



Recruiting at universities

The direct link to your target group



Campus-Environment-Initiative

We focus on Ecology and Sustainability

With the "Campus-Environment-Initiative" the company group Deutsche Hochschulwerbung commits itself to the ideals of environmental awareness at universities and sustainability in all marketing activities. The "Campus-Environment-Initiative" quality seal developed by us is defined by the implementation of sustainable advertising materials such as prints on recycled paper and the distribution of give-aways from "fair-trade" sources. Five percent of the income derived from the distribution of sustainable advertising materials flow into a funding pool with which we support particularly deserving university projects. The offer is open to all students, student initiatives, faculties and groups engaged in ecology and sustainability at their university.

Organisations that book advertising measures which implement our quality seal are prominently featured and may also use the "Campus-Environment-Initiative" seal in their own company promotions.

Deutsche Hochschulwerbung – your Recruiting Partner!

Can you imagine one single reason why you should not approach future candidates exactly where they are being prepared for their professional careers? Neither do we know of any reason; moreover we are certain that this approach is the most effective and efficient means of addressing students and graduates directly at their universities; this is why we have been supporting our customers in their strategic and operative recruitment activities since the early 90s.

The fast pace of our time, along with its drastic changes, has a marked influence on the behavioural pattern of our youth in regard to information policy. At the same time the shortage of skilled personnel is drastically increasing due to demographic changes. For this reason we conduct a precise analysis of the target group in respect to quantity and quality. It's only because we set out to really understand the constantly moving generation of students that we are able to know how they live, what their thoughts are and how they envisage their future. This profound knowledge makes us the premium partner for our customers and enables us to support them with made-to-measure solutions for university recruitment. Our expertise gives you the chance to obtain direct contact to your target group and enter into a dialog with them.

In the mid 90s we were pioneers in the field of recruiting and product marketing at universities. Today we are the trend setters for modern cross media sales, university marketing and meanwhile we implement University Advertising 3.0. This is because we are consequently developing our advertising materials as well as our service portfolio based on the requirements of our customers and the media usage preferences of the students. We operate nationwide with "Excellence" Universities, technical colleges and student unions and together we set the highest quality standards for the implementation of your campaigns.

We are firmly established at the universities and know your target groups through and through. Reap the benefits of our insider knowledge for your university recruitment activities.

Yours sincerely
Athanasios Roussidis



The majority of students have only a vague notion (51.9 %) or no perception (13.8 %) of their professional future. Only 34.3 % of all students have a firm idea regarding their profession. This offers ideal framework requirements for recruitment at universities.¹

Facts and Figures on the Advertising Environment: University

- 2,616,881 students at 423 universities ²
- 508,621 first-year students in 2013 (SoSe 2013 & WS 2013/14) ²
- 58 Student unions operate 906 gastronomy facilities such as cafeterias, bistros and bars ³
- 1.991 hostels ⁴
- Student gastronomy with 3,208 facilities at over 80 universities ⁵
- 3,000 student parties at over 80 universities ⁵

¹ source: survey Deutsche Hochschulwerbung, winter term 2013/2014

² source: Federal Statistical Office, number of students winter term 2013/2014

³ source: German student union (Dt. Studentenwerk), student unions in numbers 2013/14

⁴ source: German student union (Dt. Studentenwerk), living space for students 2014

⁵ source: Deutsche Hochschulwerbung, research

You can only convince students if you are totally familiar with them

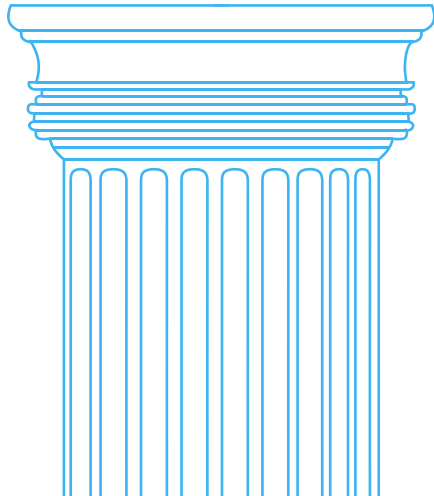
Corporations that wish to establish or further develop their employer branding cannot do without universities as contact locations to reach students and graduates. As the shortage of skilled professionals grows, so the indispensable value of advertising campaigns at universities is recognized as instrumental for successful personnel marketing and recruitment. In order that our customers always reach their target group on the campus at every point and at all times with the right marketing-mix, we generate an abundance of relevant information about the target group. Out of the consolidation of all this information we interpret the basis of the activities that will allow you to secure your recruitment goals. Our diversified sourcing of information is based mainly on four pillars.



