



Deutsche Hochschulwerbung

Employer branding, image advertising and product advertising
at universities and student unions



Who is Deutsche Hochschulwerbung?

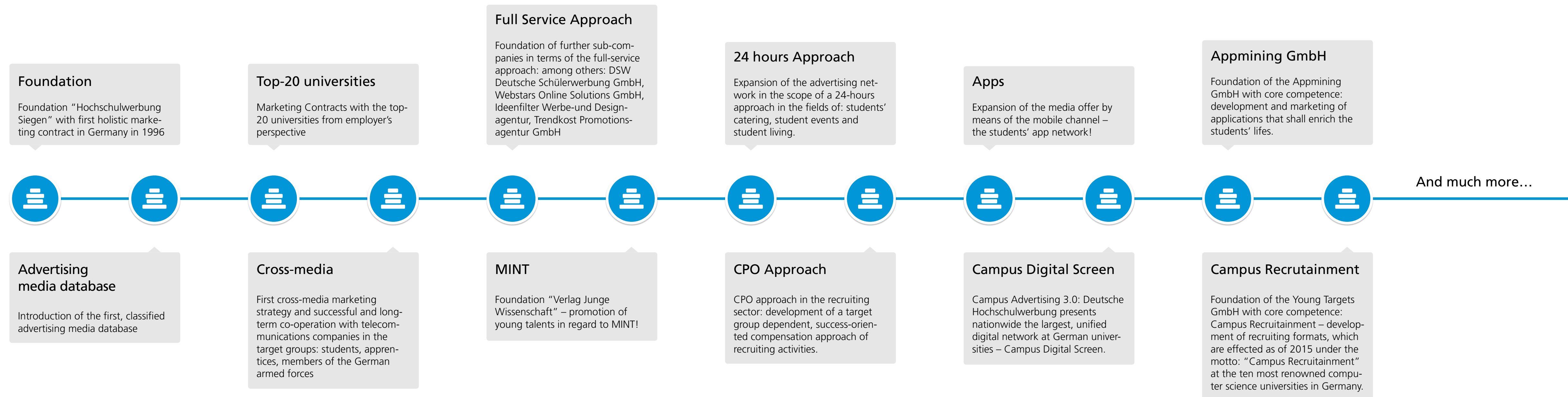
Since the mid-1990s, Deutsche Hochschulwerbung has proven to be a successful full-service provider in the field of university marketing and has become a central contact for recruiting, employer branding and product advertising at universities and student unions. As an experienced marketing partner, we offer an exclusive approach to the target group of students at university locations in Germany, Austria, Switzerland and Poland.

