

# Get your brand directly to 80% of all new students with the Official 2019 University Welcome Box



## What is the Dig-In Welcome Box?

- With exclusive contracts with over 150 university & accommodation partners, the Dig-In Box is placed into 410,000 student bedrooms every August and September.

## Why brands want to be in the box

- Brands use the Dig-In Box to get their products directly into new consumer's hands before freshers' fairs and before they have their first big supermarket shop - all before their competition.

## Which brands are in this year?

- So far, brands like Nando's, Hersheys, giffgaff, Pot Noodle, Boost, Johnson & Johnson and Amazon have all claimed their spot in the boxes.

## The most effective method of reaching new UK students.

The Dig-In Box reaches 80% of all first year students. We also have unique ways for digital or online-only brands to engage students.

University  
of Glasgow

LSE  
THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE

Durham  
University

Loughborough  
University

Imperial College  
London

POT  
NOODLE

giffgaff™

amazon

HERSHEY'S®

Nando's