



# MARKETING OPPORTUNITIES TO OVER 10,000 STUDENT'S WITH THE STUDENTS' UNION AT BOURNEMOUTH UNIVERSITY

Some of our clients...



# FLYERING

Footfall of approximately 5000 per day on Talbot Campus

We can get a flyering campaign organised with our own promotions team at exclusive locations to distribute leaflets on your behalf. This will often not only includes areas in and around the student organisation but across campus, and where possible, directly to halls of residence. Leaflets can be booked at short notice, and distribution can number in the thousands at any one time - mass coverage at very competitive rates.



We have managed to build a very strong rapport with Bournemouth students using flyer piles and flyering access; its a buzzing location and an easy place to build some real dialogue.  
Chris Middleton, Bournemouth Student Marketing Manager, Beach Break Live (Winner of Best Small Festival in the 2009 UK Festival Awards)

# WEB LOZENGES

Lozenges are hard-coded advert boxes, they help search engine optimisation and are also a great way to have a constant link to your own website on virtually every page of our student organisation website.



Average number of page views per month: 94,628 (mean average taken from March-August 2010)

"We have definitely seen a lot more traffic and greatly increased sales from our presence on SUBU.org; a very good move for us indeed"  
Archie Brown, Owner, Hollywood fancy dress

# POSTER SITES

110 x fixed poster locations of various sizes located throughout Talbot Campus

Posters can be used effectively and to great success to promote your product or services to students. The size, type and location of poster boards can vary greatly but one thing is certain...when done correctly they can have great impact. Our poster advertising is a very cost effective means of advertising, and offers a continued presence onsite.



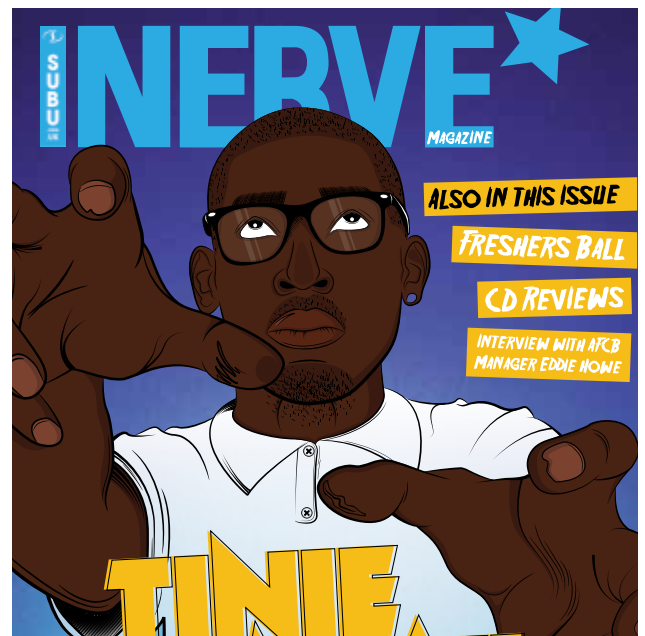
## NERVE\* MAGAZINE

Advertising within our official student title, distributed regularly during term time to our students and is exclusively, the only publication distributed free throughout the whole academic year. Also distributed to several local outlets. Nerve\* is a strong way to launch a new campaign, raise awareness and disseminate key info about your brand or service.

7 x Editions printed per academic year, approximate readership of 4000

Nerve\* has been invaluable to us in raising brand awareness, and loyalty with Bournemouth students, both on and off campus.

Sanjay Saxena, Manager, Pizza Hut Winton



## ON CAMPUS PROMOTIONAL STALL

Talbot Campus at Bournemouth University offers a densely busy, bright and vibrant pitch space where experiential marketers can begin to build a real dialogue with prospective customers. Trading rights, data capture, print distribution, sampling and access to other promotional vehicles throughout campus are all possible within a stall booking.



'Our display looked fab! We had a lot of interest generated; I even had enquiries the very next day. A successful day I'd say!'

