

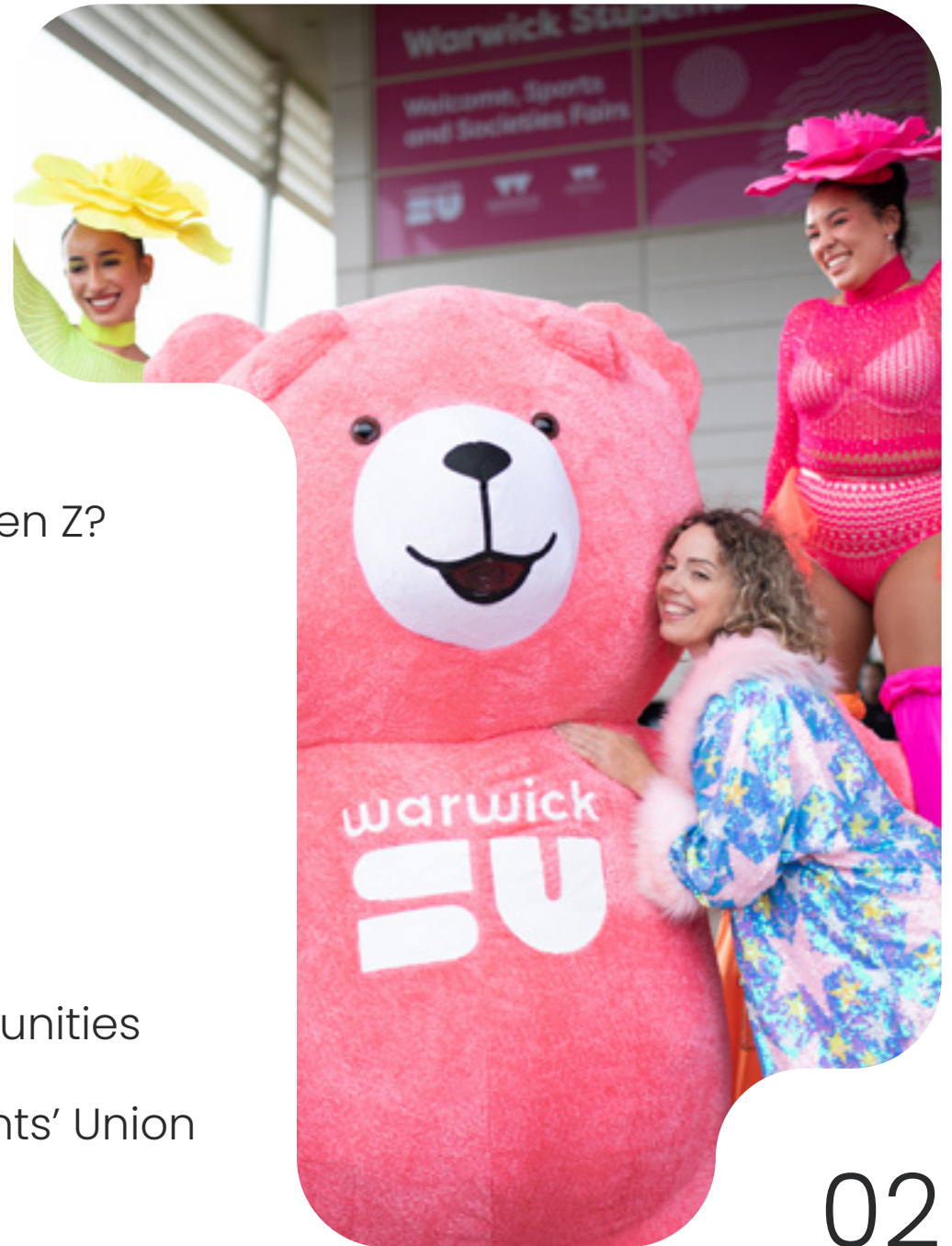


2025 / 2026

# Warwick Students' Union Year-Round Media Pack

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**Be where 28,000+ Warwick students are.**

Meet 28,000+ Warwick Students' Union members right where they're most engaged, in their own Union spaces on Warwick central campus, and **position your brand as part of their university journey.**

**This is where Gen Z live, where they study, where they meet lifelong friends, and where they shape the future.**

# About Warwick Students' Union

WSU is one of the largest, most active students' unions in the UK - a vibrant hub of student life with an **average weekly footfall of 55,000** through its two central buildings.

