native.

Hi, we're native.

The most powerful way to understand and engage students



Gen Z students: the audience every brand wants, but few truly reach

Active buying power

£6.9B

Annual spend

No habits, big potential

60%

Stay loyal to brands they enjoy

High LTV

£10k/yr

Higher salary vs non-grads

Cultural influencers

10X

Campus word of mouth outperforms paid alone

Students are high value Gen Z

Reach them now to **win their spend now, and for years to come**

On campus: the trusted third space where students spend their time

- Social, trusted, and discovery driven
- Where context matters more than scale
- Peer influence spreads fast in a credible environment

When brands come to campus, students take action:

78%
interact with activations

81%
trial samples

49%
opt in for ongoing engagement

native fairs put your brand at the heart of student life

Engage students when your category is top of mind

native.

> I would 100% consider booking in [campus fairs] again. From the experience of dealing with native I'd do it in a heartbeat – **it was a complete success.**

– Cam Healy, Head of Events @ Lounge Underwear

High trust

Taking place in the campus spaces where students feel at home

High attendance

Thousands of engaged students at every fair

Peak relevance

Connect when your category is top of mind

Lasting impact

Impact amplified through digital channels

Always on

Year-round access to multiple student moments

The impact: Show up in students world to become their go-to



*native data. **Analytic Partners

Opportunity awaits in Term 1

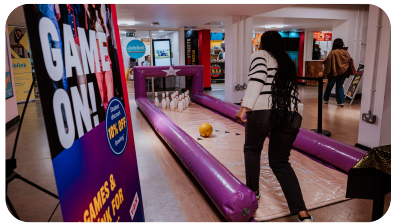
Freshers, settling in, and the run-up to festive - Term 1 is when students are discovering and trying new brands. It's your moment to make a strong first impression that sets up engagement for the year ahead.

Freshers Fairs
Sept-Oct



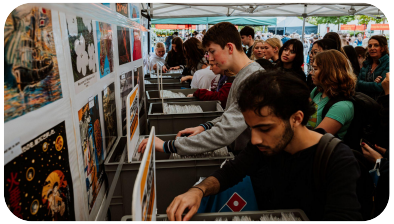


Play Your Way: Entertainment Fairs
Oct - Nov





House to Home Fairs
Nov





Good Finds Fairs
Oct - Nov





House to Home fair (Autumn edition)

Nov | 42 locations | **67,000 est. footfall**

Housing and home setup are among the most important choices students make at uni. House to Home connects your brand with students at the exact moment they're deciding where to live and how to make it theirs.

House to Home offers

- Direct access to thousands of students making housing and lifestyle decision mode
- A chance to influence students' highest value category choices: accommodation, furnishings, and utilities
- Feature spotlight: "Kit It Out" zone for homeware and furnishing brand



House to Home

Why students show up - and how you fit in

Students come to House to Home as they make one of their biggest uni decisions: choosing housing and everything that makes it feel like home. With 30% starting their search by November, the fair meets them at peak decision-making.

Students want brands that

Simplify the housing search

Accommodation providers

Help create a home that feels personal

Homewares, DIY, Plants

Offer value & reliability

Utilities (broadband, insurance, phone)

Support study & social life

Tech, Gadgets, Accessories



House to Home

Show up where students make their biggest housing decisions

House to Home runs across **42 locations** during peak housing season, reaching **66,400 students** making critical housing and lifestyle decisions. It's your chance to be in consideration as contracts are being signed and homewares secured.



