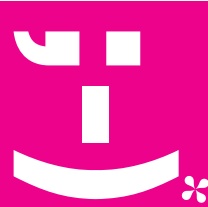


give it some stick!



- Engage with students in a unique way!
- Endorsed and promoted by Universities!
- Your brand stays with students throughout University and beyond!
- Reach students before your competitors!
- Maximise your exposure and increase sales!
- Establish brand loyalty immediately!

Reach: New Students starting University will receive a free USB Stick, pre-loaded with University Information, Discounts, Vouchers, Web Links & more. Universities will also actively promote Foob.co.uk to all their existing students via University networks, portals, search engines and on-campus activity.

Reward: List attractive offers, promotions and more on the USB Stick and website that can be used by students throughout their studies.

Retain: Change your offers as often as you want and keep students informed via our e-mail database. Assess the effectiveness of your campaigns with our comprehensive reporting and monitoring process.

3 easy steps



- Load your branding on our specially designed USB Interface
- University will distribute to all new students
- Student can click on your branding and be taken to your most recent offer
- With free space on the stick, Students can use it throughout their studies



- Constantly change your offers on the site
- Drive traffic to your own site
- Increase sales; on-line and in-store



- Stay in touch with Students using our e-mail campaign manager
- Target the whole population or certain demographics
- Inform them of new products or promos



About:

Foob is the only USB stick & site concept to be endorsed and promoted by participating Universities. This concept will give you unique access to the £13 billion per Annum Student Market in an engaging and cost effective way.

The stick:

With over a 1GB of free space to save their work and packed with University Course Information, offers and discounts, the FOOB Stick is the complete resource for today's Student. Presented on a specially designed interface, companies that mirror the complete student experience can market their products and services in an engaging way.

The site:

Providing an up to date and modern platform for communication, foob.co.uk will be used by Universities, companies and other institutions to relay important information and promotions. The site will have a high profile presence on University networks and will be promoted on-campus via numerous mediums.

hello :) 0161 488 3606 max@foob.co.uk

faq's



Can the Information be deleted?

No. All information on the stick is pre-loaded on a partitioned, non-deletable part of the FOOB Stick.

How do Students receive the FOOB Sticks?

Participating Universities will distribute the FOOB Sticks to their new Students via the University's Official Welcome Pack.

How can my company use the Website?

As with the FOOB Stick, the website will also include your initial advert / promotion. This can then be changed as many times as you'd like throughout the year and in line with any promotions you want to inform students of.

Can any Student use the Website?

Yes. The website can be used by any UK University student as well as Students from participating Universities. This ensures your brand will receive maximum exposure amongst the 1.8 Million Students.

When can I use the e-mail database?

Students using the FOOB Stick and the website will be initially required to register their details which will include e-mail addresses. At any time during the year you have the option to send e-mails to the complete population or certain demographics.

Will the Universities need to approve my company / advert?

Yes. As this initiative is run in partnership with Universities, FOOB adheres to a strict code of Ethics. Adverts encouraging smoking, gambling, debt consolidation, alcohol etc are not prohibited.

When is the deadline to apply?

Bookings & Reservations close on 31st May 2009.
Final submission of Content is on 1st July 2009.

What type of advert can be put on the stick?

The stick can include static ads, flash ads, video, printable vouchers.
It is up to you to decide.



Foob:)

Target new and existing students throughout the year!

from £500

Foob:stick



- Load your branding on our specially designed USB Interface
- University will distribute to all new students
- Student can click on your branding and be taken to your most recent offer
- With free space on the stick, Students can use it throughout their studies

Foob:site



- Constantly change your offers on the site
- Drive traffic to your own site
- Increase on and offline sales

Foob:email



- Stay in touch with Students using our e-mail campaign manager
- Target the whole population or certain demographics
- Inform them of new products or promos

Format for supplying static ads:

760 x 405 pixels landscape. 72 dpi. JPG or PDF format.

Format for supplying animated ads:

760 x 405 pixels landscape. 72 dpi. SWF or GIF format.

Advertising deadline:

1st July 2009.

File delivery:

All files should be sent to studio@foob.co.uk with an approved URN number.

t: 0161 488 3606 **f:** 0161 486 6371 **e:** max@foob.co.uk

foob.co.uk