We offer bespoke opportunities, measurable engagement, and access to a highly engaged 28,000+ students' union member community.



Bespoke Opportunities

# A Thriving Student Community

## Team Warwick: 60+ Sports Clubs

### Powerhouses at Warwick

- Over 12,000 students are actively involved in competitive sports.
- Warwick Sports Clubs are student-led, high-performing, and values-driven.
- Known for excellence, inclusivity, and leadership development.
- Students balance academic pressure with training, matches, and management roles.
- Events include weekly fixtures, national tournaments, socials, overseas tours, and the Sports Ball.

**For brands, unmatched access to ambitious, resilient Gen Z athletes.**



**Unmatched Access.**

# A Thriving Student Community

## 250+ Student Societies

### The Heart of Campus Culture

- One of the UK's largest and most diverse student societies networks.
- Societies encompass careers, culture, politics, the arts, media, and a range of fun interests.
- 9,000+ students involved in society life – passionate, social, and values-led.
- Run thousands of events annually, creating constant on-campus and online buzz.

**For brands, a direct line to trusted student micro-communities with strong peer influence.**

**Heart of Campus.**



Warwick has one of the most active and wide-reaching student networks in the UK. Whether it's career, culture, politics, performance, or pure fun – **these societies drive campus life.**



**Campus Culture.**

# WSU Student Spaces

Indoor.

## Where Campus Comes Alive

The Students' Union is the heart of Warwick life – a home-from-home where **28,000+ students connect, relax, and make memories**. WSU blends energy and comfort in one vibrant hub.

### WSU Atrium Building:

From legendary nights at The Copper Rooms (the only midweek nightclub in the city that sells out at full capacity every week) to top-tier catch ups over coffee at Curiositea, relaxed cocktails at The Terrace Bar, quiz nights and karaoke at The Dirty Duck, tasty bites on the go from The Food Station, or a few games in the pool rooms – WSU has something for everyone.

Retail outlets include Ji Dong bubble tea, UniTemps recruitment, parcel collection points, The Finery barbers, and the on-campus chemist. **The Atrium foyer is the primary indoor activation and stall area for hire** – all our food and drink and retail outlets “hug” the foyer area.



# WSU Student Spaces

## The Piazza:

Warwick's iconic outdoor Piazza stage and gathering space, shared between the SU and the University. Situated just outside the WSU Atrium building, we host big events, weekly street food markets and club performances - it's where campus comes to life. Lined with WSU food and drink outlets, flooded with students, and **equipped with 13, 16, and 32-amp power and easy set-up access, it's a prime location for activations, events, and brand visibility** - sitting directly opposite the main campus bus interchange and amongst food and drink outlets.

Outdoor.





Warwick Students' Union is more than a space. It's student life, **at full volume.**

# Why Promote with WSU to Reach Gen Z?

**Our comms and marketing channels work because they're rooted in real connection, not just content.**

At WSU, everything we do is for students, by students, which means our messaging genuinely reflects what matters to them. **We're not just broadcasting to student members – we're part of their daily lives**, trusted and embedded in their community.

That's why brands are often amazed by our open rates and engagement; it's not just reach, it's relevance. Whether it's a club event night, a support service, or a freebie drop, students want to hear from us because we **speak their language, show up in their spaces, and represent their voices.**

WSU allows brands, advertisers, and commercial associates to engage better with our 28,000+ student members.

