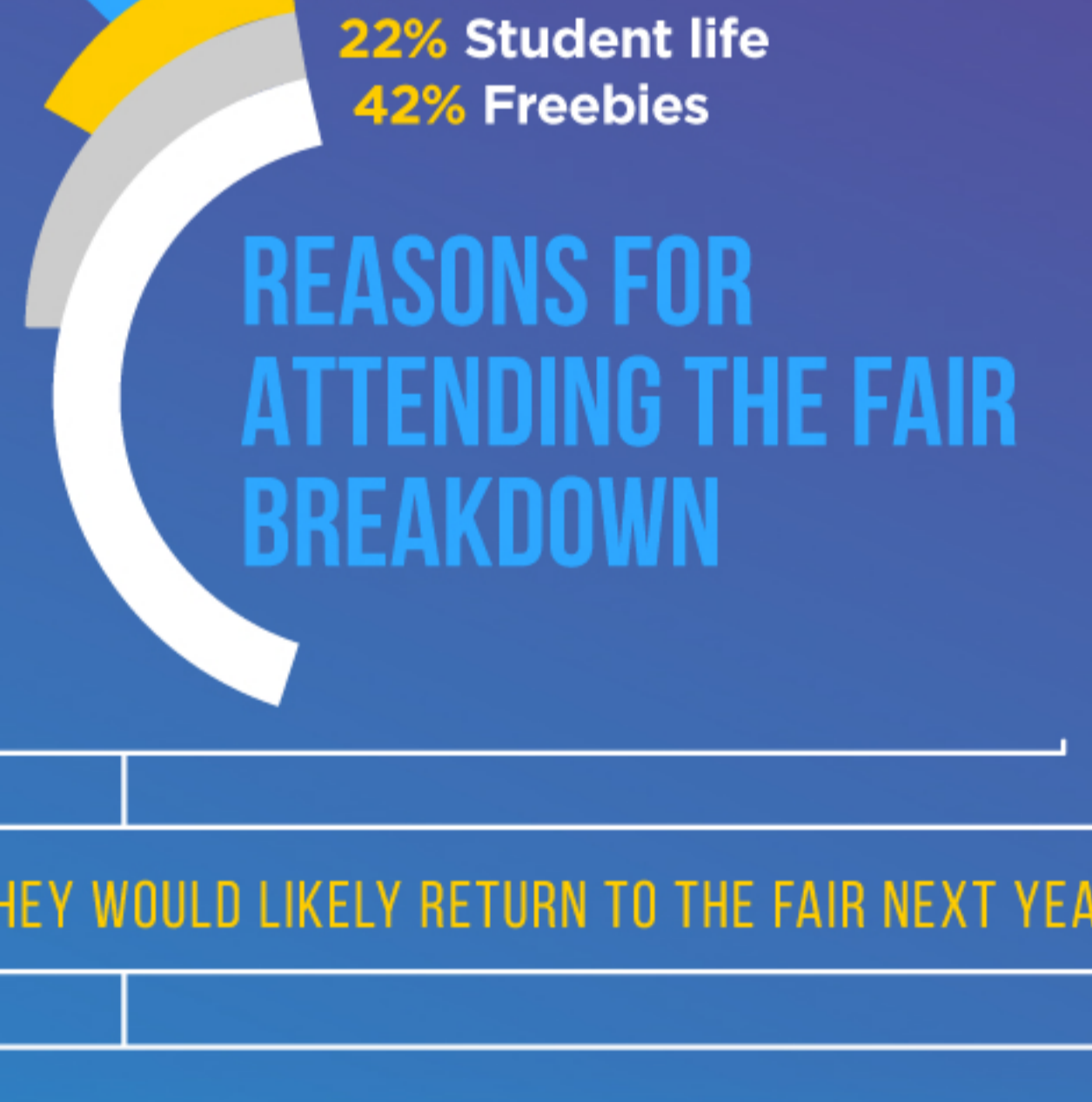
