CAMPUS CALENDAR

2025/2026



WELCOME TO THE CAMPUS CALENDAR

The Eighteen24 Campus Calendar maps the mindset, moments and media relevance of the UK university students' year.

Across three terms, it captures what matters most to Gen Z students. From high pressure academic peaks to shared cultural rituals, everyday needs to big life decisions.

Each month spotlights evolving student priorities, retail behaviors and brand opportunities, backed by stats and insights that help you plan with precision.



MINDSETS, CATEGORIES, MOMENTS



DIFFERENT MONTH
DIFFERENT MOMENTS
DIFFERENT PRESSURES
DIFFERENT PRIORITIES
DIFFERENT MINDSETS

3 TOP MINDSETS PER MONTH



WHEN ARE THE KEY MOMENTS FOR BRANDS TO ENGAGE?

KEY BRAND CATEGORIES



MOMENTS WE ALL EXPERIENCE
MOMENTS UNIQUE TO CAMPUS
LESSER KNOWN MOMENTS
ALL TOLD THROUGH THE
STUDENT LENS

INDIVIDUAL MOMENTS

MOMENTS ARE:



HIGH DAYS & HOLIDAYS

The moments we're all aware of



STUDENT MOMENTS

Moments just for university students



CULTURE, SPORT & AWARENESS DAYS

Discreet moments that connect with students



RETAIL MOMENTS

Trigger moments which impact purchasing



QUANTINSIGHTS

Snappy stat proof points



TERM BREAK

It's time for a break from studies and campus life

TERM 1: SEPTEMBER-DECEMBER

Arrival, adjustment and the Christmas countdown

MINDSETS STUDENT







DECEMBER

FRESH START



SETTLING IN



MID-TERM RESET



FESTIVE EVERYWHERE



NAVIGATING THE NEW



COSY COMFORTS



MEANING & REMEMBRANCE



CRUNCH TIME



INFLUENCE & LOYALTY



CULTURE & CONNECTION



TIPPING POINT



PURCHASE POWER

THE NEW ACADEMIC YEAR BRINGS FRESH STARTS, NEW DEMANDS AND REAL DISCOVERY A TIME OF EXPLORATION, ROUTINE BUILDING AND RISING ENERGY - BRANDS THAT SHOW UP EARLY CAN EARN A LASTING PLACE

CATEGORIES **KEY BRAND**



STUDENT ESSENTIALS & HOMEWARE





ENTERTAINMENT, **STREAMING & CULTURE**





HEALTH, FITNESS & WELLBEING





FASHION & PERSONAL STYLE





Mindsets:



FRESH START

Students arrive open-minded, forming habits, friendships & lasting loyalties



NAVIGATING THE NEW

Freshers Fairs and events help students settle, save and start strong



INFLUENCE & LOYALTY

Brands that show up can build lasting relevance and loyalty

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights

Sun

Mon

Tue

Wed

Thu

Sat

Fri

c. 80% of students live away from home. For the

majority of Freshers this is their first experience

5

FOOTBALL'S BACK 1 2

Term dates vary but Freshers Fairs, Welcome Weeks and Social Events tend to start mid-month running to mid October: This is a KEY moment for brands to be discovered, influence and connect

10

17

24

Back to Uni promotions: Retailers offer deals on essentials like bedding, kitchenware, and stationery

7

Tech, Gaming & Gadget Releases:
New product

launches, often coincide with the new academic year

8

15

STUDENT

PAYMENT

LOAN

FRESHERS

8

81% of Students who see a brand at Freshers come away with purchase intent

(Source: Native, Student Life Report24)

16

23

11

18

NATIONAL FITNESS DAY 19

(Source: House of Commons Library)

living independently

LONDON
FASHION WEEK
UNDERWAY

20

13

Autumn Fashion
Launches:
Introduction of ne

Introduction of new seasonal clothing line

21
INTERNATIONAL DAY OF PEACE

22

75% of employers begin advertising grad roles in Sept, with most applications closing Dec/Jan (Source: Institute of Student Employers)