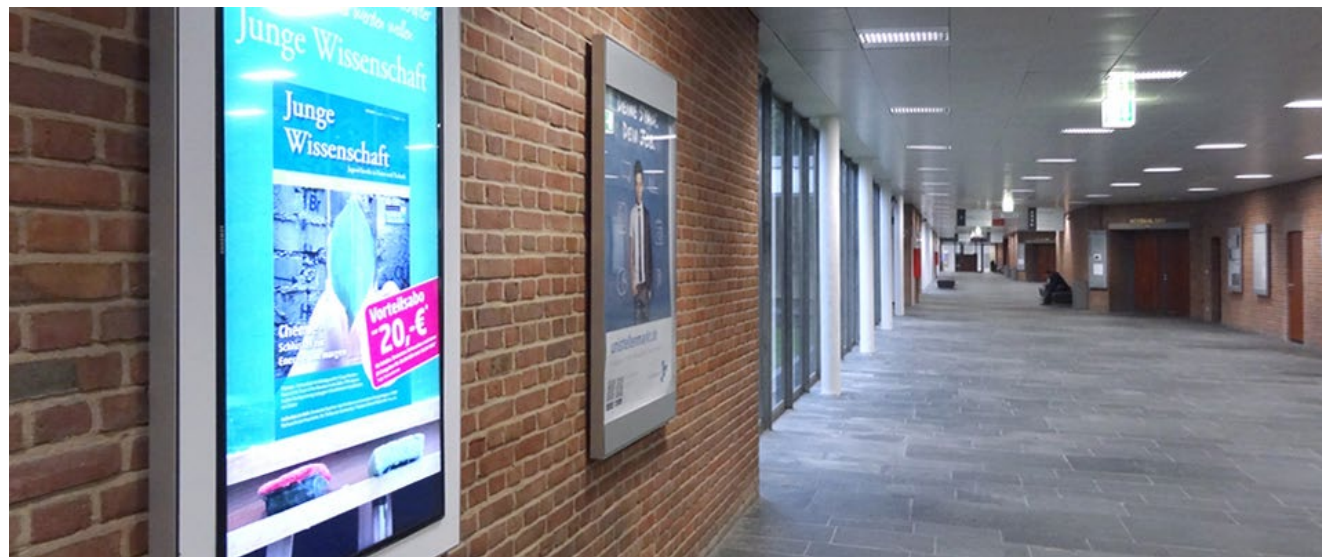
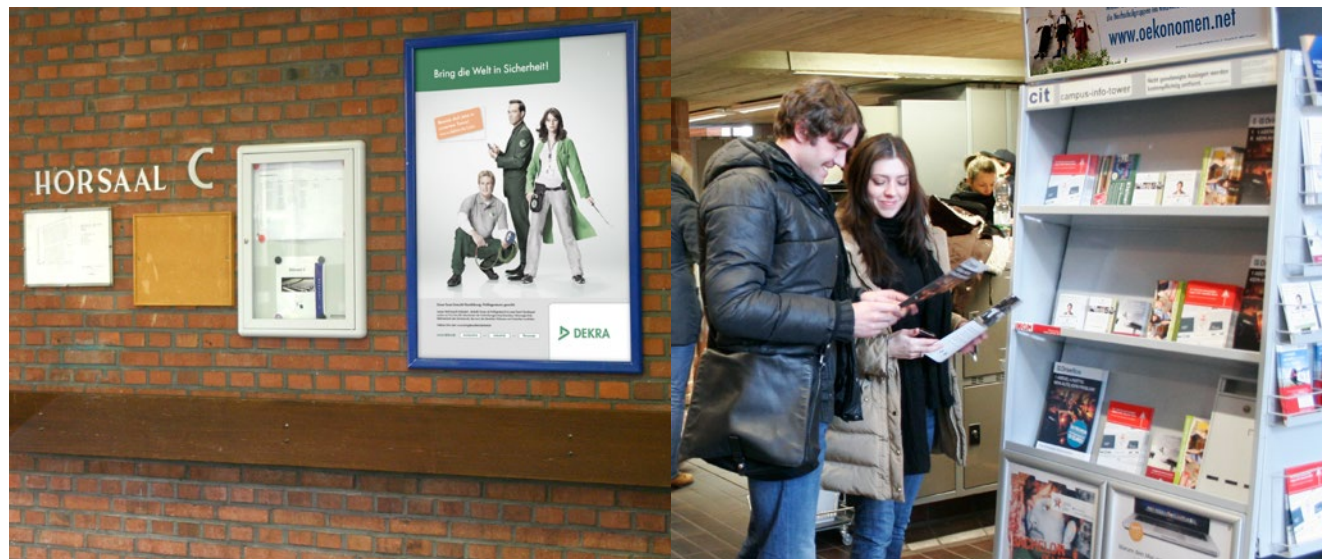
How has it begun?

Advertising at universities? Today: a matter of fact, but until the mid-1990s: a taboo. We are among the pioneers in the field of marketing of advertising opportunities at universities and student unions. Launched as a student start-up in the premises of an old paper mill in the Siegerland, the company today ranks among the market leaders in university marketing. Nowadays, we operate nationwide jointly with universities of excellence, colleges and student unions and are continuously expanding our media network. With our nationwide locations, regional offices and the active onsite presence, we set the highest quality standards in regard to the implementation of promotional activities - locally, regionally, nationally and internationally.

Milestone – overview of highlights

Since the mid-90s we can look back on a history with many events of particular significance.





What kind of services and products are we offering?

We are among the pioneers and trendsetters in the field of marketing of advertising opportunities on campus. We are premium partner and consultant of our customers and support them with tailor-made solutions for their product advertising and employer branding in the target group of students. We offer a range of advertising possibilities for the active and targeted address of the target group, e.g. poster advertising in different sizes, displays, promotions, online/mobile, digital, special advertising formats (e.g. coffee-to-go cups), print, campus recruitment, virtual activities (e.g. online job fair) and much more.

How we work?

The on-schedule and smooth implementation of all recruiting activities on behalf of our customers has the highest priority for us. That is why the internal and external processes of the order processing are organized in a highly professional manner. Our company headquarters as well as our sales offices are situated in the Media Harbour of Duesseldorf. Our subsidiary in Siegen is responsible for the execution of the campaigns and it is here that all orders are centrally co-ordinated.

Each of the internal employees of Deutsche Hochschulwerbung is an expert in his/her field. Our campus reps, campus promoters and uni-scouts are regularly trained. They are most familiar with the environment of their university and have proven to be responsible associates. They carry out assignments including promotional activities, samplings and surveys on our behalf and besides having a profound knowledge of the local scene, they also maintain excellent contacts to the administrative staff at the universities.

