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





FRESH START



SETTLING IN

OCTOBER



MID-TERM RESET

NOVEMBER



FESTIVE EVERYWHERE

DECEMBER



NAVIGATING THE NEW

SEPTEMBER



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









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

Fri

Sat

FOOTBALL'S BACK

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

5

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

Tech, Gaming & **Gadget Releases:** New product

launches, often coincide with the new academic year

8

FRESHERS

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

Student loan first installment date

varies but typically drops mid/late Sept

Source: Native, Student Life Report24)

11

LONDON **UNDERWAY**

13

c. 80% of students live away from home. For the majority of Freshers this is their first experience living independently

(Source: House of Commons Library)

19

18

25

FASHION WEEK

20

Autumn Fashion Launches: Introduction of new seasonal clothing lines

21

INTERNATIONAL **DAY OF PEACE**

22

15

STUDENT

PAYMENT

LOAN

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

24

NATIONAL FITNESS DAY 26

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

16

23

INTERNATIONAL PODCAST DAY

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



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights

BLACK HISTORY MONTH

Sun

DYSLEXIA AWARENESS WEEK

Mon

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

Tue

8 **BFI LONDON FILM FESTIVAL BEGINS**

15

Wed

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

Thu

NATIONAL COMING OUT DAY

11

18

Sat

58% of UK Gen Z want brands to participate in educational campaigns during Black History Month (Source: Pion)

12-

16 **WORLD FOOD** DAY

30

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

24

WEAR IT PINK DAY

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

CLOCKS GO

26

BACK

DIWALI

indoor viewing

20

The Festival of Lights: numerous universities <mark>hol</mark>d vibrant Diwali events

21

28

Nights draw in & screens light up.

Streamers and broadcasters time

new content slates to match peak

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

29

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

31 **HALLOWEEN**

Fri

10

17

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



In 2024 the "Big Moustache on Campus Challenge" raised £1.37m! The University of Exeter and

Mon

University of Nottingham led the fundraising efforts, contributing over £100,000 each



12

BONFIRE NIGHT

Wed

6 **CHRISTMAS LIGHT SWITCH** ONS

Thu

7 AND LATE **NIGHT SHOPPING**

14

21

Fri

8

Sat



MOVEMBER

Sun

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

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Tue

REMEMBRANCE

13

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

21% of Gen Z consumers begin purchasing Christmas gifts in Oct, with 40% starting in Nov (Source: Pion)

19

INTERNATIONAL MEN'S DAY

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22

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

23

24

25

DAY

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

BLACK FRIDAY

29







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

Sun

DAY

Mon

Wed

Thu

Fri

5

Sat

Festive vibes all around, the season is here and decorations

UP GO THE XMAS TREES

6

7

ST ANDREW'S

8

CYBER

MONDAY

9

(Source: Deloitte)

celebration and economic pressure

Tue

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64% Gen Z are willing to pay

sustainable products or services,

including refurbished gadgets

more for environmentally

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

12

are going up all over the UK

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

9/ of

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

Campus Balls and

social events welcome

in the season and new

outfits are shopped for

15

22

HANUKKAH (first full day) 16

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)

