

2016

# Asset Media is a Level Three BEE Contributor

RATE CARD



Unparalleled Exposure





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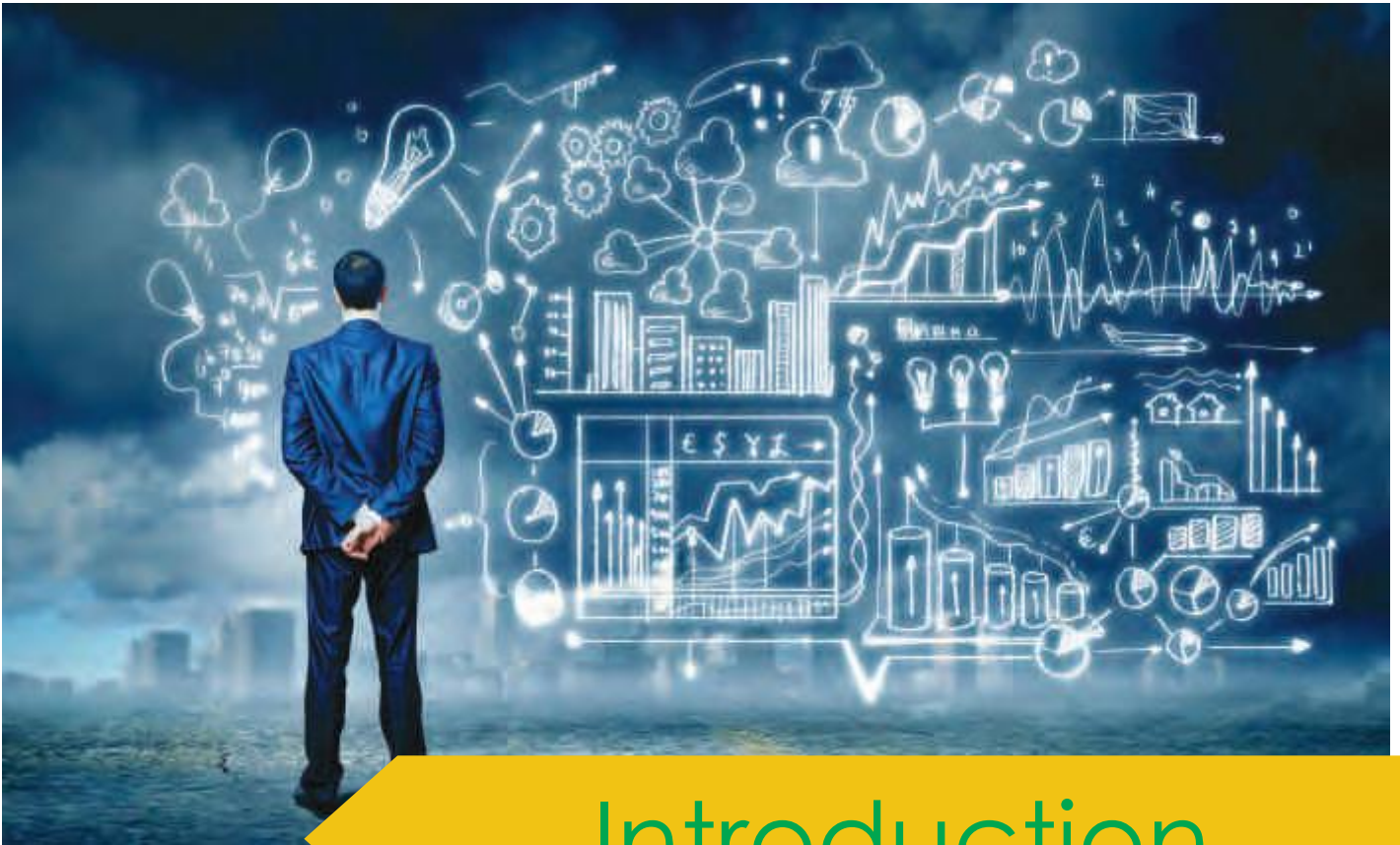
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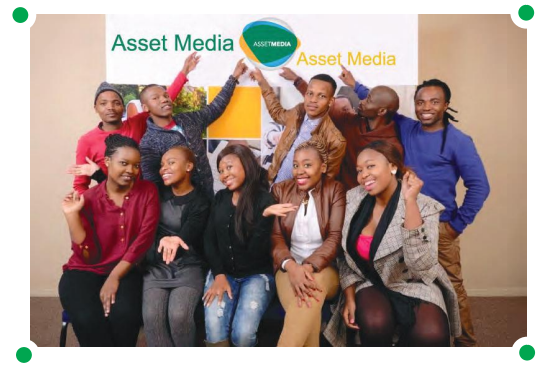
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# Introduction

Varsity TV empowers clients to unlock the elusive college market where students study, live, and play using 360 degree marketing. We enable clients to connect with college students and communicate their brand story in a fun, meaningful way.







## Our Approach

- We help businesses rise above the noise to the capture the attention of college students in today's over-stimulated world.
- Youth Marketing is no longer about advertising the product or service, instead it's about showing prospective customers what your brand can do for them.



# The Varsity TV Proposition

## o **Varsity TV**

- o Varsity TV is an innovative yet cost effective way of reaching the youth market segment.
- o We offer an integrated, multi-channel, interactive advertising and promotional package to reach UJ students (+48000) which includes:
  - o Digital Outdoor Advertising on 8 digital screens in high traffic areas in all 4 campuses
  - o UJ FM – PR RADIO Interviews (RAMS - 40000)
  - o UJ Observer – 10000 copies per month all 4 campuses
  - o Brand Activation on all campuses



## Why Target Students?

- Varsity students are at a transitional time in their lives—a time where they are developing their independence and establishing consumer buying trends
- Tertiary students are in the formative years in their adult consumer lives and brands that reach students during this impressionable period have the chance to gain lifetime customers
- This segment has not formed many strong brand loyalties yet.





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## Segment Attributes

### **Socioeconomic background**

- The majority of college students are from middle-class or higher businesses.

### **Lucrative demographic**

This spend has had an upward trend since 2010



## Segment Attributes cont.

### **Strong social clout**

- College students have strong influence over each other and they make great brand advocates. They value connectivity and if they like a company's products, they will spread the word on social media sites and through word of mouth.

### **Newfound freedom and responsibility.**

- Students want to experience their newfound freedom and the responsibilities that go with it. They haven't established fixed buying habits and are still exploring their surroundings. This provides a great opportunity for brands as students will welcome product samples and information.





# SCOPE FOR GROWTH

- We plan on expanding the medium to the other 9 main universities in South Africa.
- Accumulated student population reach across remaining 9 campuses in South Africa:
  - UCT: 25508
  - UWC: 15226
  - TUKS: 57409
  - WITS: 30833
  - CPUT: 32000
  - NWU: 55732
  - Rhodes: 7005
  - NMMU: 22652
  - Stellies: 27694
  - **Total Scope for Growth: 283321**

# Service Offering Benefits

- Campus marketing homes in on this niche demographic.
- ROI - reduces the waste of advertising spend on campaigns. The medium is cost effective and focused.
- It drives conversations through organic outreach, which resonates with students.
- The digital screens have a frequency counter which pulls ad flighting report to measure effectiveness of ads.





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