

ORI'25

critic te
ārohi

1
91 FM

ousa

640 Cumberland Street North, North East Valley, Dunedin

P: +64 (0) 3 777 3914

nick@planetmedia.co.nz

• jess@planetmedia.co.nz

• sales@planetmedia.co.nz

planet
media

Connecting Brands and Students

Overview

OUSA Orientation Week, organised by the Otago University Students' Association (OUSA), is a vibrant and essential event at the University of Otago, which has a student body of 19,600+. Scheduled from 17th to 21st February 2025, this week is dedicated to welcoming new students, creating excitement, and setting a positive tone for the year ahead. Through a variety of social events, workshops, and campus tours, Orientation Week helps students acclimatise to university life and integrate into the Otago community.

For sponsors, this week represents a prime opportunity to connect with students aged 18–24, a demographic known for its strong social media presence, interest in digital and tech products, and preference for authentic, value-driven brands. This age group is highly influenced by peer recommendations and seeks brands that align with their values and lifestyles. They are significant consumers in sectors such as fashion, entertainment, technology, and health and wellness.

Orientation Week often marks the first time students have full control and freedom over their spending, a significant shift from their previous financial experiences. This newfound autonomy shapes their priorities and spending habits, making it a critical period for brands to establish a strong connection. Engaging with students during this formative time is strategically advantageous, as their lifetime spending power is substantial. Young adults in this age bracket are responsible for significant consumer spending on education, housing, travel, and leisure.

*By participating in **Orientation Week**, sponsors can build brand awareness, foster adoption, and cultivate long-term loyalty, establishing a meaningful connection with students as they embark on their university journey.*



Fast Facts



Dates and Times

Monday 17th February 2025 – Sunday 23rd February 2025

All day plus night activities



Location

Otago University is located in Dunedin, a city on the southeastern coast of New Zealand's South Island. Nestled between the Pacific Ocean and the rugged hills, the university's main campus is renowned for its picturesque setting and historic architecture. Dunedin itself is known for its vibrant cultural scene and Scottish heritage, adding a unique charm to the academic environment at Otago. The university's location offers students stunning natural landscapes and a dynamic community, contributing to a distinctive and enriching educational experience.



Ticket Prices

Please insert range \$50 to \$90 – (well within a student budget)

Combo: \$310 – \$330



Primary Audience Size

19, 656+ actively enrolled university students



Secondary Audience

1,606 direct staff (2023 Annual Report) extended by contractors.

An estimated \$1.23 billion of value was injected into the Dunedin economy by the University, its staff and students in 2023 ~ 2023 Economic Impact Report, University of Otago.

Fast Facts



Summer Publications

With the help of our flagship student magazine, The Critic works tirelessly to provide the most comprehensive introduction to the university year, utilising their artistic and written prowess they build the student Wall planner, student Diary and Critic Zero, these publications have cult following maintaining and growing a dominant foothold in the student market (87% readership ~ OUSA student Survey 2023).



Student Goodie Bags

5300 Packs go directly to the students staying in all 15 Colleges of Residence – the packs are placed on their beds so they are there when the students arrive in Dunedin. These students are all first years away from home for the first time.



Tent City

Hosted at the Museum-Reserve (opposite the Link), this is the perfect opportunity for students to see what Dunedin has to offer! From 9am to 4pm Monday through to Wednesday. With giveaways, competitions, vouchers, freebies and essentials for the flat it's a must for students to visit! Everything Dunedin in one place. Check out the OUSA Backyard to see how you can get your hands on amazing prizes and get acquainted with the 2024 exec, Clubs and Socs, Radio One, Critic Mag and Student Support. Tent City is up and running for 3 days.



Clubs Day

Embrace the student life and sign up for a club or society at our Clubs Day! Whether you're into sports, arts, activism, or anything in between, we've got you covered! You'll be spoilt for choice with over 120 clubs to choose from! AND there'll be many fun activities to get involved with on the day!

Fast Facts



Toga Party

Can you really call yourself a scarfie if you didn't go to the Toga Party??

Track down some old bed sheets, gather your safety pins, wrap yourself tight and bring the fizz for your first night out at Otago University. This year we have stepped up our game by introducing a silent disco stage for you who like to party with headphones on. Toga is an age-old tradition and can be likened to a coming-of-age ceremony for Otago University students.



Outdoor Movie Night

Enjoy a Relaxed start to Ori '25 with our Outdoor Movie Night! Two pop culture films are played for both the Monday and Tuesday featuring all your outdoor movie comforts with Bean Bags and Popcorn.