- Grow brand awareness and broaden your market reach to Gen-Z students.
- Engage with the youth market outside of the digital world.
- Build trust, loyalty, and drive early consumer adoption.
- Make positive lasting impressions, creating lifelong consumers.
- Capture a youth market at the first stages of becoming independent shoppers in their own community.
- With Warwick University in the **top 10 ranking in the UK, in the top 5% globally and being a Russell Group University**, our students are valuable high-calibre individuals – a perfect talent pipeline of the leaders of tomorrow.

# Activations and Stalls on Campus

You will find a unique location at the University of Warwick. Nestled between the diverse city of Coventry and the affluent town of Royal Leamington Spa, the Warwick Campus is a cosmopolitan, Gen Z focused set of campus villages.

Once students are on campus, they stay on campus for the day due to the self-contained campus environment. A stall or activation on campus offers unique brand-building and targeted sales advantages. It allows direct interaction with a body of 30,000 students who study on campus in a familiar environment, fostering a personal connection and trust.

Students appreciate brands that go beyond traditional advertising to engage with them in a personal and relatable way. Shareability and Virality: Gen Z is the most digitally connected generation, and they love to share their experiences on social media platforms.

**WSU is here to support you in creating a great experience for our students.**

## Piazza cost:

- 1 x table and standard 3m x 3m gazebo non-food / drink giveaway = **£750+VAT**
- 3m x 3m gazebo for food and drink sample giveaways (e.g. pick and mix or coffee carts) = **£800+VAT**
- Large activations (e.g. large gazebo or airstreams) = **£1,000+VAT**
- Two zones takeover = **£1,550+VAT**

## Atrium Building – inside Foyer cost:

- Full Foyer takeover = **£1,000+VAT**
- Lower floor area (suitable for large activations, pop ups and games) = **£750+VAT**
- Higher floor area (suitable for trestle tables and x 2 chair set up) = **£650+VAT**

# Digital Comms Channels

## Email Marketing.

**The Smarter Way to Reach Gen Z – Think Gen Z only scroll socials? Think again.**

Our Solus Email is your fast track to inbox impact. We send out custom-branded emails directly to 28,000+ Warwick students' inboxes, with audience segmentation options to sharpen your message even further.

With an **average open rate of 28%**, this is your chance to turn WSU student data into real results: more sign-ups, better engagement, and smarter data capture. Use bold CTAs, drive conversions, and let our most powerful digital channel do the heavy lifting.

### Why Warwick SU Solus Emails Deliver ROI:

- **Direct to inbox:** No noise, no distractions – your message lands in the individual student inbox.
- **Highly targeted:** Reach all students or tailor your message using segmentation for maximum relevance.
- **Brand exclusivity:** A dedicated email just for your campaign – no competing content.
- **Data-driven results:** Drive measurable sign-ups, clicks, and conversions from a warm audience.
- **Proven performance:** With an average 28% open rate, you're ahead of the industry benchmark.

**Ready to turn inboxes into action? Let WSU amplify your campaign without ever stepping foot on campus.**

Cost: £800+VAT per send date, only available on a Tuesday and Thursday, subject to availability.

# Digital Comms Channels

## Build Trust and Loyalty

The WSU newsletter is sent from the Student President to all 28,000+ members each Monday. Our newsletters have a dedicated readership within our student community. By sponsoring a newsletter email with a banner advert, you can **access this captive audience and create an association with WSU** to build trust.

**Direct access to a captive audience and brand alignment:** Sponsoring this email aligns your brand with a voice they trust – Warwick Students' Union.

**Drive our membership engagement to your landing page:** Include your URL or custom tracking link to drive traffic directly to your site from the newsletter.

**Cost: £600+VAT per send date, delivered every Monday to 28,000+ students during term-time.**

**Sponsored Email.**



# Digital Comms Channels

## Out-Of-Home (OOH) Marketing on Warwick Campus

- 8 x Full HD screens placed in Warwick SU's busiest, high-dwell locations.
- Trusted by media agencies, OOH specialists, and national brands.
- Unmissable exposure to a hard-to-reach, high-value Gen Z audience – with zero wastage.
- Screens sit in key social zones where 30,000+ students meet, eat, study, and socialise weekly.
- WSU digital screens deliver real-time campus updates, campus event promos, and key messaging – central to Warwick student life.
- Seen multiple times daily in a focused, high-attention environment – unlike diluted high street OOH.