Information is the alpha and omega!

Organisation

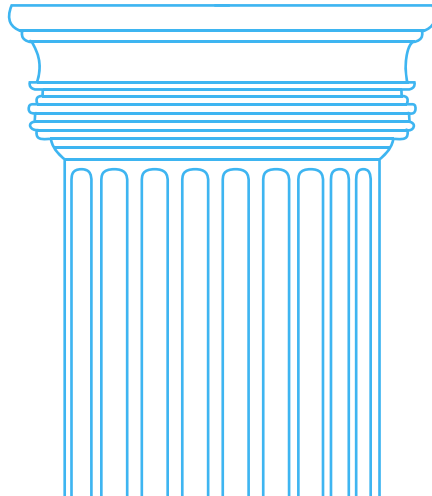
We take the empirical values of our customers seriously. We use the results pertaining to co-operations with customers, universities, faculties and teaching staff as an information basis for the implementation of successful, strategic and operative staff marketing and recruitment.



Market Research

Always close-at-hand to the target group. This high ideal that we set ourselves is realized inter alia with the support of our nationwide network of campus promoters, campus representatives and uni-scouts who keep us abreast of the time. Furthermore we regularly carry out sectorial and target group specific surveys. These concentrate on research in the areas of job-seeking as well as the behavioural pattern of students in regard to information and usage of advertisings.

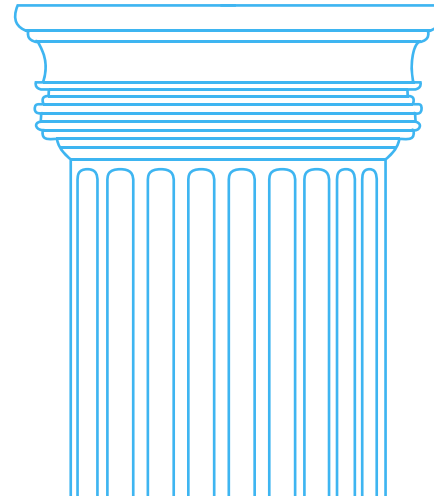
We are trendsetters for recruitment at universities because we know exactly what makes students tick.



Research

Further important findings result from the evaluation of third studies, e.g. student unions' social statistics, facts and figures from the bureau of statistics, generally acknowledged university rankings from the perspectives of employers, observation of competitive activities and from the results out of diverse target specific surveys.

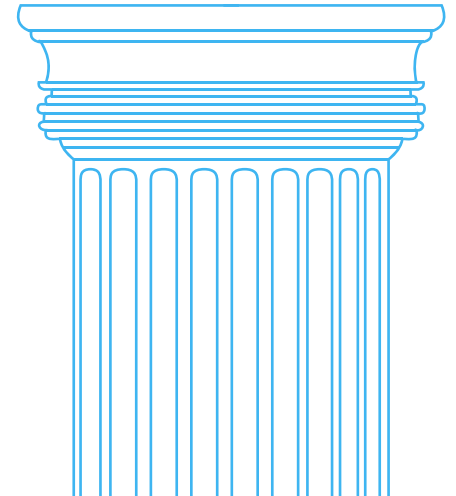
All this information serves as a further component guaranteeing a modern and target specific relevant approach to students.



Information from within the University

Often insider information from within the university allows us to give our customers the decisive edge on their competitors. Lecture- and room allocation plans are equally integrated into the planning and implementation of our measures as well as our long established contact to press offices, student representatives, career centres, professorships, professors and computer centres at universities.