Radio One 91FM presents ONEFEST

A three stage, multi-genre experience to give you the Friday night of your life! From House to Rock, from Drum and Bass to Indie and from R&B to Dubstep, we have you covered. Whether you're hanging out at the main stage, the local's stage or the silent disco, we are gonna have you stepping the night away.



Fast Facts



The International Food Fest

The International Food Fest is your opportunity to experience tastes from around the world...all in your back garden!



Pride Night

Brought to you by Dunedin Pride and OUSA Queer Support, Pride Night is a gathering of the local queer community. Live Music, free food, good vibes and a great space to meet new people! Hosted by and for the takatāpui and queer community. Free event.

ousa

Who is OUSA?

OUSA is the Otago University Student Association, offering various services, media, events, and support while representing student interests within the University and student-led community.



Target Markets

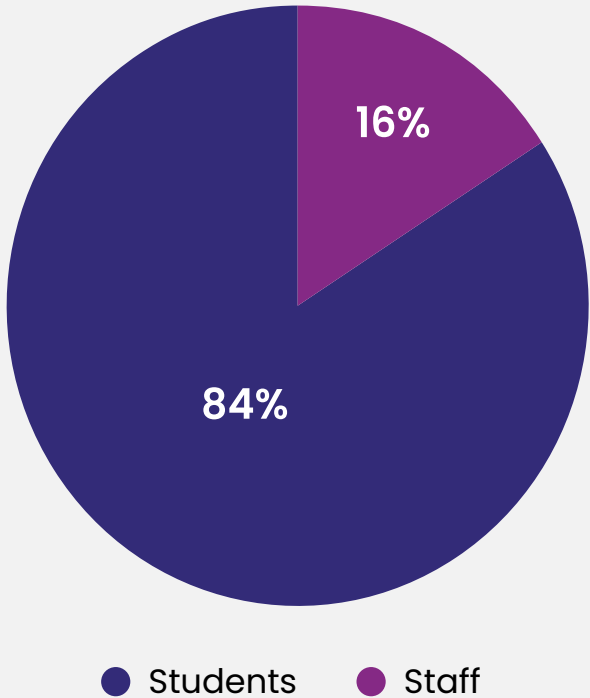
Primary Audience Size

19, 656+ actively enrolled university students between the ages of 18-24 years old.