## Digital Screens.



Costs: 1 week = £300+VAT | 1 month = £500+VAT | 1 term = £1,000+VAT

# Digital Comms Channels

## Website Banner.

### Prime Visibility for Brand Awareness

With an **average of over 40,000 homepage views per week**, the Warwick SU website is one of the UK's most visited student union platforms.

Placing a banner on the Warwick SU homepage provides your brand with persistent visibility in a trusted environment. Add a URL link to your banner and drive some of our WSU website traffic to your landing page. Students frequently return to the site for essential campus services and information, ensuring repeat exposure and enhanced brand recall.

### A Hub for Student Life

The Warwick SU website is a gated website tailored exclusively for our students. It functions as the go-to destination for:

- Booking weekly club night and on-campus event tickets.
- Managing Society and Sports Clubs' events, fixtures, and finances.
- Voting on SU motions and campaigns.
- Accessing essential campus news and wellbeing services.
- This creates a high-traffic, highly relevant digital ecosystem.

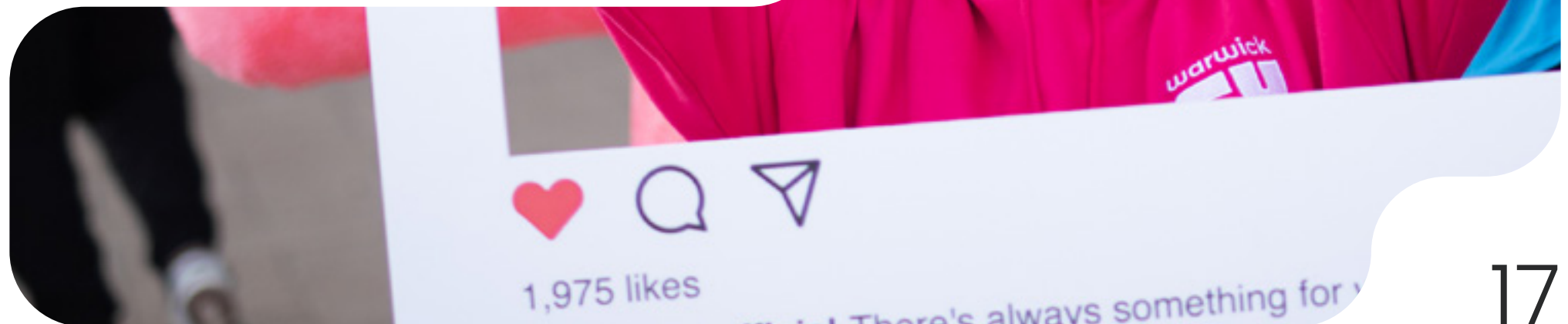
Costs: 1 week = £200+VAT | 1 month = £500+VAT | 1 term = £800+VAT

# Digital Comms Channels

Brands and companies, take note: We've got the Gen Z students' attention. They might ignore ads, but they engage with relevant content. Warwick Students' Union is not just another Instagram, Facebook or TikTok account - **we offer channels that drive engagement and make a real impact.** Due to this, we permit just two bookings per week (1 on Tuesday and 1 on Thursday) to broadcast non-WSU commercial messaging and adverts.