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

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BREAK FOR CHRISTMAS



23

24 CHRISTMAS

EVE

25

CHRISTMAS DAY 26

BOXING DAY 2

2/



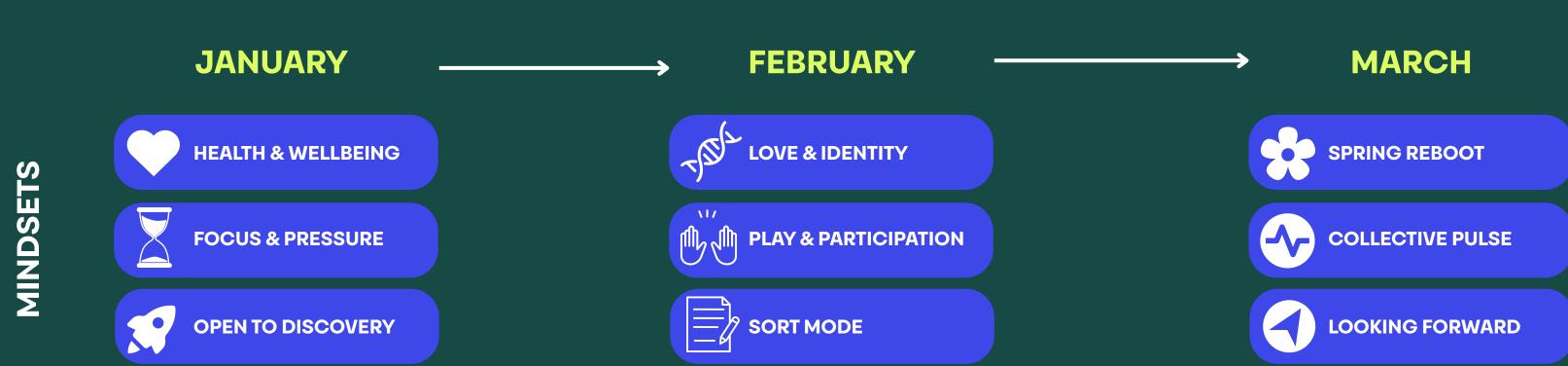
Celebration, pressure and everything in between. Students share the run-up to Christmas with friends, decorating house shares and digs, planning gifts, and squeezing in early celebrations. But it's also deadline season, with rising academic pressure, money worries and winter fatigue setting in. Students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

HEALTH, FITNESS &

WELLBEING

















Mindsets:



HEALTH & WELLBEING

Students reset with wellness and self-discipline front of mind



FOCUS & PRESSURE

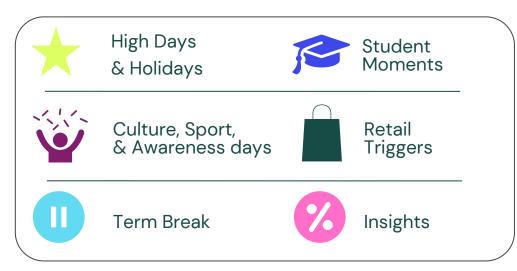
Students are stretched, time-poor, and performance driven



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

Mon

HOUSING FAIRS

Tue

3

Wed

WORLD CANCER DAY

5

TIME TO TALK DAY

Thu



Fri

Sat

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





SUPERBOWL

Sun



SHAG WEEK (SEXUAL HEALTH **AWARENESS &** GUIDANCE)



SAFER INTERNET DAY

18

25

Pivotal month to secure housing for the upcoming academic year

13

GALENTINES DAY

14

VALENTINES DAY

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

celebration



PANCAKE DAY CHINESE & LUNAR NEW YEAR

FIRST DAY OF RAMADAN

19

26

(Source: Mintel 2025)

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

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INTERNATIONAL MOTHER LANGUAGE DAY

22

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connection, homesickness, pride and

16

24 With over 150,000 Chinese students at UK Universities, Lunar New Year is a time of

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

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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



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



Mon

Tue

Wed

Thu

5

Fri

6

Sat

Many Festivals release early bird tickets in March,

3

prompting students to organise groups, secure accommodation and plan travel well in advance

WORLD BOOK DAY

61% of Festival goers would priortise attending a Festival over a domestic holiday

Source: Mintel)

INTERNATIONAL

10 9

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

12

19

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UNIVERSITY **MENTAL HEALTH DAY**

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

14

6 NATIONS RUGBY

MOTHERS DAY

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

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17

ST PATRICK'S DAY

18

25

DAY

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

20

START OF SPRING END OF

RAMADAN

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)

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

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WORLD THEATRE DAY 28

29

CLOCKS GO FORWARD

30

BREAK FOR EASTER



31

APRIL FOOLS

EASTER WEEKEND GOOD FRIDAY

OXFORD VS. CAMBRIDGE BOAT RACE



TERM 3: APRIL-JUNE

Pressure, payoff and pivotal moments

APRIL







MAY



STUDY SUPPORT &

PRODUCTIVITY TOOLS



PLANNING

PURPOSE DRIVEN





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

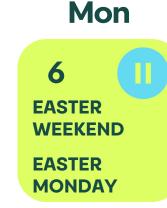


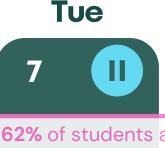
Term Break



Insights

5 **EASTER WEEKEND EASTER SUNDAY** 12







Wed





Sat



Sun

13 STUDENT LOAN **PATMENT**



(Source: Save the Student 2024)

16 17 18

24

Fri

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

29

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)



