

TOTUM SNAPSHOT - THE STUDENTS' UNION AT BOURNEMOUTH UNIVERSITY

By taking a different approach, Bournemouth Students' Union watched TOTUM card sales soar during Welcome Week...

AN UNFORGETTABLE PARTY...

Bournemouth's lively nightlife attracts many young people to the town with more nightclubs per square metre than London! Bournemouth University boasts some of the best venues around - including the Students' Union Nightclub - The Old Fire Station (with England's longest pole) - to give students the ultimate joining experience and unforgettable party.

Focussing on this buzz of evening entertainment, students were invited to purchase a bronze, silver or gold event wristband - all of which included a range of event entry packages as well as a one-year TOTUM card (then listed as NUS extra). A copy of the **We Are Freshers** arrival guide was sent out by the University before Welcome Week to all new students featuring a four-page spread on all the discounts available. Going for volume, they dropped the price of the card by £2 with the aim that students may renew after seeing the benefits a one-year card had to offer.

SAVE AT BIG HIGH STREET SHOPS

HIGH STREET/ONLINE SHOPPING
AT LEAST 10% OFF

Superdrug* asos boohoo Accessorize
 NEW LOOK [WAREHOUSE] Apple + MANY MORE

ALL 5-10 MIN WALK FROM HALLS

ODEON national express
25% OFF 40% OFF
 (25% OFF STUDENT PRICES)

You'll visit the massive Odeon BH2 cinema in Bournemouth town centre market square

Railcard

Your **OFFICIAL Freshers' Guide**

WE ARE FRESHERS
2018

Saturday 15 - Sunday 30 September

BU Bournemouth University SportBU ResLife The Old Fire Station

33% up on YTD sales



GETTING THE WORD OUT...

- ➡ **We Are Freshers** guide was sent out to all new students with a four-page spread
- ➡ **Student Welcome Map** – 10,000 maps including a TOTUM advert were printed
- ➡ **1,500 flyers** were distributed to **4,500** student post boxes across **8 halls of residence**
- ➡ **2,000** issues of **NERVE magazine** were distributed during Freshers with a back-cover **TOTUM advert**
- ➡ The **TOTUM logo** was included on the **4,000 Fairtrade cotton shoppers** students were given to store their Freshers freebies.
- ➡ The **TOTUM stand** was positioned next to the SUBU reception – one of the highest footfall areas during Welcome Week.
- ➡ TOTUM advertising appeared on prominent **digital screens** across the campus (reception, entrance to the student centre, outside Dylan's Bar, Ground Up Café, Bournemouth House BOHO Lounge and Poole House Atrium)
- ➡ The **TOTUM Pop-Ups** were placed in key locations around the campus and **A3 posters** were put up in all the halls of residence and across campus.