**Reserve early to book your broadcast slot - subject to availability.**

**Social Media.**



# Digital Comms Channels

## Instagram Story

See the impact from Term 2 (January to March 2025) – **just 10 weeks!**

**Impressions: 1,093,237 (Yes, over a million!)**

**Engagements: 8,002 (Who's counting? We are!)**

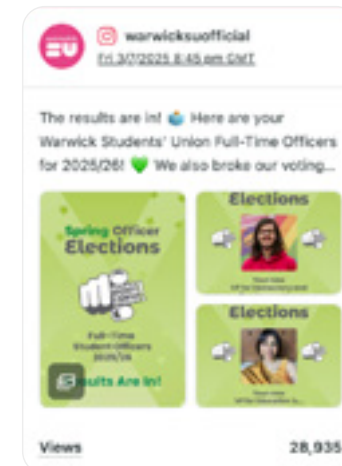
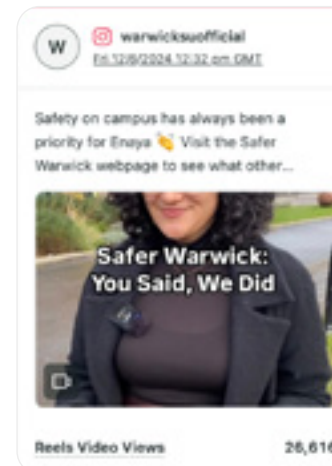
**So, what does this mean?** Our community of Warwick student Instagram followers (now 17,000+ and growing) aren't just scrolling through – they're making waves and influencing trends! When your content hits those numbers, it typically means people are not just scrolling past, but actively engaging through likes, comments, shares, or even saving posts.

**Cost: £225+VAT**

## Facebook Reel

Our Facebook (home to 25k+ followers) is a community page. It's the go-to space for alumni updates and parent engagement. *Why should you care?* Because students listen to those they trust – reviews, recommendations, and family input shapes their buying choices.

**Cost: £200+VAT**



# Print Advertising

At WSU, we offer a standout leaflet distribution service, led by our trusted SU Ambassadors. Our trained student team brings your brand directly to the heart of campus life, engaging students where they naturally gather.

## What sets us apart?

Our ambassadors don't just hand out flyers, they create a reason to stop and connect. By setting up an inviting table with sweets and smiles, they attract interest and encourage genuine engagement. It's about sparking curiosity, not interrupting routines - drawing students in rather than pushing materials out.

## Flyer Distribution That Delivers More

SU Ambassadors hand out your flyers personally, sparking conversations, answering questions, and creating memorable interactions that resonate far beyond the moment. This human touch builds trust and strengthens brand credibility among both students and the wider campus community.

**Cost: £200+VAT per 1,000 flyers**

## High-Impact Poster Placement

We also include eye-catching poster display across 10 high-footfall SU locations. Choose from A4, A3 or A2 sizes, and enjoy visibility in premium spots like the Green Room study area and SUHQ building notice boards. We encourage environmentally responsible print options, helping you align with the values of a sustainability-conscious generation.

**Cost: 10 posters A4, A3 or A2 £100 per week or £222 per month**

**Let's get your message in front of the right eyes, in the right way.**

# Student Newspaper – The Boar

**2023 marked the 50th anniversary of The Boar** – the University of Warwick’s award-winning student newspaper. The Boar also has a thriving online presence, with multiple articles going up daily, receiving an average of 1,500 views per day and 100,000 per month on their website.

Rates available on request.



newspaper Advertising

# Partnerships & Sponsorship Opportunities

## Put Your Brand at the Heart of Student Life

WSU delivers high-impact sell-out events that define the student experience – from Welcome Fairs and sports tournaments to awards ceremonies, cultural festivals, and unforgettable student balls. These events **attract thousands of engaged, diverse students, making them prime opportunities for brands** to build awareness, spark meaningful engagement, and foster lasting brand loyalty.

## Event Sponsorship

By sponsoring one of our flagship events, your brand becomes part of the student conversation – not just seen, but experienced. Whether it's through branding activations, giveaways, or interactive stalls, you'll create memorable moments that students associate with fun, excitement, and community.

## Opportunities:

**Varsity** – March 2026. Warwick V's Coventry University showdown hosted on Warwick Campus.

**Club Conference** – May 2026. Meet the Team Warwick sporting powerhouse where 700 sports club executives and club budget holders are invited to share best practise.

