

CAMPUS CALENDAR

2025/2026



Eighteen²⁴

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



QUANT INSIGHTS

Snappy stat proof points

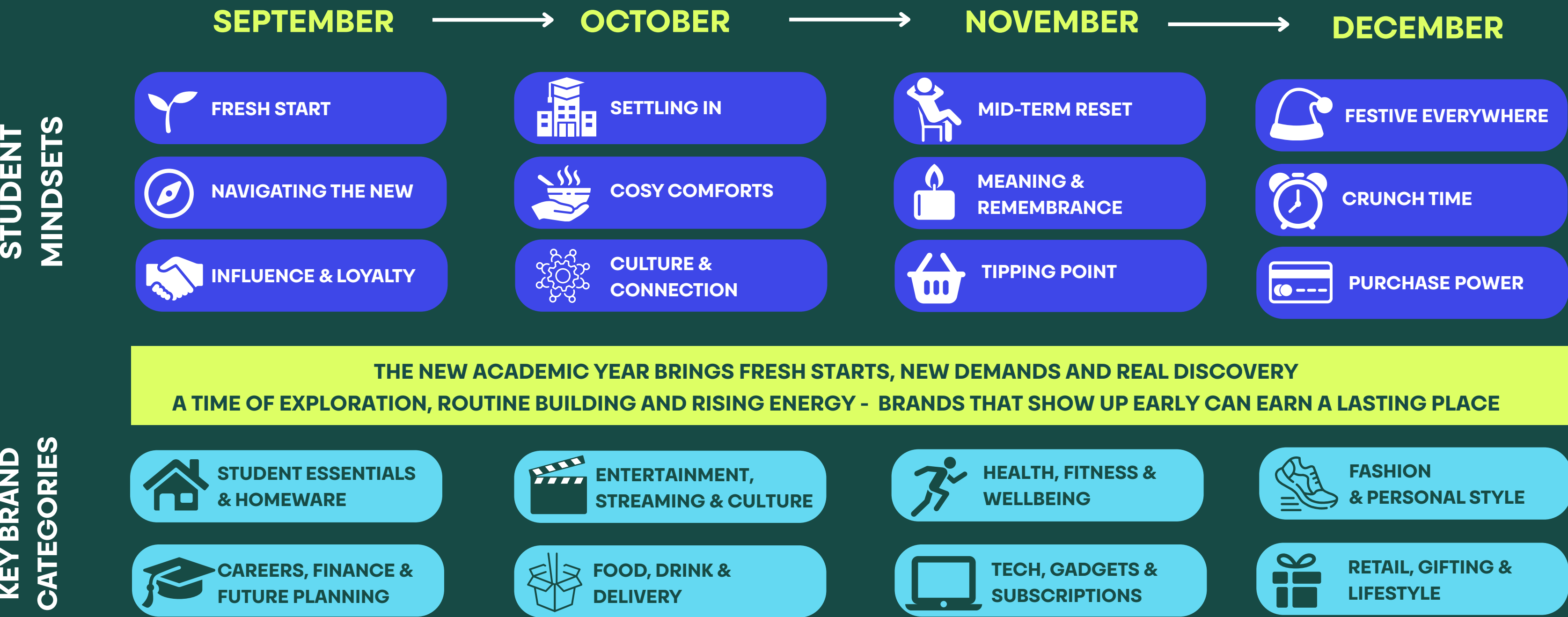


TERM BREAK

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

TERM 1: SEPTEMBER-DECEMBER

Arrival, adjustment and the Christmas countdown



