



MANCHESTER  
ARNDALE



MANCHESTER  
CITY CENTRE  
BUSINESS  
IMPROVEMENT  
DISTRICT



The MCR Student Social is Manchester's **ULTIMATE STUDENT RETAIL EVENT!**



Staged for Manchester and Salford's 100,000+ student population, the long-running **RETAIL** and **EXPERIENTIAL** event is hosted by UK's largest inner-city shopping centre Manchester Arndale and one of the UK's leading Business Improvement Districts Manchester BID.

MCR STUDENT SOCIAL invites FRESHERS and returning students from the city's high-profile UNIVERSITIES and COLLEGES to explore the heart of Manchester.

Celebrating our city as a truly vibrant and aspirational student destination, thousands head into town to **SHOP, EAT, DRINK and PARTY.**

On the day there are 200+ retail discounts, DJs, big name brand experiences and showcases, giveaways, games, Competitions and a street student fair all on Manchester busiest shopping street Market Street, the iconic Manchester Arndale shopping centre and across the retail core of the city.



**JOIN THE SOCIAL**



# MCR STUDENT SOCIAL 2022

Tens of thousands of students from Manchester University, Manchester Metropolitan University, Salford University, Salford City College and Manchester College headed into the city to snap up big discounts and enjoy on street and in-store entertainment

- Event footfall for 2022 was 37,079
- Footfall was up +48% on Market Street, +36% city wide versus 2021 and +27% on Market Street, +29% city wide versus the previous week





# 2022 MARKETING CAMPAIGN

The 2022 event was promoted by thousands of printed leaflets, posters, digital screens, social media and targeted PR

## PRINT

Postcards: 10,000

Offers Flyer: 25,000

A3 Posters: 250

## WEBSITE

Page Views: +268% v 2021

Time on Landing Page: +17% v 2021

## PAID DIGITAL CAMPAIGN + SOCIAL MEDIA

Google, Facebook, Instagram, TikTok and Snapchat

Impressions: 1,841,707

Clicks: 4,000





**2023 DATE  
AND TIMES**

**Thursday 28 September  
12:00 - 19:00**

# 2023

The 2023 event is going to create another unforgettable welcome for new and returning students with discounts, offers and experiences from top brands, live music, roaming entertainment and more down Market Street and throughout Manchester Arndale and the retail core of Manchester City Centre.

- Roaming bands and entertainment
- DJ Truck on Market Street feat DJs from local club nights
- Games, giveaways and experiences
- Food Zone on Market Street to sample the city's best food and drink brands
- Info Zone – a student fair style area that offers information and opportunities in the city with stalls and tables from local brands, clubs, cultural venues, community groups, charities and more



# HOW TO TAKE PART

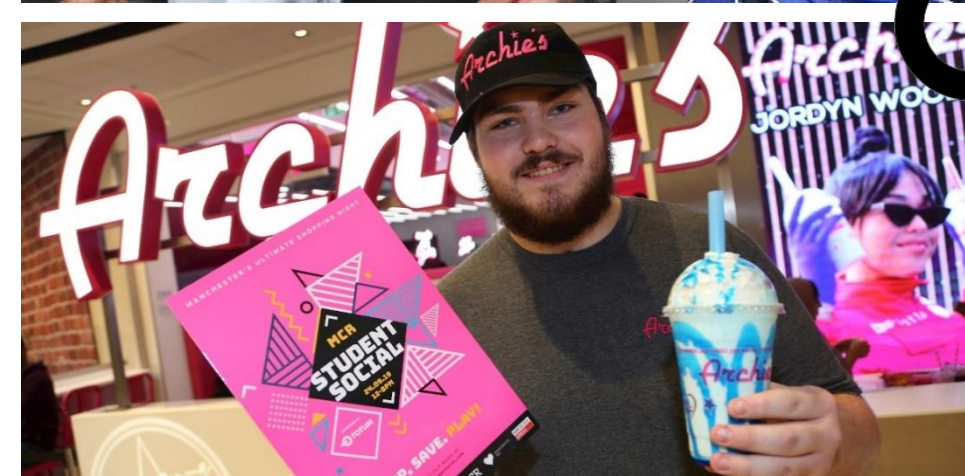
Being part of MCR Student Social helps create an unforgettable Mancunian welcome for students and introduces your brand to them. The event's core are instore offers and experiences supported by a big party on Market Street with games, music and high quality brand activations so why not come join the party.

- **1. Host an on-street brand activation on Market Street**
  - One of the busiest streets in the UK this is home to our Party, Food and Info Zone as well as other pop-up brand activations
- **2. Take a space at our Info Zone on Market Street**
  - Don't have a big brand set up, that's okay. We have spaces of all sizes all the way down to a booth and table set up in our student fair style Info Zone.
- **3. In store discount/activity** *(only available to BID levy payers)*
  - Offer a discount and/or host a student friendly event, giveaway or entertainment to enhance the shopping experience

Pitch fees for on-street brand activations vary based on location and size - contact us to discuss.

All spaces are free for BID levy payers and pitch fees are half price for CityCo members.





# GET IN TOUCH

Be part of an established and hugely popular event and engage your brand with thousands of students via our digital campaign and face to face on event day.

So why not get in touch?

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**Application deadline: Monday 4<sup>th</sup> September**

