

Brand Building

Cardiff University

Student Futures



Cardiff University - Student Futures **Brand Partnership Strategy**

Here at Cardiff University, we offer excellent brand building opportunities through focused promotional activities. We are located at the heart of the city and can offer your company/brand access to over 33,000 students through a range of marketing channels.

Effective advertising can make a lasting impression and develop long-term brand awareness. We have a comprehensive knowledge of our student audience, and our advertising opportunities ensure our clients receive maximum exposure.

Student Futures, based in our landmark Centre for Student Life, offers unique opportunities to reach valuable key student audiences in a relaxed and positive environment. We offer a range of multi-channel, multimedia solutions. From brand experience and advertising opportunities to total brand immersion, the platforms we offer enable you to interact with thousands of students throughout their academic journey.

Key benefits of our brand building offer:

- Student Futures offers brands the opportunity to involve and inspire a wide range of students.
- Benefit from reaching our highly desirable student audience.
- Student Futures has the creativity and space to bring brands to life.

We offer a range of opportunities for you to promote your business. This pack aims to provide you with a concise summary of the options available, but our staff are on hand to advise on bespoke packages and additional offers. If you want to discuss the options, or have any queries, please contact our employer engagement team:

employerservices@cardiff.ac.uk



Branding opportunities



£1,000 +VAT

Student Futures Meeting Rooms

Opportunity: Sponsor 1 of 3 rooms in the newly designed Student Futures hub. Plaque to be placed on the door with leaflet stand available for your marketing materials.

Duration: 1 year



£350 +VAT

Organisation Advert on Digital Screens in the Centre for Student Life

Opportunity: Advertise your organisation or vacancies on our 2 digital screens in the flagship Centre for Student Life. Adverts will be live on our screens for 1 month. This opportunity is only available for 2 employers at a time to maximise your brand exposure on campus.

Duration: 1 month



£250 +VAT

Window Advert in Student Future's Space in Centre for Student Life

Opportunity: Decorate a window of our Student Futures Hub in the Centre for Student Life. Can include pop-up banners, posters, leaflets and merchandise to help display your brand. Run a competition or access to more information through QR codes. Exclusively for one employer per week.

Duration: 1 week

Branding opportunities

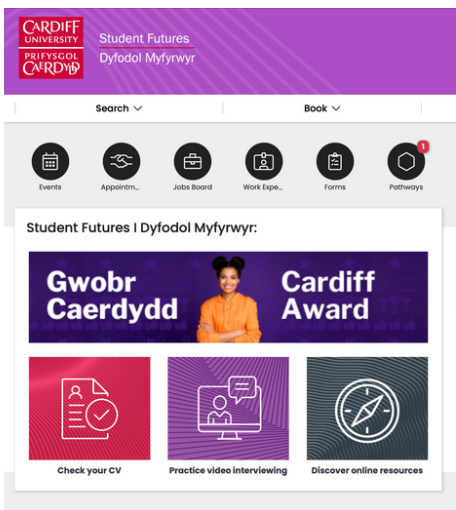


£1,500 +VAT

Sponsorship Student Futures Assistant Uniform

Opportunity: Sponsor our Student Futures Assistants (student staff) uniform and display your logo all academic year. Our Student Futures Assistants are trained to offer peer advice and guidance to students on their CV's, Cover Letters and LinkedIn profiles. They also act as brand ambassadors for the Student Futures team attending pop-up's and performing lecture shout outs all while wearing their sponsored hoodie. *As this is an opportunity to promote your brand for an academic year please register your interest by July 2024.*

Duration: spring and autumn term



£100 +VAT

Advertising Banner on Student Facing Target Platform

Opportunity: Promote your brand with a banner on our student facing Target Connect platform. Direct students to your website, jobs advert or host a competition to boost brand exposure. Only available at select times through the academic year. Exclusive to 1 employer per week.

Duration: 1 week

Branding opportunities



£300 +VAT

Sponsorship of Student Futures What's on guide

Opportunity: Each term Student Futures produce a What's On Guide for all students to promote all career related events, workshops and activities. This document is viewed by over 2,000 students per term. Feature your employer as the only advert in the digital guide. Exclusively for 1 Employer per term.

Duration: 1 term



£350 +VAT

Employer Spotlight

Opportunity: Includes digital advert, window display and host an employer pop-up in a location of your choice. Exclusively for one employer per week.

Duration: 1 week



Branding opportunities

£1,000 +VAT

Cardiff Award Sponsorship

Opportunity: The Cardiff Award enables students to develop key employability skills and attributes, giving them a competitive edge over their peers. The Award prepares participants for the graduate recruitment process and replicates key elements of the process. The programme is self-managed, meaning students make choices that fit with their own development and career pathway.



Successful completion of the Cardiff Award gives Cardiff University students:

- self-awareness, helping students make choices about the direction of their career journey.
- an understanding of the skills and graduate attributes sought by employers.
- practical examples of skills to provide to future employers.
- a good understanding of the graduate recruitment process.
- an additional element on their CV, showing engagement in their career potential.
- an understanding of EDI within the workplace.

Become a sponsor and benefit from:

- increased positive brand awareness across the university.
- provide an insight into working within your organisation and the diverse opportunities available.
- share top tips and best practise to students navigating your application process.
- build positive relationships through quality engagement with talented students at the early stages of their career planning.



100%

of completers
said they would
recommend the
Cardiff Award to
other students.



Branding opportunities

How we promote your organisation

- Logo to be included on home page of Award pathway.
- Logo to be included on all Cardiff Award advertisement at Careers Sessions.
- Logo to be included on Cardiff Award advertisement across campus on plasma screens.
- Logo and company name included on 2 Cardiff Award newsletters per term.
- 1 page in the pathway dedicated to information regarding your company.
- Include tips and advice on employability skills to be included in the Award pathway (optional).
- Record and support content on interview skills (optional).
- Host in-person events on campus with additional promotional opportunities to students on the Cardiff Award (optional).

As this is an opportunity to promote your brand for an academic year please register your interest by July 2024.

Duration: 1 academic year

Over 1100

student sign ups
to the Award
in 22/23



I think the Cardiff award has pushed me to be more mindful of my career development. Before, I had little idea of what I wanted to do, I would just ignore the fact that I will graduate next year! Completing the Cardiff award has encouraged me to remember that I can still improve general attributes that are looked for across the board by employers.

Jennifer Lorna Patterson
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