**The Team Warwick Sports Ball** – June 2026.

**Union Awards** – June 2026.

# Partnerships & Sponsorship Opportunities

## Ambient Branding

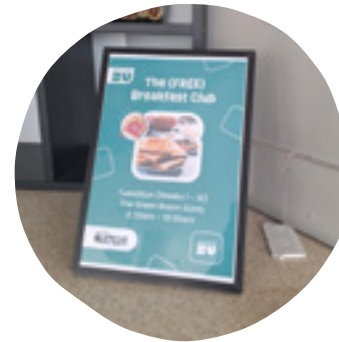
Want something more immersive? Elevate your brand by taking over a high-traffic student space like the SU Pool Room or Dance Studio. **This type of ambient branding provides daily visibility and deep relevance** – keeping your brand front-of-mind in a natural, trusted environment. It's subtle, smart, and strategically powerful.

At WSU, we believe partnerships work best when they align with our students' interests and needs. **We'll work with you to ensure your brand fits authentically within the student environment** – creating value for both your campaign and our community.



Strategically Powerful

# Case Study: Oatly x Warwick Students' Union



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**Objective:** Oatly wanted to shift the language of student coffee culture - changing the common ask of *"Can I have a non-dairy coffee?"* to *"Can I have an Oatly coffee?"*

**Location:** The beloved WSU Curiositea Café, a flagship venue on Warwick's central campus.

## Activation Highlights

- Oatly-themed special drinks created in partnership with SU caterers, launched once per term.
- Oatly sustainability messaging and branded signage embedded throughout the café year-round.
- Oatly sampling activations direct from Curiositea, on the menu, bringing the brand experience to life once per term.
- Oatly digital screens and OOH marketing.

The initiative wasn't just well-received, it was championed! Both SU staff and student teams actively promoted the collaboration, turning a simple product placement into a true campus movement.



# Case Study: Oatly x Warwick Students' Union

## Impact and Conclusion

Oatly's partnership with WSU proved the power of authentic, student-first branding. By embedding the brand naturally into campus life, they created a shift in both perception and behaviour, and a clear return on investment.

"A few weeks ago we kicked off our partnership with University of Warwick Students' Union, and as part of this we got to be the first external supplier to run a site level promotion in collaboration with the SU. This was really cool for a number of reasons.

1

The Curiositea team and student ambassadors weren't just excited by it, but promoting it with us!

2

The promotion drove a 250% uplift in oat milk volume ordered that week.

3

It made a lasting impact on oat volume post-promotion, with a 46% increase in base YOY, as well as a 4% increase in oat volume share.

Sustainability is the second largest driver to choosing plant-based milks behind taste for students, and it's great to see the first on-campus campaign of its kind made a real impact."

## Hope Twardochleb

Oatly National Account Manager

### Interested in collaborating?

To explore exciting opportunities, get in touch with Carly Knight at [mediaopportunities@warwicksu.com](mailto:mediaopportunities@warwicksu.com)



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# Artwork Specifications & Contact

Providing your advertising artwork to the correct specification and within the agreed timeframe is essential for WSU to deliver your campaign on time and as you expect.

Please use the templates provided for all media. Deadline dates typically fall two weeks before the broadcasting date.

Please email Carly Knight for any additional guidance: [mediaopportunities@warwicksu.com](mailto:mediaopportunities@warwicksu.com)

## Digital Screens:

1080 x 1920px  
image, supplied  
as a JPEG

## Instagram Story:

1080 x 1920px  
image or MP4 video  
(max. 45 seconds),  
supporting text  
and link

**Solus Emails:** HTML and subject line OR word document, subject line and 600 x 200px email header image

**Sponsored All Student Members Newsletter**  
**Email:** Web link and 545 x 120px banner advert

**Web Banner:** 545 x 70px banner advert and link

To book advertising or partnership opportunities with WSU, please email Carly Knight at [mediaopportunities@warwicksu.com](mailto:mediaopportunities@warwicksu.com). We look forward to discussing how we can work together.