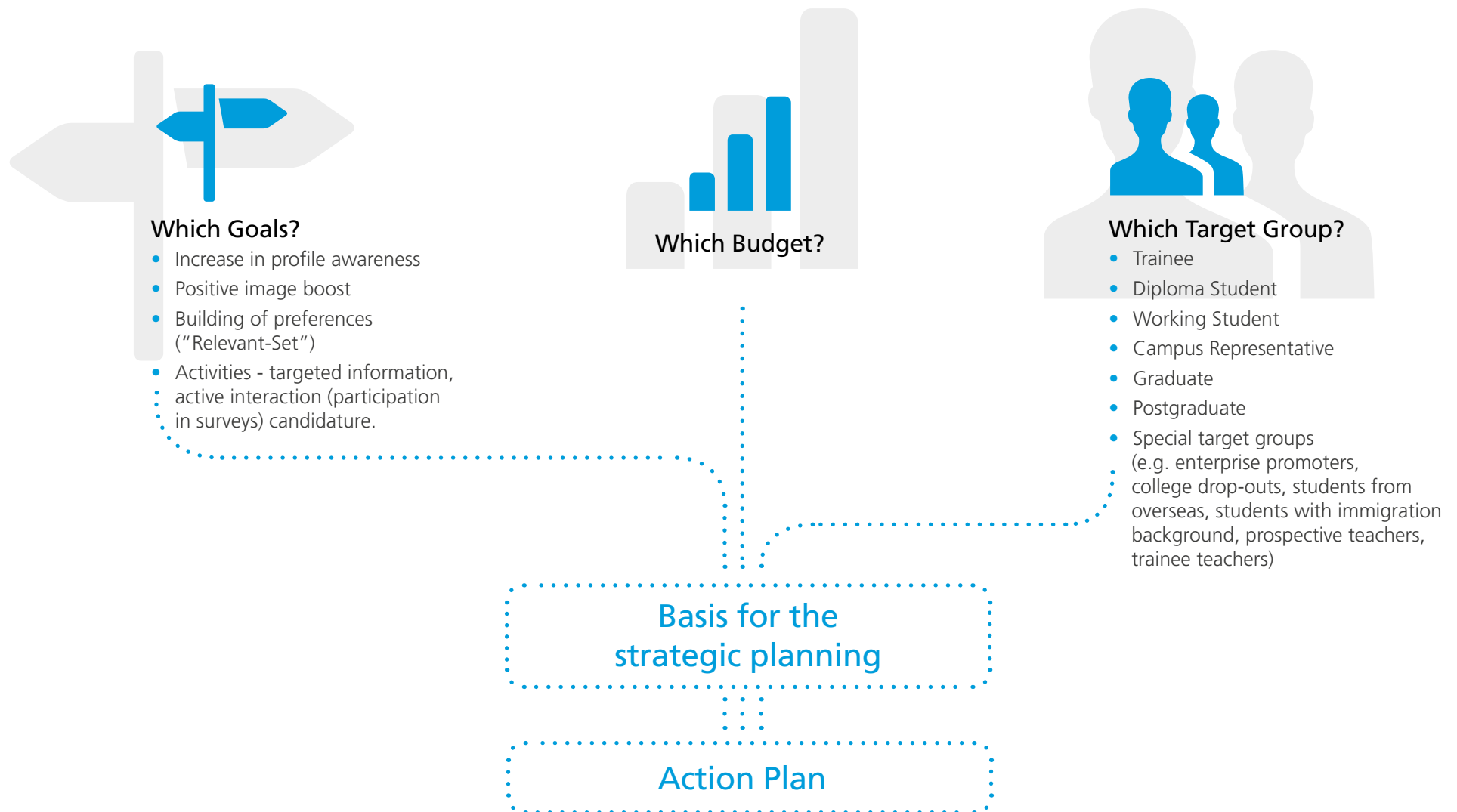
Where and when you address your target group is of utmost importance for the success of your advertising campaign.





It all depends on your Goals

When you collaborate with the Deutsche Hochschulwerbung, your recruitment budget is used exclusively to attain your goals with the right strategy and the appropriate activities. Your strategies and budgets are dependent on the respective set of goals. The guarantors for the success of your campaigns are continuity and sustainability. Our question for you: which students do you want to reach, with which goal and with which budget?





Nothing is impossible:

Our advertising measures at a glance

The far reaching university marketing rights of the Deutsche Hochschulwerbung and the access to all further advertising possibilities available within the target group environment, guarantee the planning and implementation of marketing activities with a maximum of effectiveness and efficiency. Our media offers are so manifold that corporations have the choice from an extensive and complementary palette of varying media.

Trusting is good – Control of Success is important

In the run-up to each campaign we already generate a wide variety of target group relevant information in order to ensure the implementation of a successful campaign for our customers. Of equal importance to us is the measurability of all activities after the order placement.

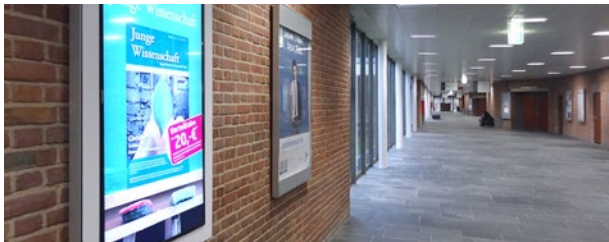
In the era of Web 2.0 most procedures are measurable. Our customers can precisely analyse the effectiveness of a campaign through the increased usage of their career-websites or by the number of activated downloads. The setting up of a landing page for a specific advertising activity as well as the lodgement of tracking links also offer success transparency. In cross media campaigns, including social media activities, the reaching of goals can be evaluated through the lodged QR codes or the increase of likes on the career fan page. A distinct sign for success can be seen in the number of applications received from universities where the recruitment campaign was carried out.