Student loan first installment date

varies but typically drops mid/late Sept

25

26

27

Students are actively looking for brands, services and products to help navigate University life. Connecting now can create lifelong loyalty. Discounts, welcome bundles, and free trials increase engagement

28

29

Careers Fairs, employer
presentations and networking
events bring recruitment to the fore

30

INTERNATIONAL PODCAST DAY

1

BREAST CANCER AWARENESS MONTH 2 STOPTOBER 3

65% of students are likely to remain loyal to a brand they discover during Freshers

Source: Pion)



Mindsets:



SETTLING IN

Students adjust fast as academic life and campus culture take hold



COSY COMFORTS

Takeaways, streaming and shared downtime as darker nights draw in



CULTURE & CONNECTION

Shared cultural moments invite celebration and self-expression

Moments:



High Days & Holidays

Culture, Sport,

& Awareness days



Student Moments





Retail Triggers



Term Break



Insights

Sun

BLACK HISTORY

MONTH

(Source: Pion)

58% of UK Gen Z want brands to

during Black History Month

participate in educational campaigns

DYSLEXIA AWARENESS WEEK

Mon

Freshers weeks continue and students start to settle into their new lives and routines

on campus

12:

Tue

8 **BEGINS**

15

BFI LONDON FILM FESTIVAL

Wed

+80% of Gen Z are passionate cinema goers (Source: Digital Cinema Media)

NATIONAL COMING OUT DAY

11

Sat

WORLD FOOD DAY

16

23

30

Thu

17

10

Fri

18 **WEAR IT PINK** DAY

Takeaway orders rise as students opt for convenience during busy weeks and darker 20

DIWALI

The Festival of Lights: numerous universities hold vibrant Diwali events

21

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22

28% of UK 18-24s don't drink alcohol, the highest abstention rate among age groups (Source: The Guardian)

Health is top of mind, from Stoptober and Breast Cancer Awareness to mindful trends like "zebra striping" (alternating alcoholic & non-alcoholic drinks)

26

evenings

CLOCKS GO BACK

Nights draw in & screens light up. Streamers and broadcasters time new content slates to match peak indoor viewing

29

+80% of Gen Z plan to spend on Halloween - more than any other consumer group (Source: finder.com & consultancy.uk)

31

HALLOWEEN

WORLD VEGAN DAY



A time for settling in, switching on, and finding balance. Students reconnect with friends, make new ones, and find their rhythm as the academic year unfolds. Welcome events fill the early weeks. As darker days set in, screens and takeaways offer comfort, before Halloween brings energy and escapism to close the month.



Mindsets:



MID-TERM RESET

Reading week marks a pause before the festive sprint ahead



MEANING & REMEMBRANCE

Events prompt reflection, identity and shared action



TIPPING POINT

The festive build begins, shopping lists grow and final deadlines approach

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights



over £100,000 each

Mon

In 2024 the "Big Moustache on Campus Challenge" raised £1.37m! The University of Exeter and University of Nottingham led the fundraising efforts, contributing

5

12

BONFIRE NIGHT

Wed

6 **CHRISTMAS** LIGHT SWITCH ONS

Thu

7 AND LATE **NIGHT SHOPPING**

14

21

Fri

8

Sat

Sun

MOVEMBER

Reading week marks the first break in studies before the gear shift into the festive season

11

Tue

REMEMBRANCE DAY

30% YoY rise in adoption of white poppies amongst students in 2024 reflecting a desire to honor all victims of war and a commitment to peace (Source: Peace Pledge Union)

15 **COMIC CON**

LIVERPOOL

16

(Source: Pion)

21% of Gen Z consumers begin purchasing Christmas gifts in Oct, with 40% starting in Nov 19

INTERNATIONAL MEN'S DAY

20

13

22

+7.3% YoY increase in UK Black Friday Sales in 2024 (Source: Mintel)