Term 1

 Sept

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



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



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



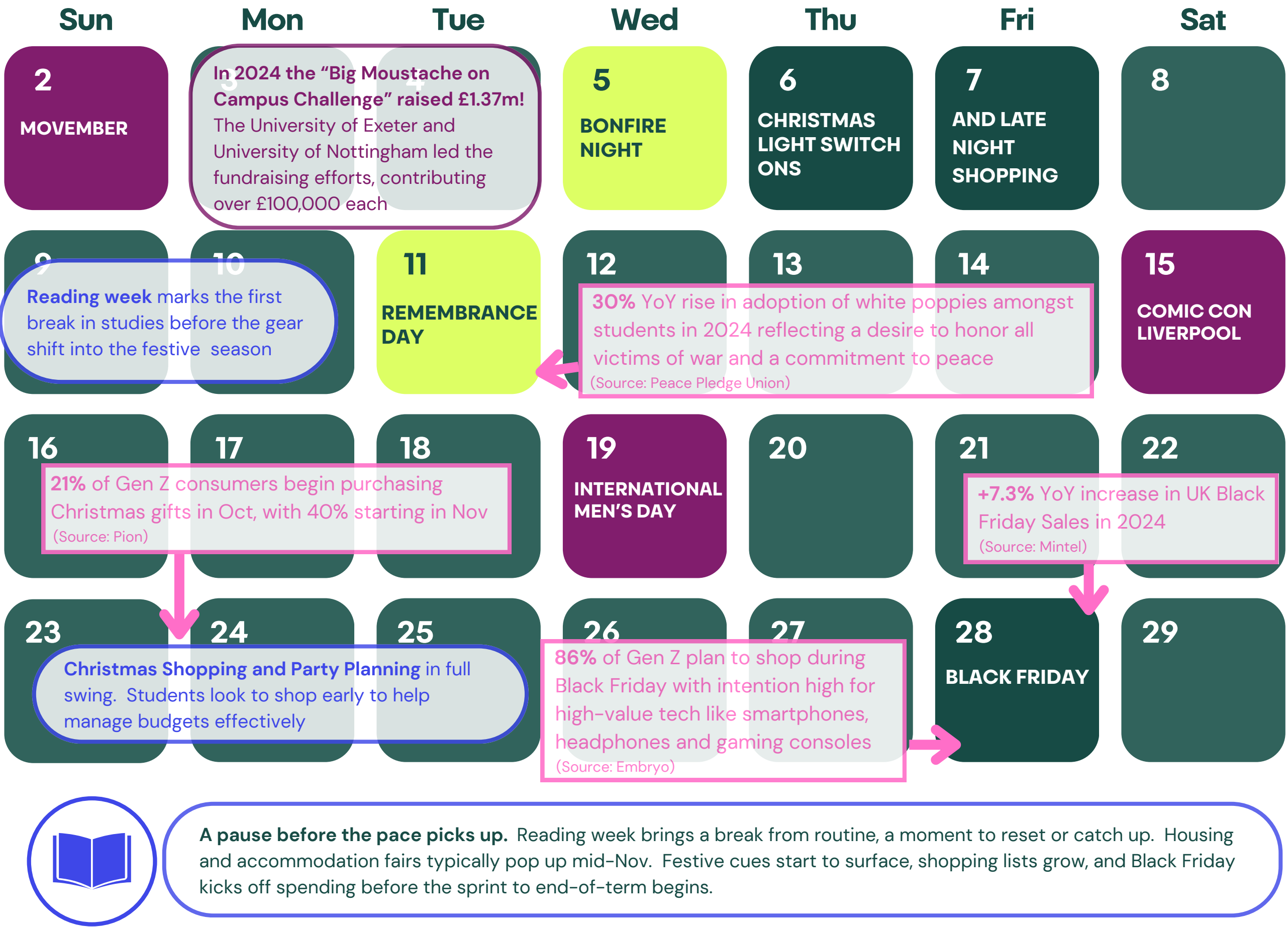
Retail Triggers



Term Break



Insights