Autumn 2025

Date	Campus	Region
27 Oct	City of Glasgow College	West Scotland
27 Oct	The University of Strathclyde	West Scotland
27 Oct	The University of the Arts, London	London
28 Oct	Brunel University London	London
28 Oct	Glasgow Caledonian University	West Scotland
29 Oct	City, University of London	London
29 Oct	Edinburgh Napier University	East Scotland
30 Oct	London Metropolitan University	London
30 Oct	Queen Margaret University, Edinburgh	East Scotland
3 Nov	Anglia Ruskin University	South East
3 Nov	Bangor University	Wales
3 Nov	Middlesex University	London
3 Nov	The University of Aberdeen	North Scotland
3 Nov	The University of Bradford	North East
3 Nov	The University of Brighton	South Coast
4 Nov	Aston University	Midlands
4 Nov	Robert Gordon University	East Scotland
4 Nov	Southampton Solent University	South West
4 Nov	The University of the West of Scotland	West Scotland
4 Nov	The University of Bolton	North West
4 Nov	The University of Durham	North East
5 Nov	The University of Stirling	West Scotland
5 Nov	Aberystwyth University	Wales
5 Nov	Bishops Grosseteste University	Midlands
5 Nov	Royal College of Art	London
5 Nov	The University of Leeds	North East
5 Nov	The University of St Andrews	East Scotland
6 Nov	Cardiff Metropolitan University	Wales
6 Nov	Coventry University	Midlands
6 Nov	Liverpool Hope University	North West
6 Nov	Sheffield Hallam University	North East
6 Nov	The University for the Creative Arts	South West
6 Nov	De Montfort University	Midlands
7 Nov	Swansea University	Wales
7 Nov	The University of Westminster	London
7 Nov	The University of York	North East
10 Nov	The University of Salford	North West
10 Nov	The University of West London	London
10 Nov	The University of South Wales	Wales
11 Nov	Queen Mary University of London	London
11 Nov	The University of Northampton	Midlands
12 Nov	London South Bank University	London

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House to Home

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Put your brand at the heart of London student living

House to Home Fairs are your opportunity to show up when students are actively choosing where to live and how to set up their space.



London Tour 2025

University of the Arts, 27/10/2025

London Metropolitan University 30/10/2025

Middlesex University 03/11/2025

Royal College of Art 05/11/2025

The University of Westminster 07/11/2025

The University of West London 10/11/2025

Queen Mary University 11/11/2025

Simple ways to unlock every opportunity

From targeted activations that drive awareness and engagement, to full ownership of a moment, our packages ensure you can show up at the right scale.

Activate

Lite

Includes:
- 2m x 2m** promotional space
- 1.8m x 0.6m table + cover
- Branded* roller banner***

Plus

Includes:
- 4m x 2m** promotional space
- 2 tables + covers
- 2 branded* roller banners*** / 1 stretch fabric panel

Amplify

Lite

Includes:
Activate Lite Package, and:
- Standard email placement*
- Shared Social*

Plus

Includes:
Activate Plus Package, and:
- Premium email placement*
- Shared Social*

Engage

Lite

Includes:
Activate Lite Package, and:
- 2 brand ambassadors
- 2,500 A5 flyers*
- Standard email placement
- Shared social

Plus

Includes:
Activate Plus Package, and:
- 2 brand ambassadors
- 2,500 A5 flyers*
- Premium email placement
- Shared Social

Sponsor

Own the moment with:

Tailored Takeovers
- Branded fair areas
- Targeted competitions
- Digital screen takeovers

Headline Sponsorship
- Headline fair branding
- Speaking opportunities
- Designed for maximum visibility and influence

*Artwork to be provided by client *unless Creative Production add-on also purchased.* Email and Shared Social are pre fair promotions (email also post-fair)
** Total area including circulation space will be ~2m x 2m / ~4m x 2m *** 0.8m x 2m sustainable roller banner

House to Home

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Connect with London students ready to find a house and make it a home

University	Date	Location	Student Footfall	Activate Lite	Activate Plus	Amplify Lite	Amplify Plus	Engage Lite	Engage Plus
University of the Arts,	27/10/2025	Chelsea	2300	£1,000	£1,500	£1,140	£1,940	£1,700	£2,500
London Metropolitan University	30/10/2025	Holloway	1100	£250	£350	£390	£790	£950	£1,350
Middlesex University	03/11/2025	Hendon Campus	1200	£400	£600	£540	£1,040	£1,100	£1,600
Royal College of Art	05/11/2025	London	300	£250	£350	£390	£790	£950	£1,350
The University of Westminster	07/11/2025	Marylebone	600	£250	£350	£390	£790	£950	£1,350
The University of West London	10/11/2025	Ealing	1300	£450	£650	£590	£1,090	£1,150	£1,650
Queen Mary University of London	11/11/2025	Mile End	3200	£1,000	£1,500	£1,140	£1,940	£1,700	£2,500


native.
"If you want to get your brand in the hands of students, [native] is the way to do it"
Nerds Candy



native.

""Historically I used to contact numerous universities personally for advertising at nearby campuses to us. But, now I can go through a singular platform - all the details are in one place and it's a lot more organised. ."

Dropkick Murphys

native.

Ready to own the moments that matter?

Let's talk.

Contact native today