23

24

25

18

Christmas Shopping and Party Planning in full swing. Students look to shop early to help manage budgets effectively

86% of Gen Z plan to shop during Black Friday with intention high for high-value tech like smartphones, headphones and gaming consoles (Source: Embryo)

28

29

BLACK FRIDAY

A pause before the pace picks up. Reading week brings a break from routine, a moment to reset or catch up. Housing and accommodation fairs typically pop up mid-Nov. Festive cues start to surface, shopping lists grow, and Black Friday kicks off spending before the sprint to end-of-term begins.





Mindsets:



FESTIVE EVERYWHERE

Decorations go up, parties kick off and celebrations fill shared spaces



CRUNCH TIME

Deadlines, exams and dwindling budgets collide



PURCHASE POWER

Students shape wish lists, drive trends, and influence buying decisions

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights

ST ANDREW'S DAY

Campus Balls and

social events welcome

in the season and new

outfits are shopped for

Sun

Mon

CYBER

MONDAY

64% Gen Z are willing to pay more for environmentally sustainable products or services,

including refurbished gadgets

Wed

3

(Source: Deloitte)

Tue

10 9

Deadlines, revision and exams sit alongside seasonal festivities Mixing heightened academic activity with moments of social celebration and economic pressure

Festive vibes all around, the season is here and decorations are going up all over the UK

UP GO THE XMAS TREES

6

Sat

Thu

13

Students shape more than just their own Christmas lists, they influence what parents and peers buy too Brands can drive spend far beyond the student bubble

Fri

5

12

19

52% of young people have purchased fashion items directly from social media (Source: Mintel)

15

HANUKKAH (first full day)

29% increase in UK Household spending in December vs. other months, with celebrations like Christmas and Hanukkah contributing to the surge (Source: Bank of England)

20

The majority of students will head home for Christmas prompting travel planning and packing

21

BREAK FOR CHRISTMAS 22



23

CHRISTMAS EVE

24

25

11

18

CHRISTMAS DAY

26

BOXING DAY





Celebration, pressure and everything in between. Students share the run-up to Christmas with friends, decorating house shares and digs, planning gifts, and squeezing in early celebrations. But it's also deadline season, with rising academic pressure, money worries and winter fatigue setting in. Students are juggling a lot, often all at once.

TERM 2: JANUARY-MARCH

Re-entry, reset and rising momentum.

STUDENT



CATEGORIES **KEY BRAND**



STUDENTS ARE RESTABLISHING WHAT MATTERS: IN THEIR ROUTINES, RELATIONSHIPS AND DECISIONS THIS IS A TERM SHAPED BY INTENTION - BRANDS THAT SHOW UP HERE CAN BECOME PART OF THAT FOUNDATION



PRODUCTIVITY & DIGITAL TOOLS



FINANCIAL SERVICES





PERSONAL STYLE

FASHION &

HEALTH, FITNESS & WELLBEING



SUBSCRIPTIONS & DELIVERY



GIFTING & TREATS



Mindsets:



HEALTH & WELLBEING

Students reset with wellness and self-discipline front of mind



FOCUS & PRESSURE

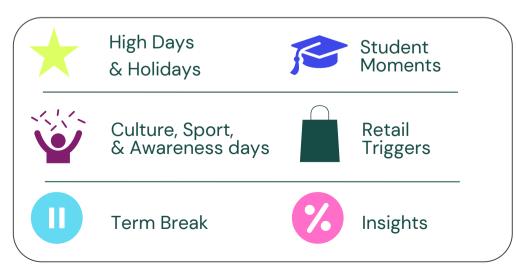
Students are stretched, time-poor, and performance driven



OPEN TO DISCOVERY

New routines, renewed friendships, and an openness to try, join and plan

Moments:







Mindsets:



LOVE & IDENTITY

Celebrating love, faith, identity and the traditions that shape us



PLAY & PARTICIPATION

Lots of opportunities for low-stakes fun that breaks the winter grind



SORT MODE

Getting housing, habits and essentials in order before the pace picks up

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights



REFRESHERS WEEKS HOUSING FAIRS

Mon



Tue

WORLD CANCER DAY

Wed

TIME TO TALK DAY

5

12

Thu

57% of UK Students have self reported a mental health issue to their university (Source: Student Minds)

Fri

8 **SUPERBOWL**

Sun

SHAG WEEK (SEXUAL HEALTH AWARENESS & GUIDANCE)

10 **SAFER INTERNET DAY**

Pivotal month to secure housing for the upcoming academic year

GALENTINES DAY

13

14

Sat

VALENTINES DAY

15

22% of UK International Students are Chinese The largest group (Source: Universities UK)

celebration



YEAR

24

18 **FIRST DAY OF RAMADAN**

25

20 19 **67%** of 16-34s admitted to making last minute Valentine's purchases

Source: Mintel 2025

21 INTERNATIONAL **MOTHER LANGUAGE DAY**

22

23

16

With over 150,000 Chinese students at UK Universities, Lunar New Year is a time of connection, homesickness, pride and

Ramadan related activities contribute £800m-£1.3bn annually to the UK economy (Source: 5 Pillars, Equi think tank)

27

28

Film Awards Season 80% Gen Z are passionate Cinema goers

(Source: Digital Cinema Media)



LGBTQ+ History Month runs across Feb



National Pizza Day (9th Feb)



Winter Olympics, 6th-22nd Feb

26



Random Acts of Kindness Day (17th Feb)



Mindsets:



SPRING REBOOT

As winter recedes students reenergise and reconnect with life and plans



COLLECTIVE PULSE

Celebrations, sport, elections and culture spark pride and connection



LOOKING FORWARD

Summer plans, big decisions, and future goals come into sharper focus

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights



29

CLOCKS GO

FORWARD

Mon

Tue

Wed

Thu

Fri

6

Sat

3

Many Festivals release early bird tickets in March, prompting students to organise groups, secure accommodation and plan travel well in advance

5 **WORLD BOOK**

61% of Festival goers would priortise attending a Festival over a domestic holiday Source: Mintel)

INTERNATIONAL

10

Students' Union Elections in early-mid March decide the key voices shaping student life, welfare, policy and funding for the year ahead

12

19

26

DAY

UNIVERSITY **MENTAL HEALTH DAY**

71% of Gen Z actively seeks to discover new brands vs. sticking to established ones (Source: analyzify)

14

6 NATONS RUGBY FINAL

MOTHERS DAY

57% of all UK Students are female (Source: HESA)

16

9

17

ST PATRICK'S DAY

18

Seasonal shift in UK Retail, particularly for clothing and footwear, as consumers refresh wardrobes for Spring

20

SPRING FINAL DAY OF

RAMADAN

START OF

21

New Tax Year approaching time to get those investments organised

23

+60% of Gen Z Shoppers explore secondhand options before buying new (Source: analyzify)

BREAK FOR

EASTER

Planning Easter Break, packing, journeys home, activities with friends - themes park reopen prompting plans

27

WORLD **THEATRE DAY** 28

30 31

> **APRIL FOOLS** DAY

25



3 **EASTER WEEKEND GOOD FRIDAY**

OXFORD VS. CAMBRIDGE BOAT RACE



TERM 3: APRIL-JUNE

Pressure, payoff and pivotal moments

MINDSETS





JUNE

STUDENT















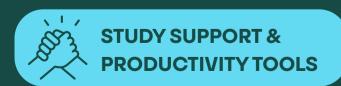




STUDENTS ARE STRETCHED, STRESSED, THEN CELEBRATING BRANDS THAT SUPPORT THE PRESSURE AND SHOW UP FOR THE HIGHS BUILD TRUST THAT LASTS

