

**For immediate release**

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**Brands must look online to capture students, with online promotions most effective way of engagement**

New research from a student lifestyle report conducted by [studentbeans.com](http://studentbeans.com) and YouGov SixthSense reveals that online promotions are the most effective way to communicate with students.

When looking for sources of information on latest deals and products offered by companies, 86% of UK students turn to online vouchers. Campaigns centred around an offer are also likely to have a higher response rate - a [studentbeans.com](http://studentbeans.com) survey in March 2010 found that 94% of respondents expected companies to provide special offers for students.

Many students still engage with email marketing, with 57% getting information on deals from emails sent by voucher and offer websites and 38% sourcing deals from email newsletters sent directly from the companies themselves.

Students are also becoming more receptive to email marketing, with the knowledge that these are likely to include special offers and deals. 48% of UK students say that the number of emails they read from companies has gone up.

Commenting on the results, James Eder, Commercial Director of [studentbeans.com](http://studentbeans.com) said, *"Students are more Internet-savvy than any other consumer group and it is no surprise that they are responding to email marketing campaigns and online vouchers. However, brands need to ensure that their messaging is targeting young people effectively - the research shows that over half of students think that most emails they receive from companies are irrelevant to them."*

**Notes to editors**

All statistics, unless otherwise stated, are from the [studentbeans.com](http://studentbeans.com) and YouGov SixthSense student lifestyle report. Total sample size was 865 full time students. Fieldwork was undertaken between 9th - 13th June 2010. The survey was carried out online.

The full student lifestyle report is available to buy now from YouGov SixthSense.

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### **About studentbeans.com**

studentbeans.com is the UK's leading website for marketing to students and youth, as recognised by Nielsen Online. It's where 18-24 year olds are at, with over 400,000 monthly unique visitors, and over 500,000 registered users since its inception in 2005.

studentbeans.com is a unique year-round freshers fair environment enabling sustained engagement with students over time. Young people use studentbeans.com to engage with brands, offers and promotions and find out what's hot and what's happening. For brands, we generate sales, deliver results and provide new customers for life.

### **About SixthSense**

SixthSense, part of YouGov plc, is a provider of comprehensive business intelligence. We offer a powerful new type of consumer-driven market intelligence report and online information platform, designed to help your business make better and quicker decisions.

Through our proprietary panel of 270,000 UK consumers and bespoke research methodology, we collect unique consumer insight.

Our analysts are highly qualified and, on average, each draws on over 15 years industry experience to deliver analysis, comment, opinion and advice on the latest market trends and conditions across a range of sectors including Food & Drink, Retail, Health & Beauty, Lifestyle, Finance and Technology.

YouGov has been acclaimed as the country's most accurate pollster and the most quoted research company in the UK and has operations in the US, Europe and the Middle East.

For more information about our services, please see [www.yougovsixthsense.com](http://www.yougovsixthsense.com)