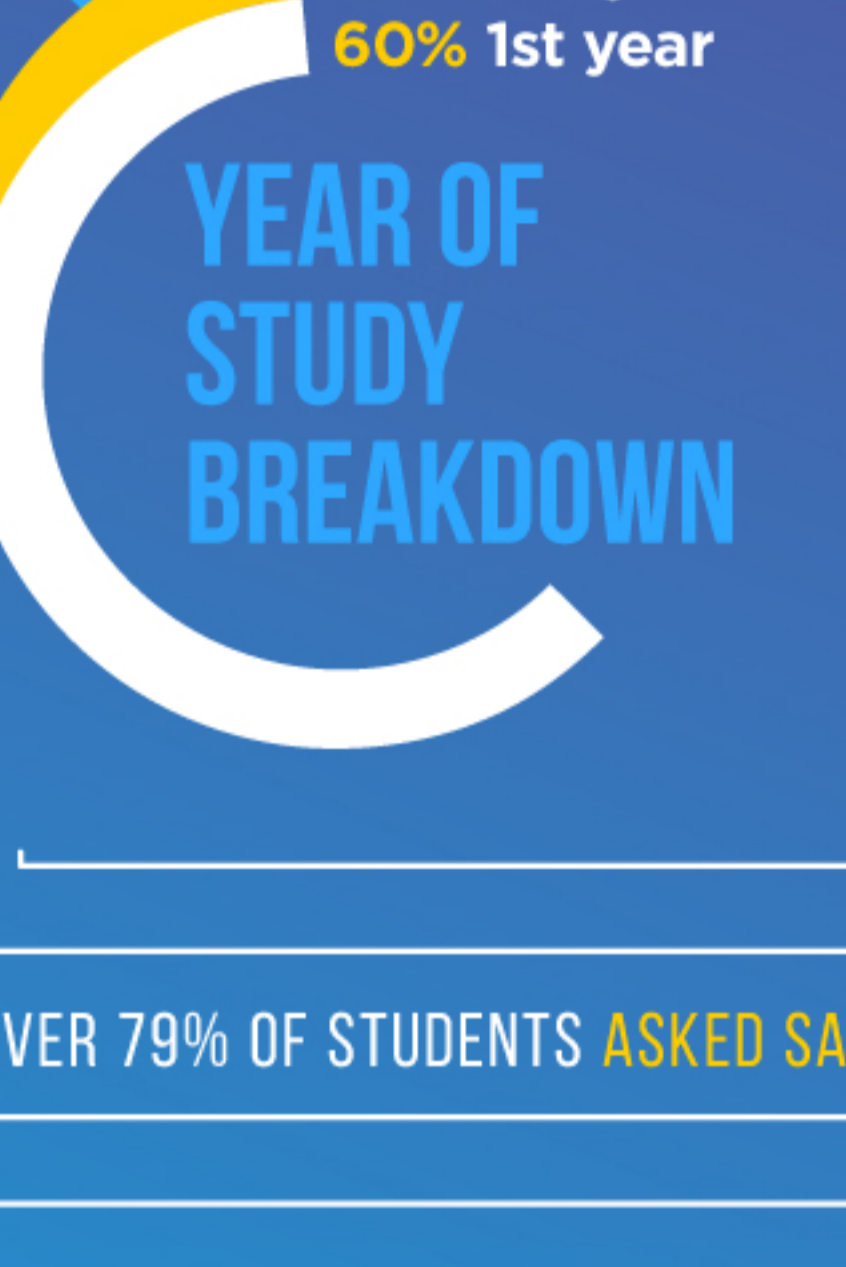
CLOSE RUNNERS UP - 90%+
LIVERPOOL
HULL