Secondary Audience

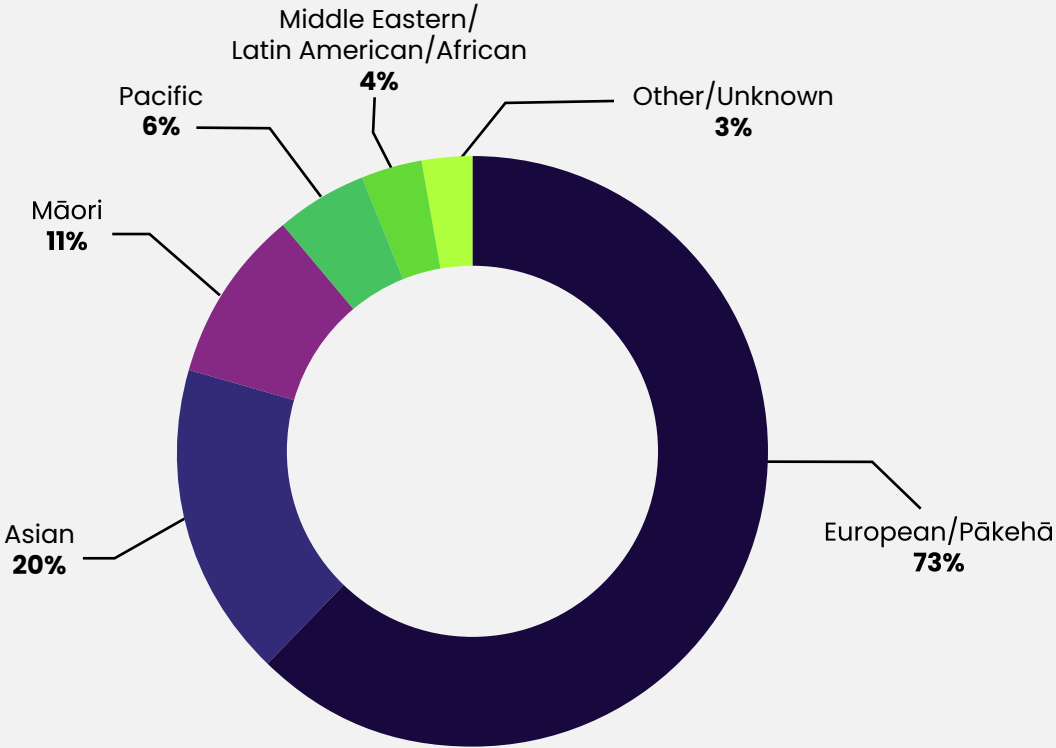
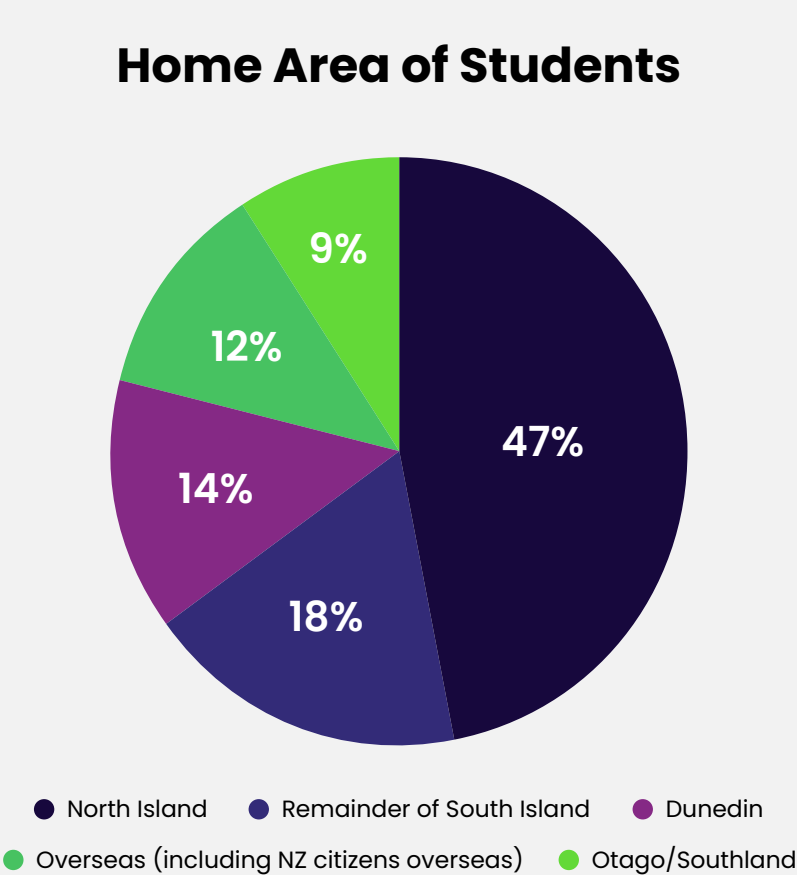
1,606 direct Staff (2023 Annual Report) extended by Contractors, Stake Holders who

