

## The Company Group Deutsche Hochschulwerbung:

**First** provider of  
Advertising at Universities in Germany

National Presence  
at more than  
**100**  
universities

**> 3.500**  
advertising media  
nationwide

**> 47.000**  
promotions  
in over 19 years



Find out more about our service portfolio:  
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Deutsche  
Hochschulwerbung



# Full-service-support

for universities and student unions



## Solutions for every scenario

### We offer advice and support for:

- The acquisition of suitable sponsoring partners
- Developing fundraising concepts
- The establishment of merchandising at your university
- The development of promotional marketing solutions for universities or student unions
- The marketing of sub-sections and projects, e.g. Children's University Days
- Creative services: print and online

In more than 17 years as marketing partner of universities and student unions we have gained the trust and satisfaction of our contractual partners.

## Effective marketing concepts

Deutsche Hochschulwerbung offers a holistic marketing concept that is tailored to your university or your student union. From the first inspection of your facility and a detailed consultation up to our innovative marketing approach, your institution is the center-point of our endeavors.

### Our marketing concept includes the following service aspects as standard:

- |   |  |
|---|--|
| • Poster advertising in clip-on frames  | • City Light Posters (CLP)   |
| • Fixed display systems                 | • Marketing for your websites  |
| • Campus Digital Screens (CDS)          | • Authorizations for promotion and sales activities  |
| • Advertising on pillars                | • Authorizations for special forms of advertising (such as: fabric banners, tray advertising etc.) |
| • Marketing for your print publications | • All other forms of special advertising   |
| • Online job boards                     |  |
| • Backlit trend lights                  |  |

All services of Deutsche Hochschulwerbung are module-based and can also be booked as single service elements.

## When we say full service we mean full service

We are happy to jointly develop appropriate communication concepts for you, develop the key aspects of your brand building or take care of designing and/or producing your advertising media. In the course of a personal conversation, we evaluate potentials and value adding approaches. You will see: it's worth it.

### Advertising agency and co.

We will be happy to convince you of our comprehensive creative services and production performances and will be pleased to create brochures and documents for your every-day communication. Also in regard to merchandising: you are exactly right with us.

- |                    |                        |                |
|--------------------|------------------------|----------------|
| • Corporate design | • Postings             | • Online shops |
| • Brochures        | • Advertising material | • Production   |

### Logistics and Distribution

With us you are in good hands. Our own logistic center ensures flawless execution and distribution in the scope of joint projects. You can rely on us!

# Holistic Service Approach for Universities and Student Unions

(Extract from our Performance Portfolio)