At the end of each assignment you will receive a photographic documentation covering poster measures, campus promotions, etc.



Poster/Display

e.g. poster frames in various formats, displayed through cit campus-info-tower



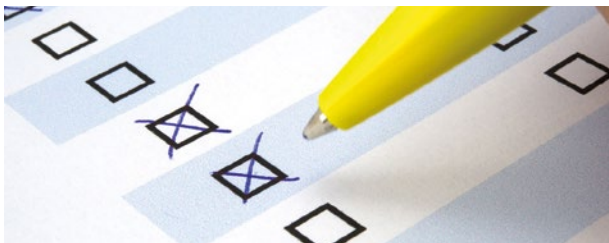
Digital

e.g. campus digital screen – in real time on the campus: Campus Advertising 3.0



Virtual Job Exchange

the direct link to potential candidates



Market research

Target surveys, ears & eyes, Unternehmens-Barometer®



Promotion/Marketing Research

e.g. distribution of info material or image brochures, competition activities, surveys among the target group



Special Advertising Forms

e.g. coffee-to-go cups, tray advertising, fabric banners



Campus Recruitment

reaching qualified applicant through fun and dedication



HR-Jam

Design-Thinking Workshop, individual employer branding and recruiting concepts



Online/Mobile

e.g. banner advertising & online job boards, mobile marketing



Print

e.g. placement of advertisements in university magazines



Specials

extraordinary advertising formats for efficient target group approach



Matchingbox

Personality analysis, company analysis, matching and academy



An optimal order management is the guarantor of success for every good media campaign

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.

There are only advantages in the collaboration with Deutsche Hochschulwerbung

A high level of acceptance from students is evident to employers when recruiting at universities. Students enjoy the feeling that companies are vying for them on the campus as trainees or future employees. Probably not only because it is the most direct opportunity for students to gain information on internships, final exams as well as job offers at the end of their studies. This was also confirmed by the data of the Deutsche Hochschulwerbung. According to the results of one of our surveys 82 % of students would even welcome an increase of employer recruitment activities at the universities. The offers of internships and job offers for the career entry were of particular interest to 94 % of the respondents.*

A One-Stop-Service

We render advice on how to define your goals. The aim of our consulting services is to mutually define, plan and implement your wishes in regard to recruitment at universities. You have one personal contact partner at Deutsche Hochschulwerbung.

Made-to-Measure Media Solutions

The satisfaction of our customers has the highest priority for us. Irrespective of your budget and how special your target group may be. We identify them and we carry out exactly those measures that are appropriate to your enterprise.

Long-standing Expertise

Within almost a quarter of a century we have proven to be experts in university marketing and have successfully conducted countless recruiting campaigns on behalf of renowned companies. We have grown with this challenge and our success spurs us on to develop further innovative media solutions.

Quality Control and Measurability

Our internal staff as well as our campus promoters, campus representatives and uni-scouts at all universities maintain the highest level of quality in the implementation of all measures. Over and above that we provide you with a reporting on all activities carried out in each assignment.

■ Deutsche Hochschulwerbung

The Deutsche Hochschulwerbung Company Group:



**Deutsche Hochschulwerbung
und -vertriebs GmbH**
Neuer Zollhof 3
40221 Duesseldorf

Phone +49 211 74 95 64 - 0
Fax +49 211 74 95 64 - 29
E-Mail info@hochschulwerbung.de
Web www.hochschulwerbung.de
www.twitter.com/campuswerbung
www.facebook.com/campuswerbung

Munich

Leopoldstraße 15
80802 München

Phone +49 89 27 27 52 - 29
Fax +49 89 27 27 55 - 47

Berlin

TU Berlin BH 113 a
SE-RH (105), Raum 116 A
Straße des 17. Juni 135
10623 Berlin

Phone +49 30 31 01 94 - 41
Fax +49 30 31 01 94 - 42

Siegen

Papierfabrik 9
57072 Siegen

Phone +49 271 23 82 85 - 0
Fax +49 271 23 82 85 - 39

Bremen

Bibliotheksstraße 1
28359 Bremen

Phone +49 421 21 86 96 - 54
Fax +49 421 21 86 96 - 53

Post office:
Enrique-Schmidt-Straße 5
28359 Bremen