CATEGORIES **KEY BRAND**















FOOD, DRINK & GOING OUT





Mindsets:



PEAK PRESSURE

Exams hit hard, stress rises, budgets tighten, support matters more



PURPOSE RISING

Earth day and activity fuel demand for purpose driven brand action



LIFE OUTDOORS

As days stretch, students escape outside and shape their summer

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



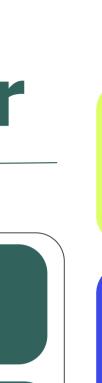
Retail Triggers



Term Break



Insights









Wed





Sat



EASTER SUNDAY

Sun

5

EASTER

WEEKEND

13 STUDENT LOAN **PATMENT**



(Source: Save the Student 2024)

stretching finances to term end

16

17

Fri

18

Final loan instalment has to stretch over a longer period, leading to tighter budgeting Students allocate funds towards study resources and lean into convenience Financial stress and academic pressure can impact student wellbeing

Thu



20

End of Year Exams run from April through May

Students are under pressure, future focused but short

on time - messaging must be clear and supportive

21

WORLD EARTH DAY

22

23

ST GEORGE'S DAY

25

70% of UK Gen Z believe climate change is the greatest threat to civilisation, surpassing all other age groups in concern (Source: YouGov)

26

LONDON MARATHON 28

29

30

24

INTERNATIONAL **HARRY POTTER** DAY

Summer starts to take shape with travel plans being **University Challenge Final** typically late Apr - we're proud that 16 of the last 20 researched, internships and jobs applied for, and thoughts winners have been E24 Universities turning to September, whether that's sorting housing or planning life after graduation



Amongst the exam pressure and looming deadlines, longer days and milder weather offer a welcome shift

Students spend more time outside, catching up with friends, eating on the grass, exercising in the fresh air or heading to campus events. It's a time for small comforts, future planning, and moments that bring a bit of balance back



Mindsets:



MINDS IN OVERDRIVE

Exams, deadlines and decisions test focus, stamina and emotional capacity



RELIEF & REWARD

Mix of pressure and payoff. Small escapes, with reward rituals at the end



TURNING THE PAGE

Final weeks spark nostalgia, uncertainty and reflection on what comes next

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



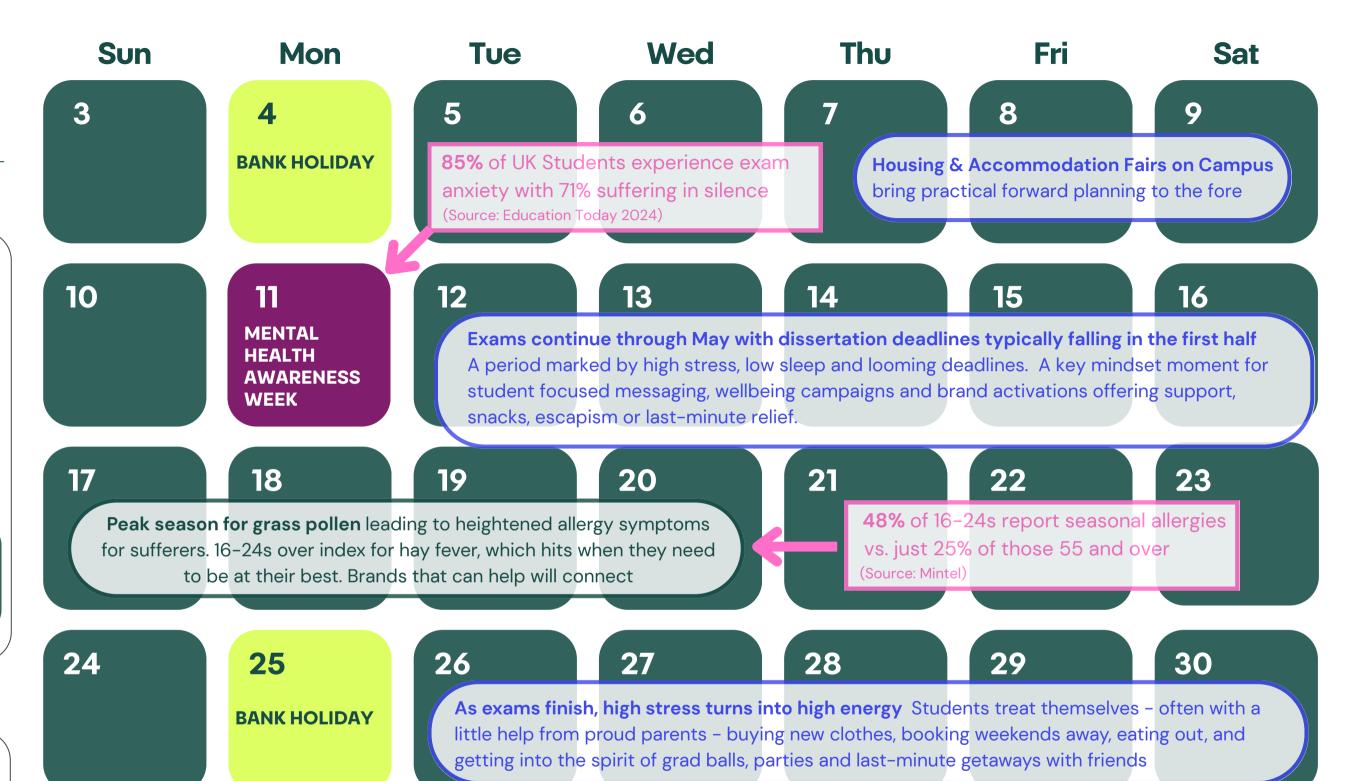
Retail Triggers



Term Break



Insights





May is packed with sporting events and cultural moments

Dates are yet to be fixed for 2026 but include: FA Cup Final, UEFA Champions League Final, PGA Golf Championship, Monaco Grand Prix and Eurovision



Mindsets:



LET LOOSE

Exams done, spirits rise. Time for celebrations, friends and summer plans



MILESTONE MOMENTS

Social rituals shine as Pride, Grad Balls and festivals land



WHAT COMES NEXT

Students shape summer, sort housing, and plan for life beyond

Moments:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights



PRIDE MONTH rends Report)

9

Mon

83% of UK Gen Z say _GBTQ+ rights are mportant to them Source: Ipsos UK, 2023 Gen

Tue

3 **GLOBAL RUNNING DAY**

Wed

11

18

students (and their parents)

Thu

5 **WORLD ENVIRONMENT** DAY

12

19

Fri

D DAY ANNIVERSARY

6

Sat

8 WORLD **OCEANS DAY NATIONAL BEST FRIENDS DAY**

77% of UK University students say they've made friends they expect to keep for life (Source: UCAS & Unite Students, "New Realists" report 2022)

10

73% of Gen Z say it's important to learn about historical events like WWII to prevent future conflict and injustice (Source: Holocaust Memorial Day Trust & YouGov2023)

Festival season drives demand for camping gear, festival fashion

29

STARTS

15

17 16 Retailer summer sales start

from mid June Students actively on the look out for deals

Open Day Season Begins a great opportunity to reach next years

Term dates differ by Uni but most finish mid June

20

FATHERS DAY SUMMER

SOLSTICE

22 **END OF TERM** 23

(Source: Pion)

30

24

25

26

End of term is a key driver of selfstorage demand (Source: UK Self Storage Annual Report)

Graduation ceremony dates vary by institution but tend

to fall from late May, through June and into July/August

28



WIMBLEDON

25% of UK Gen Z individuals plan to attend a

music festival during the summer

3

Eighteen²⁴

CONNECT WITH STUDENT GEN Z ON CAMPUS

Get in touch: Sales@eighteen24.com