	Conception	Creative services	Online service	Miscellaneous services	Production	Purchasing	Marketing	Distribution/logistics
<b>Print publications</b> (university magazine, canteen plan, commemorative publications, etc.)	<ul style="list-style-type: none"> <li>• Structure/set up</li> <li>• Corporate design</li> <li>• Editorial design</li> </ul>	<ul style="list-style-type: none"> <li>• Layout</li> <li>• Illustration</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation as online application</li> </ul>	–	<ul style="list-style-type: none"> <li>• Type setting and final artwork</li> <li>• Print monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Print services</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising sales</li> <li>• Sponsoring/branding</li> </ul>	<ul style="list-style-type: none"> <li>• Distribution at display points</li> <li>• Dispatch</li> </ul>
<b>Corporate communications</b> (Equipment with business papers, presentations, postings/posters etc.)	<ul style="list-style-type: none"> <li>• Corporate design</li> </ul>	<ul style="list-style-type: none"> <li>• Layout</li> <li>• Illustration</li> </ul>	–	<ul style="list-style-type: none"> <li>• Creation of digital templates (PDF, PPT, Word)</li> </ul>	<ul style="list-style-type: none"> <li>• Type setting and final artwork</li> <li>• Print monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Print services</li> </ul>	–	–
<b>Merchandising</b>	<ul style="list-style-type: none"> <li>• Product range</li> <li>• Sales channels</li> </ul>	<ul style="list-style-type: none"> <li>• Layout</li> <li>• Illustration</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation online shop</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising of offer</li> <li>• Operation of online shop</li> </ul>	<ul style="list-style-type: none"> <li>• Type setting and final artwork</li> <li>• Refinement of promotion material/branding</li> <li>• Programming</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion Material</li> </ul>	<ul style="list-style-type: none"> <li>• Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Warehouse</li> <li>• Dispatch</li> </ul>
<b>Online job boards</b> with App (iOS/Android)	<ul style="list-style-type: none"> <li>• Structure/set up</li> </ul>	<ul style="list-style-type: none"> <li>• Web design</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation as online application</li> </ul>	–	<ul style="list-style-type: none"> <li>• Programming</li> </ul>	–	<ul style="list-style-type: none"> <li>• Advertising sales</li> <li>• Sponsoring/branding</li> </ul>	–
<b>Events</b> (first-year events, informational events, children's university-days, etc.)	<ul style="list-style-type: none"> <li>• Planning</li> </ul>	<ul style="list-style-type: none"> <li>• Design of information material</li> </ul>	–	<ul style="list-style-type: none"> <li>• Organization/Realization</li> </ul>	<ul style="list-style-type: none"> <li>• Production of information media</li> </ul>	<ul style="list-style-type: none"> <li>• Catering</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition of advertisers/sponsors</li> </ul>	–
<b>Freshman Bag</b>	–	<ul style="list-style-type: none"> <li>• Layout</li> </ul>	–	–	<ul style="list-style-type: none"> <li>• Type setting and final artwork</li> <li>• Print monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Purchasing of bags/packages</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition of advertisers/sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Distribution at events</li> </ul>
<b>Seminars &amp; training opportunities</b>	<ul style="list-style-type: none"> <li>• Communication channels</li> </ul>	<ul style="list-style-type: none"> <li>• Design of information material</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation of offers in an online shop</li> </ul>	–	<ul style="list-style-type: none"> <li>• Production of information media</li> <li>• Programming</li> </ul>	–	<ul style="list-style-type: none"> <li>• Sale through online shop</li> </ul>	–
<b>Fixed installations of advertising media</b> (poster frames, CLP, display systems, Campus Digital Screen (CDS), bicycle racks, etc.)	<ul style="list-style-type: none"> <li>• Selection of Placement</li> </ul>	<ul style="list-style-type: none"> <li>• Visualization of Placement</li> </ul>	–	<ul style="list-style-type: none"> <li>• Care/maintenance</li> <li>• Cleaning</li> </ul>	–	<ul style="list-style-type: none"> <li>• Advertising media</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition of advertisers</li> </ul>	<ul style="list-style-type: none"> <li>• Equipping advertising media with promotional material</li> </ul>
<b>Mobile displays/ special advertising formats</b> (promotion, tray advertising, coffee-to-go cups, banners, etc.)	–	<ul style="list-style-type: none"> <li>• Design of information material</li> <li>• Designing of promotional equipment</li> </ul>	–	<ul style="list-style-type: none"> <li>• Realization of Promotions</li> <li>• Placement of advertising banners</li> </ul>	<ul style="list-style-type: none"> <li>• Print monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Print Services</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition of advertisers</li> </ul>	<ul style="list-style-type: none"> <li>• Equipping</li> </ul>
<b>Students apps</b> (canteen app, study app, job exchange)	<ul style="list-style-type: none"> <li>• Structure/set up</li> </ul>	<ul style="list-style-type: none"> <li>• Designing the application</li> </ul>	–	<ul style="list-style-type: none"> <li>• Placement of banners</li> </ul>	<ul style="list-style-type: none"> <li>• Programming</li> </ul>	–	<ul style="list-style-type: none"> <li>• Acquisition of advertisers</li> </ul>	–
<b>Attracting students</b> (target group marketing „students“)	<ul style="list-style-type: none"> <li>• communication concept for addressing students</li> </ul>	<ul style="list-style-type: none"> <li>• Design of information material</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of an information platform</li> </ul>	<ul style="list-style-type: none"> <li>• Advertisements within the target group</li> </ul>	<ul style="list-style-type: none"> <li>• Production of information media</li> <li>• Programming</li> </ul>	<ul style="list-style-type: none"> <li>• Print Services</li> <li>• Promotional Material</li> </ul>	–	<ul style="list-style-type: none"> <li>• Distribution of information/ advertising materials</li> </ul>
<b>Fundraising/Sponsoring</b>	<ul style="list-style-type: none"> <li>• Communication concept</li> </ul>	<ul style="list-style-type: none"> <li>• Design of information material</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of an information platform</li> </ul>	–	<ul style="list-style-type: none"> <li>• Production of information media</li> <li>• Programming</li> </ul>	–	<ul style="list-style-type: none"> <li>• Acquisition/mediation</li> </ul>	–
<b>Business Platform</b> (specific offers for universities and student unions)	<ul style="list-style-type: none"> <li>• Communication concept</li> <li>• Structure</li> </ul>	<ul style="list-style-type: none"> <li>• Layout</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation as online application</li> </ul>	–	<ul style="list-style-type: none"> <li>• Programming</li> </ul>	–	<ul style="list-style-type: none"> <li>• Acquisition of providers/services</li> </ul>	–