Charlotte Wakefield, Manager, STA Travel Bournemouth

## PLASMA SCREEN ADVERTISING

5 X Plasma screens fixed in highest footfall locations throughout Talbot Campus

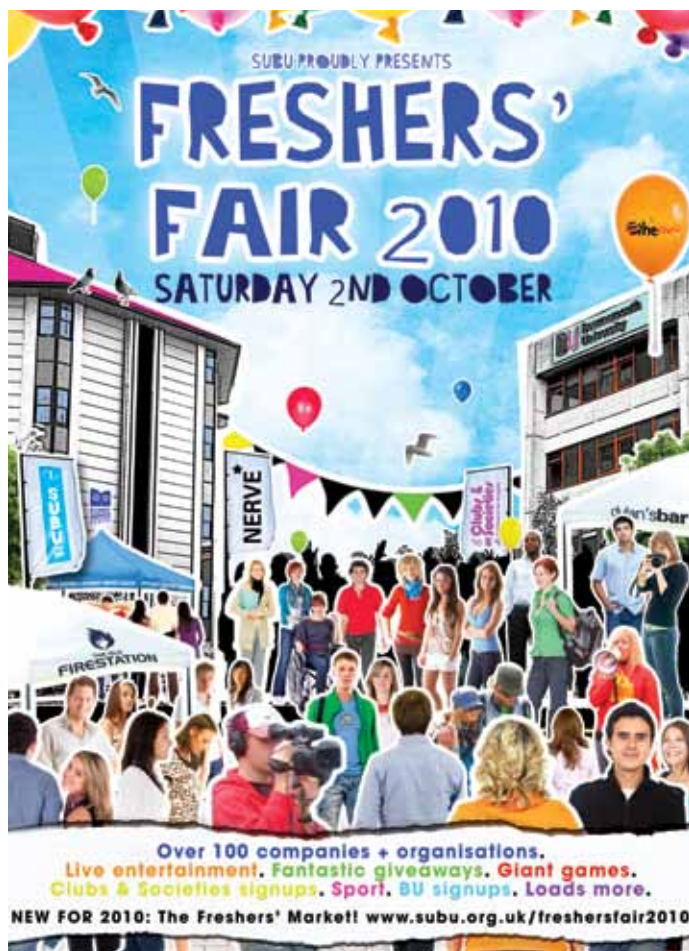
Advertise on our plasma screens which are placed in various popular high footfall areas. Usually displaying music videos and other student friendly content, these screens offer an excellent way to catch students attention as they relax with friends. Adverts are displayed on rotation alongside the main screen.



## FRESHERS FAIR:

The Freshers Fair is a huge, on campus day event in which hoardes of local and national companies, sports teams, charities and organisations of all kinds take this prime opportunity to begin a long and profitable relationship with 6000 new students of Bournemouth University. An outstanding chance to win long-lasting custom from one of Bournemouth's highest spending demographics.

## SOME OF LAST YEAR'S COMMERCIAL SIGN-UPS:



Apple  
Lush Cosmetics  
Ann Summers  
The Littledown Centre  
Currys  
PC World  
Frontier  
The Sony Centre  
RED Driving School  
Orange  
Blackberry  
Waterstones  
Subway

Pizza Hut  
STA  
Santander  
House of Destiny  
Ambassador Snooker Halls  
Bewluwengu Cafe  
Bournemouth INK Tattoo Parlour  
Driving Instructor Academy  
Dubnium Events  
Frog Bros Comic books  
Golf Central  
Hemporium Head Shop  
Pepe Jeans  
Virgin Media  
Hollywood Fancy Dress  
The House party  
Milk Events  
Packed House promotions  
Peeks Fany Dress  
Pyramid Posters  
Transdev Yellow Buses  
Rag (Raising and Giving) Charity  
Razorheads Barbers  
Relentless Energy Drink  
Scribe Tattooes  
Shakeaway  
The Old Fire Station  
White Rave Events  
Diamond Sports Events  
Odeon/UCI  
Bowlplex  
LIDL Supermarket  
Rileys  
Charlys Waxing Bar  
Elite Salon  
AFCB  
United Taxis  
Take My Debts Away  
Enter Records  
Paradox Head Shop  
CIBA opticians  
Copyplus XL

**For rates or for more information please contact Nick Brandum, SUBU Sales and Marketing exec at [susales@bournemouth.ac.uk](mailto:susales@bournemouth.ac.uk) or call on 01202 961461.**