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

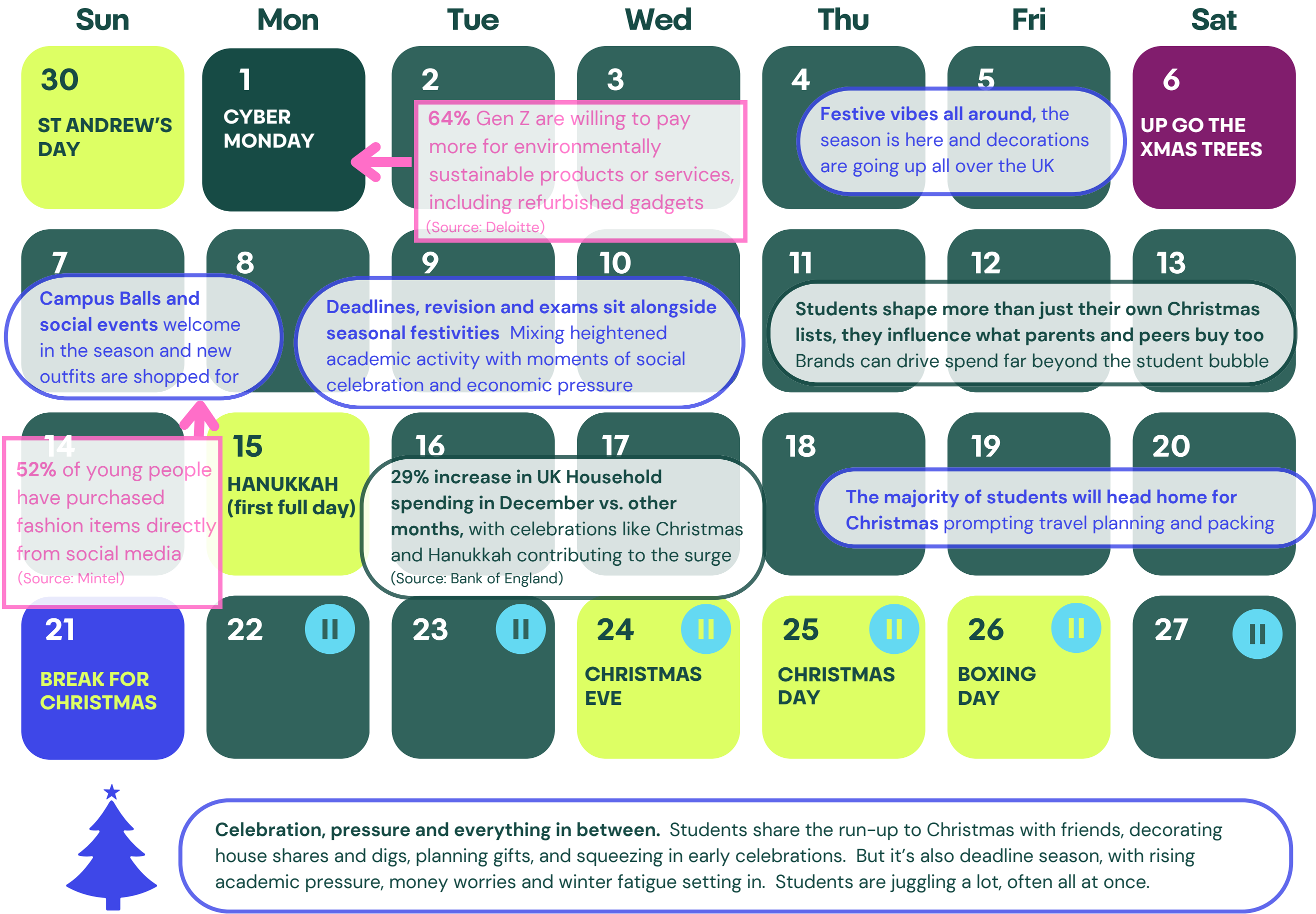
Student Moments

Culture, Sport, & Awareness days

Retail Triggers

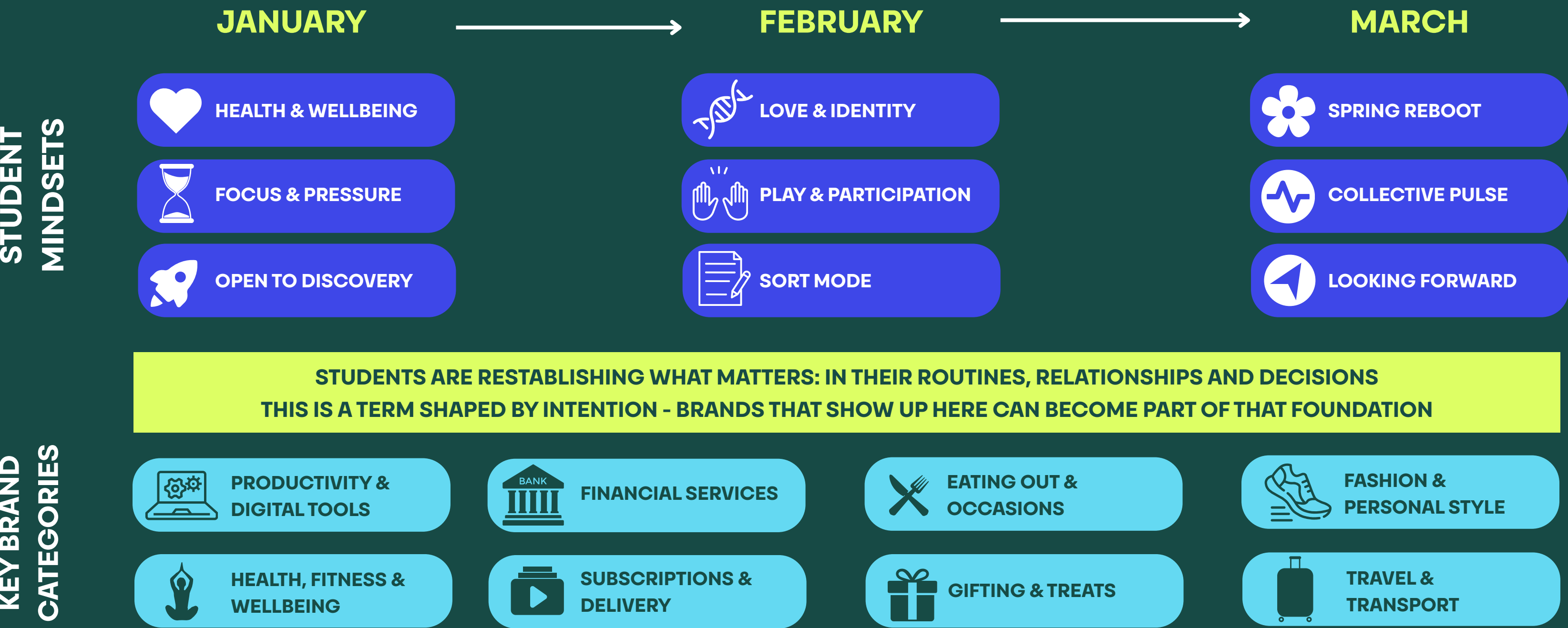
Term Break

Insights



TERM 2: JANUARY-MARCH

Re-entry, reset and rising momentum.



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:



High Days & Holidays



Student Moments



Culture, Sport, & Awareness days



Retail Triggers



Term Break



Insights



Term 2

Feb

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

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LGBTQ+ History Month runs across Feb