Staff vs Student
Campus Breakdown



Target Markets

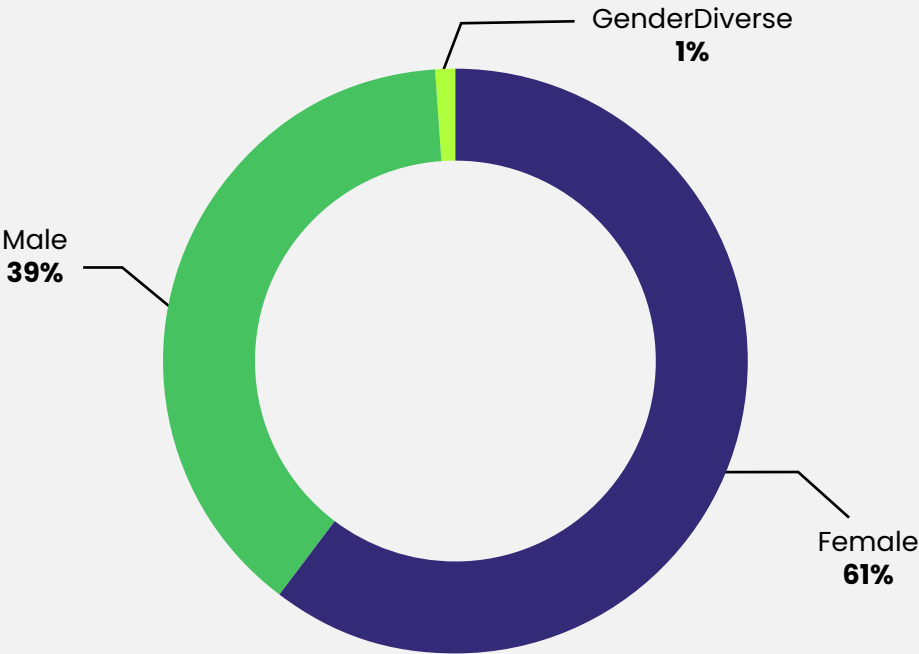
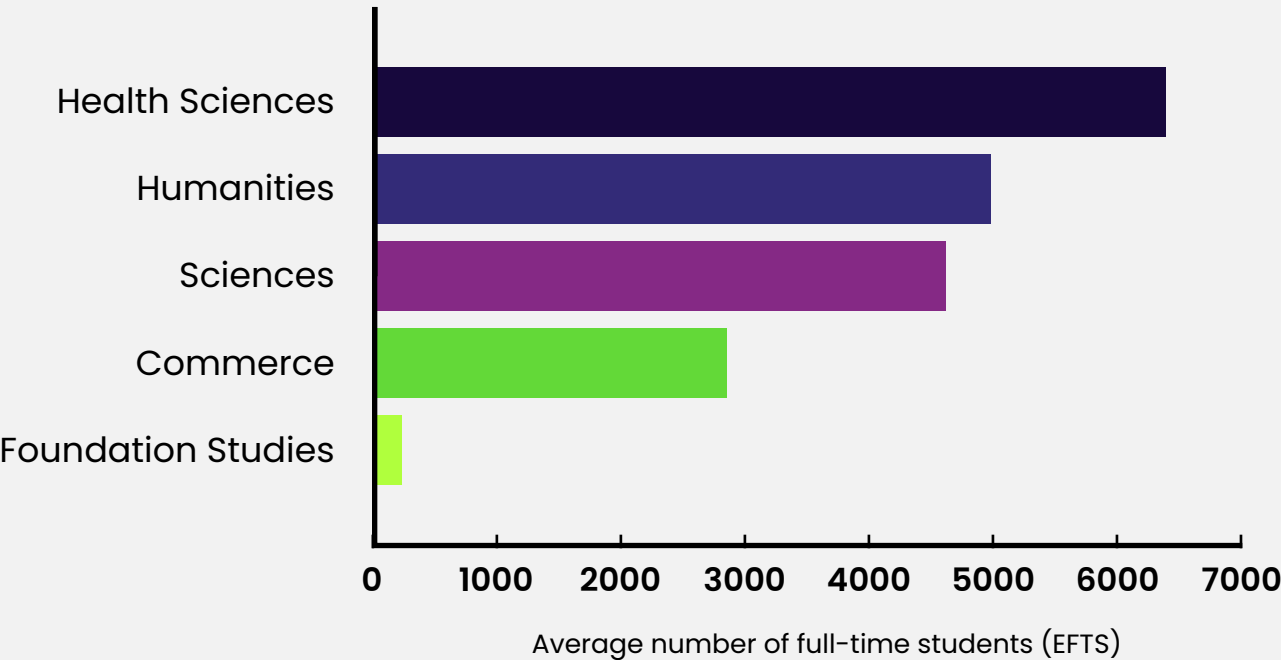
Home Area of Students



Ethnicity of Students

Target Markets

What People Study



Student Genders



Marketing

Marketing around Ori 25 presents sponsors with a unique opportunity to connect with a highly engaged student audience through diverse, student-focused platforms.


OUSA's marketing channels offer comprehensive exposure across on-campus posters, social media campaigns, email campaigns, Critic ads, digital screens, Radio One 91FM, commercial radio, and on-site branding.


With a combined social media reach of over 50K across OUSA's and Ori's Facebook and Instagram pages and consistent daily foot traffic in high-visibility areas, sponsors can engage directly with the student community, building strong presence.


OUSA also collaborates with NZME on an annual basis to generate national and Otago awareness during the Orientation lead period, providing substantial value through digital, ZM on air (naming rights) and social channels.

Over 180 marketing assets are produced during the Ori period allowing for strong logo placement and highly targeted brand visibility.


OUSA



Facebook
37.3K
followers


Instagram
9.6K
followers


TikTok
3.5K
followers

OUSA ORI


Facebook
9.4K
followers


Instagram
1.6K
followers

THE 2024 CAMPAIGN INCLUDED:

5 EDMS
with
10,007 opens
in total

Advertising Opportunities

Advertising to university students aged 18-24 is crucial for brands and businesses, this demographic represents a pivotal life stage characterised by forming lifelong habits and brand preferences. At this age, students are more open to discovering new products and services, making them a prime audience for brand loyalty building. Capturing this audience can foster long-term brand affinity and drive future consumer behavior as they transition into the workforce and develop their independent financial habits.

Planet Media has plenty of curated options to implement your brand in the student market



ON CAMPUS POSTERING

**ACTIVATIONS/
STREET TEAMS**

**FIRST YEAR
GOODIE BAGS**

SUMMER PUBLICATIONS

TENT CITY SITES

CRITIC

RADIO ONE