The professional implementation of our customers' orders is based on precise and closely-knit internal processes. The respective customer advisor works in close collaboration with the executive departments, which in turn guarantee that the realization of all measures at the relative university run smoothly and on time.



What is important for us?

Young development – environment –
social responsibility



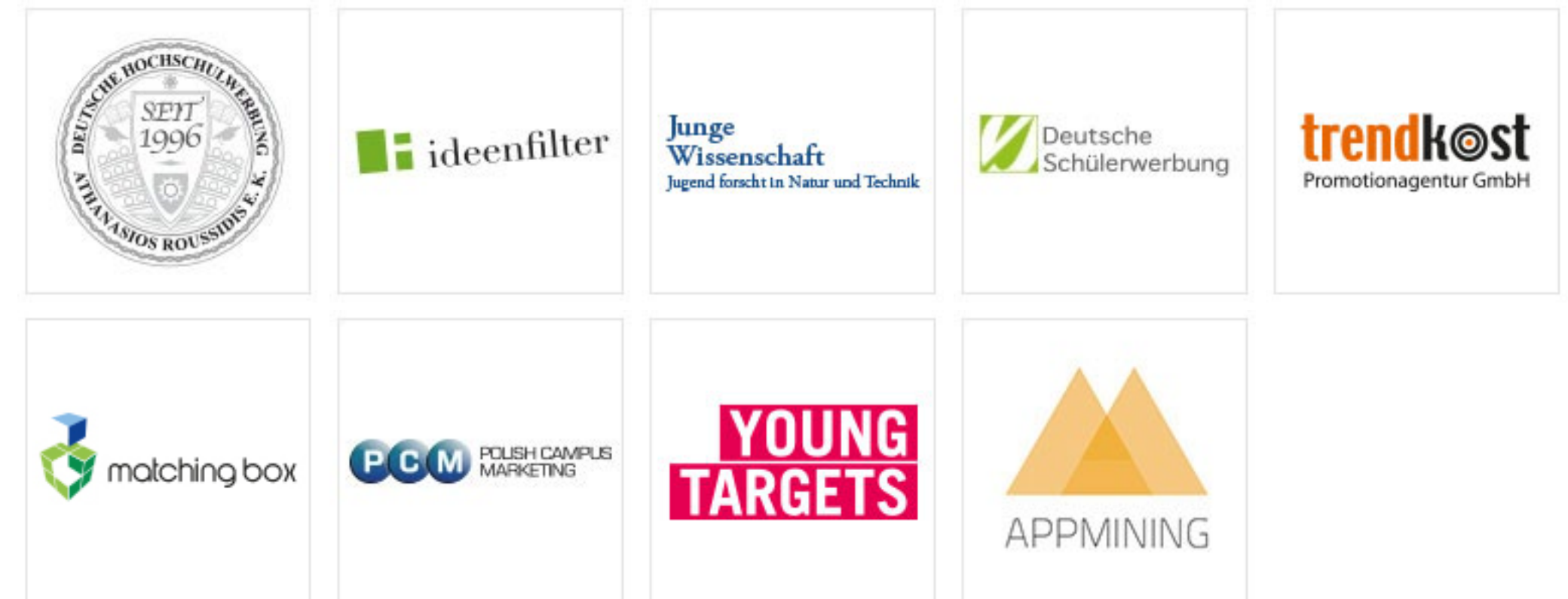
The Deutsche Hochschulwerbung shows responsibility! We are highly committed to our environment, to society and to our employees. This position is an integral part of our corporate culture, since we are aware of the fact that clear economic objectives can only be achieved and enhanced if we conserve resources, interact fairly and trustful with employees, partners and customers and contribute to society in a meaningful way.

This is our impulse doing youth development, environment protection and we have launched a program that includes pro bono activities and donations in various areas.

How we are positioned?

„Individually we are unique, together we are strong“ –
under this motto, we grow through associated and cooperative partners.

Associated Partners:



Cooperative Partners:





Diversity & Women's quota

„Diversity“ is firmly established as an element of our corporate objectives, because we are convinced that we need people with different ideas, strengths, interests and cultural backgrounds to succeed, as we know:
the best teams are the ones with the greatest diversity!

The Deutsche Hochschulwerbung creates an environment that welcomes, respects and accepts diversity and therefore expressly acknowledges a corporate policy that is based on esteem, promotion and the utilization of diversity. Every employee should feel comfortable with us and be a part of the whole.