Winter Olympics, 6th-22nd Feb



National Pizza Day (9th 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

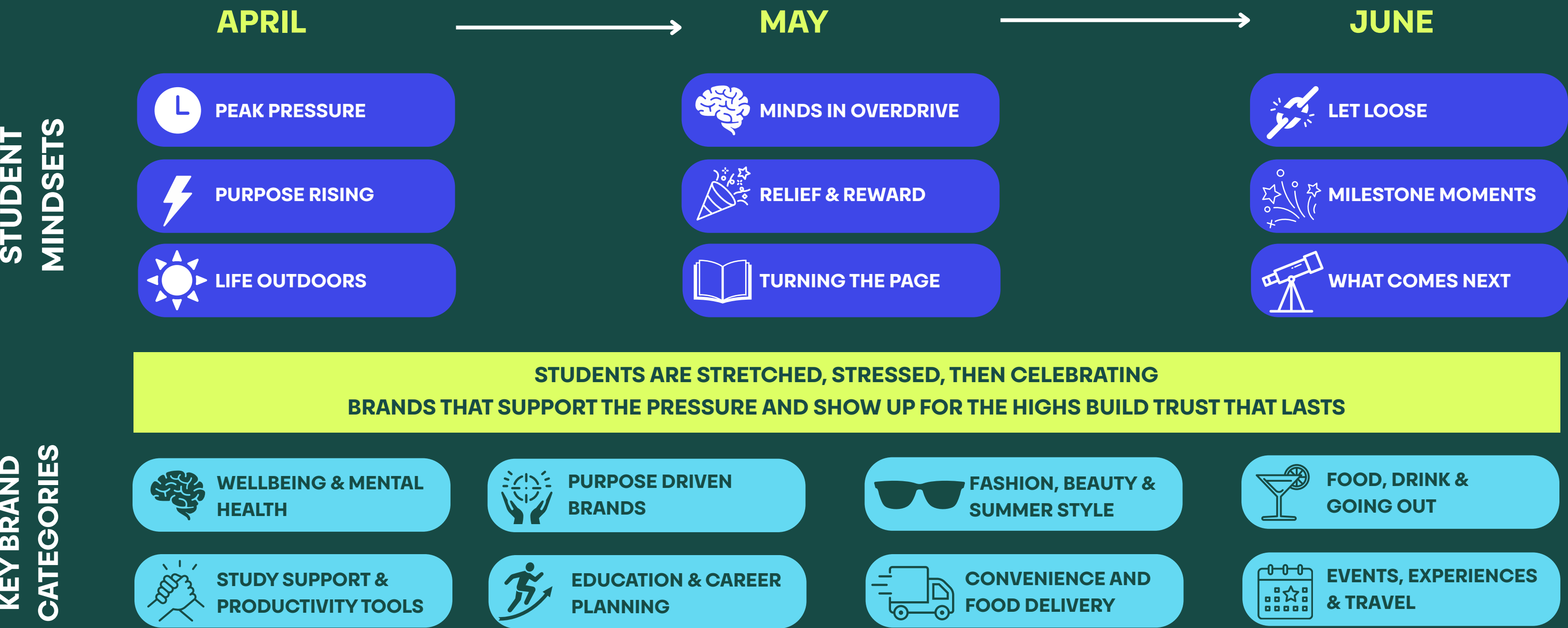
 Term Break

 Insights



TERM 3: APRIL-JUNE

Pressure, payoff and pivotal moments



Term 3

 Apr

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

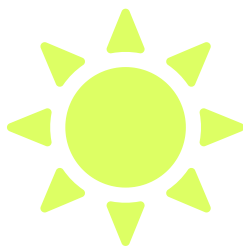
 Student Moments

 Culture, Sport, & Awareness days

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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

Term 3

May

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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
3	4 BANK HOLIDAY	5 85% of UK Students experience exam anxiety with 71% suffering in silence (Source: Education Today 2024)	6	7 Housing & Accommodation Fairs on Campus bring practical forward planning to the fore	8	9
10	11 MENTAL HEALTH AWARENESS WEEK	12 Exams continue through May with dissertation deadlines typically falling in the first half A period marked by high stress, low sleep and looming deadlines. A key mindset moment for student focused messaging, wellbeing campaigns and brand activations offering support, snacks, escapism or last-minute relief.	13	14	15	16
17 Peak season for grass pollen leading to heightened allergy symptoms for sufferers. 16-24s over index for hay fever, which hits when they need to be at their best. Brands that can help will connect	18	19	20	21 48% of 16-24s report seasonal allergies vs. just 25% of those 55 and over (Source: Mintel)	22	23
24	25 BANK HOLIDAY	26 As exams finish, high stress turns into high energy Students treat themselves – often with a 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	27	28	29	30



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

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CONNECT WITH STUDENT GEN Z ON CAMPUS

Get in touch:
Sales@eighteen24.com

