

# Students' Union UCL: Partnership Case Study

Campus Media || Campus Events Platform || Campus Events

Situated in London and catering for 50,000 students, Students' Union UCL is on a mission to "build a vibrant and empowered student community with real influence in UCL and beyond, that enables students to enjoy their time at university". We caught up with Laura Hinton, Marketing & Partnerships Manager at Students' Union UCL, to learn more about Students' Union UCL's partnership with native.

“ Our Freshers Fair was a huge success. native ensured we had a strong and engaging line up of brand stalls and their team was professional as always. ”

- Guy Stepney  
Head of Marketing & Communications

## Challenge

Prior to partnering with native in 2021, Students' Union UCL used to sell stall spaces to brands to generate income. For multiple reasons, including the loss of a member of staff and then Covid-19, the team paused on proactively selling media space to advertisers. With an in-house media sales vacancy, no hiring plans or bandwidth in other teams, Students' Union UCL turned to native to re-start their advertising revenue generating engines: our expertise in the media world, together with our bank of contacts, made us an attractive choice.



**U STUDENTS' UNION UCL**



**native.**



**That dedication has continued throughout the year, with a personalised service that works for both us and our clients.**



- Guy Stepney

Head of Marketing & Communications

## **Solution**

Since joining forces in 2021, we've very much worked in partnership with the team at Students' Union UCL. Students' Union UCL have enjoyed the flexibility and security they were looking for, and view native as an extension of their full time team.

native has taken over the day to day running of their digital and physical media. This has enabled them to prioritise other areas of their roles to continue to enhance the student experience, whilst having confidence in the knowledge native are taking care of growing their advertising revenue stream.

## **Results**

Students' Union UCL have felt a weight lifted off their shoulders since they entrusted native with their media sales. In particular, removing the admin associated with selling Freshers media at their busiest time of year has been a huge relief. Now, staff can focus on student wellbeing and driving an even stronger experience - with this being a shared goal for both UCL and native, this is a great success.

Due to various changes in the physical space used on campus, it wasn't always possible to have reliable physical advertising in place. Students' Union UCL's physical media capabilities and revenue from fair stall sales were then put on hold due to Covid-19. However, over the past 12+ months revenue has significantly improved as a result of their media partnership with native. Students ultimately benefit in the short and long term. Short term, they've enjoyed exciting on-and-offline activations from brands like Sky, Lucozade, Odeon and Sanctuary Students. Long term, the SU are better funded to reinvest into the student experience.

Whilst increasing the Students' Unions revenue is to the teams delight, they are continuously looking for ways to diversify their income streams and continue to deliver an experience that caters to all students. Due to the success of the partnership, Students' Union UCL are now exploring more of native's offerings to continue in their pursuit of improving campus culture - watch this space!



**native.**