LONDON MARATHON

Summer starts to take shape with travel plans being researched, internships and jobs applied for, and thoughts turning to September, whether that's sorting housing or planning life after graduation

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University Challenge Final typically late Apr - we're proud that 16 of the last 20 winners have been E24 Universities

INTERNATIONAL **HARRY POTTER** DAY



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



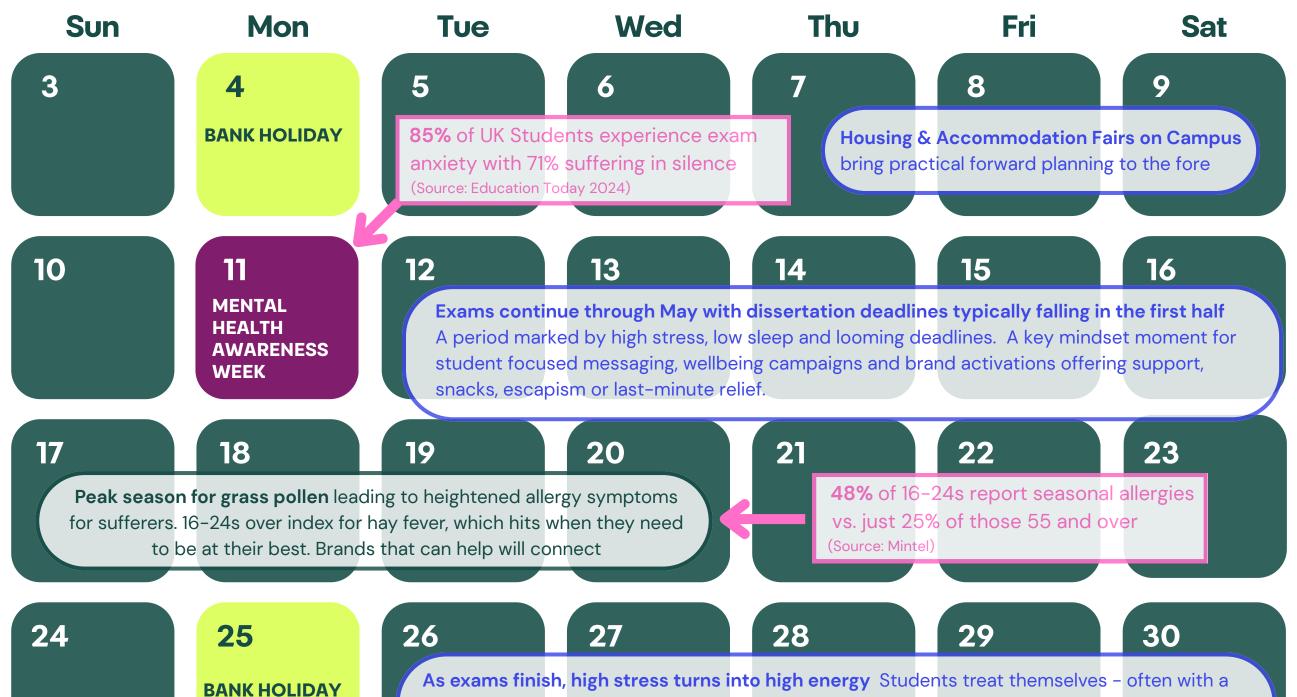
Retail Triggers



Term Break



Insights



As exams finish, high stress turns into high energy Students treat themselves – often with little help from proud parents – buying new clothes, booking weekends away, eating out, and getting into the spirit of grad balls, parties and last-minute getaways with friends



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



Mon **Tue PRIDE MONTH**

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

9

3 **GLOBAL RUNNING DAY**

Wed

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 and travel accessories

15

16 **17**

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 students (and their parents)

Term dates differ by Uni but most finish mid June

20

FATHERS DAY SUMMER

SOLSTICE

22 **END OF TERM**

29

STARTS

23

(Source: Pion)

30

24

25 25% of UK Gen Z individuals plan to attend a

11

18

26

End of term is a key driver of selfstorage demand

(Source: UK Self Storage Annual Report)

28



WIMBLEDON

music festival during the summer

3



Graduation ceremony dates vary by institution but tend to fall from late May, through June and into July/August

CONNECT WITH STUDENT GEN Z ON CAMPUS

Get in touch: Sales@eighteen24.com