Women's quota – no problem for us! We are proud of our women's quota. The proportion of women at Deutsche Hochschulwerbung extends across all hierarchical levels - from management board through to middle management. We create attractive work environments and flexible working conditions for women and men, in which the reconciliation of work and private life is a matter of course.

Our awards

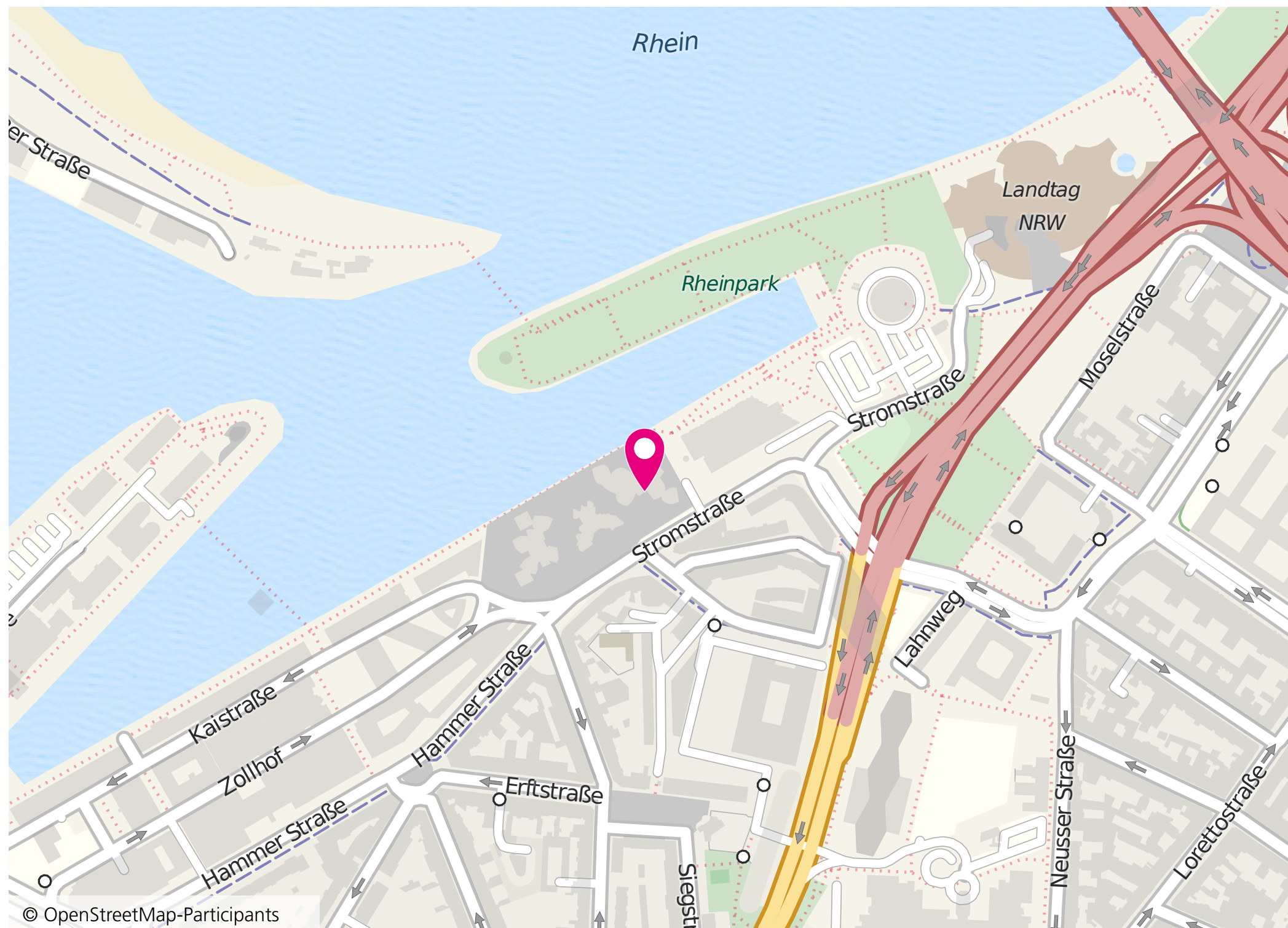
With the announcement of the “HR Excellence Awards 2013” the magazine „Human Resources Manager“ honors outstanding HR projects for the second time, which are often marked by exceptional innovation and creativity, enabling them an increased public awareness.

In 2013 and 2014 Deutsche Hochschulwerbung was nominated in the category „SMEs - University Marketing“ and ranked among the top three HR projects in their category.



Where do you find us?

Our headquarter is in Duesseldorf and we have regional offices in: Berlin, Bremen, Siegen and Munich.



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