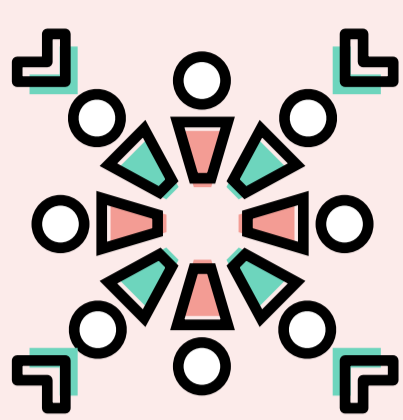


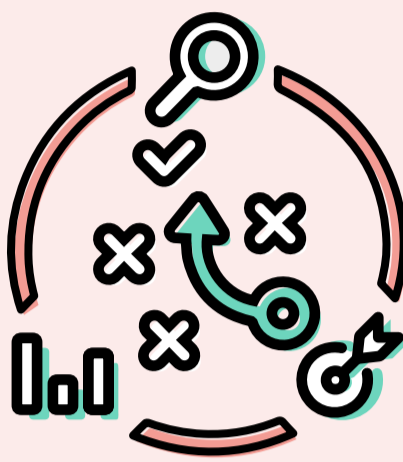
# How a UNiDAYS Custom Research project works

## STAGE 1



### 1 Scope

UNiDAYS works with you to understand your Gen Z student marketing goals. Based on the discussion, we determine the best way to meet your research needs.



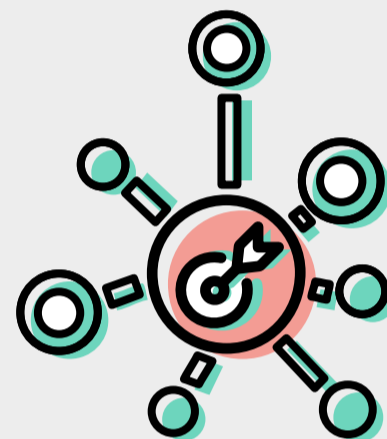
### 2 Market discovery

We use a variety of methods to evaluate trends, competitive dynamics and student needs in your market. Depending on your project, we may consider proprietary data, surveys, focus groups, social media listening and other techniques.

## STAGE 2

### Strategy development

Using the key learnings from Stage I, we will develop recommendations to help you engage Gen Z students. Recommendations may address anything from product innovation to brand positioning and campaign strategy.



### Marketing execution

We work closely with you to bring the recommendations to market, developing campaign messaging and creative, or providing additional marketing support as needed.



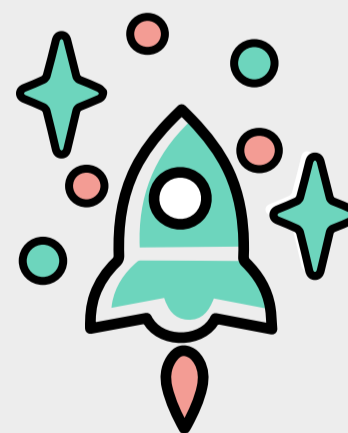
### Soft launch, testing and optimization

We help you deploy and test our recommendations with UNiDAYS members on a small scale, looking at both quantitative and qualitative data in order to refine the approach.



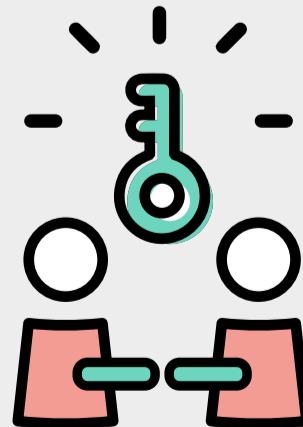
### Full-scale launch

We work with you to execute a full-scale launch of your new product or campaign, taking advantage of both UNiDAYS and third-party channels.



### Post-mortem

At the conclusion of the project, we meet with you to review the results of the launch and identify key, go-forward learnings.



Note: All steps are flexible based on your individual project needs.

# UNiDAYS

Connecting brands with Gen Z

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