FAIRS WITH THE BEST OVERALL EXPERIENCE

TOP RANKING WITH 100%



For a full breakdown of your individual University Stats please refer to your personalised report. Want to be a part of BAM's Top Freshers Fair 2018? Please get in touch.



OVER 79% OF STUDENTS ASKED SAID THEY WOULD LIKELY RETURN TO THE FAIR NEXT YEAR

TOP 10s

TOP 10 BRANDS OVERALL

-
- 1 Domino's
 - 2 Greggs
 - 3 Nando's
 - 4 Kaspas
 - 5 Wagamama
 - 6 ASOS
 - 7 Estee Lauder
 - 8 Amazon
 - 9 Lucozade
 - 10 Spotify

TOP 10 BRANDS WITH THE MOST FUN AND ENGAGING STAFF

-
- 1 Pizza Hut
 - 2 Domino's
 - 3 Greggs
 - 4 Baa Bar
 - 5 Cassart
 - 6 Nando's
 - 7 Wagamama
 - 8 ASOS
 - 9 Kaspas
 - 10 Estee Lauder

TOP 10 BRANDS WITH THE BEST FREEBIES

-
- 1 Pizza Hut
 - 2 Domino's
 - 3 Cassart
 - 4 Greggs
 - 5 ASOS
 - 6 Kaspas
 - 7 Wagamama
 - 8 Estee Lauder
 - 9 Nando's
 - 10 Baa Bar

TOP 10 BRANDS WITH THE BEST DISCOUNT

-
- 1 Domino's
 - 2 Pizza Hut
 - 3 Cassart
 - 4 Greggs
 - 5 Amazon
 - 6 Nando's
 - 7 Wagamama
 - 8 Cineworld
 - 9 Spotify
 - 10 Bierkeller

54% OF STUDENTS ASKED SAID THAT THEY WOULD PURCHASE FROM A BRAND THEY HAVE NEVER HEARD OF BEFORE AFTER SEEING THEM AT THE FAIR

TOP 10 BRANDS WHO ARE FAVOURITES WITH STUDENTS

-
- 1 Pizza Hut
 - 2 Domino's
 - 3 Greggs
 - 4 Cassart
 - 5 Nando's
 - 6 Kaspas
 - 7 Wagamama
 - 8 Starbucks
 - 9 Amazon
 - 10 ASOS

TOP 10 BRANDS STUDENTS HADN'T HEARD OF BUT WILL BUY FROM THEM AFTER SEEING THEM AT THE FAIR

-
- 1 Cineworld
 - 2 Pizza Hut
 - 3 Starbucks
 - 4 Domino's
 - 5 Greggs
 - 6 Baa Bar
 - 7 Morrisons
 - 8 Amazon
 - 9 ASOS
 - 10 Nando's

TOP 10 BIG NAME BRANDS STUDENTS HADN'T HEARD OF OR BOUGHT FROM BEFORE THE FAIR

-
- 1 Endsleigh
 - 2 Kaspas
 - 3 Student Beans
 - 4 Estee Lauder
 - 5 Greggs
 - 6 Rymans
 - 7 Nando's
 - 8 Baa Bar
 - 9 Domino's
 - 10 Wagamama

TOP 10 BRANDS STUDENTS WOULD LIKE TO SEE AT NEXT YEAR'S FAIRS

-
- 1 Apple
 - 2 ASOS
 - 3 Coca Cola
 - 4 H&M
 - 5 Netflix
 - 6 Nando's
 - 7 Costa
 - 8 Converse
 - 9 Krispy Kreme
 - 10 Burger King

12% OF STUDENTS HADN'T HEARD OF OR BOUGHT FROM SOME OF THE BIG BRANDS AT THIS YEAR'S FAIR
35% OF THOSE SAID THAT THEY WOULD BUY FROM THEM IN THE FUTURE

Top brands from each sector students would like to see at next year's fair

FOOD BRANDS

-
- McDonalds
 - Burger King
 - Nando's
 - Krispy Kreme

DRINK BRANDS

-
- Costa
 - Starbucks
 - Coca Cola

INTERNET GAMING TECHNOLOGY

-
- Apple
 - Netflix

FASHION

-
- ASOS
 - H&M
 - New Look
 - Converse