

CASE STUDY

Studiosity



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Brand Awareness Solutions:

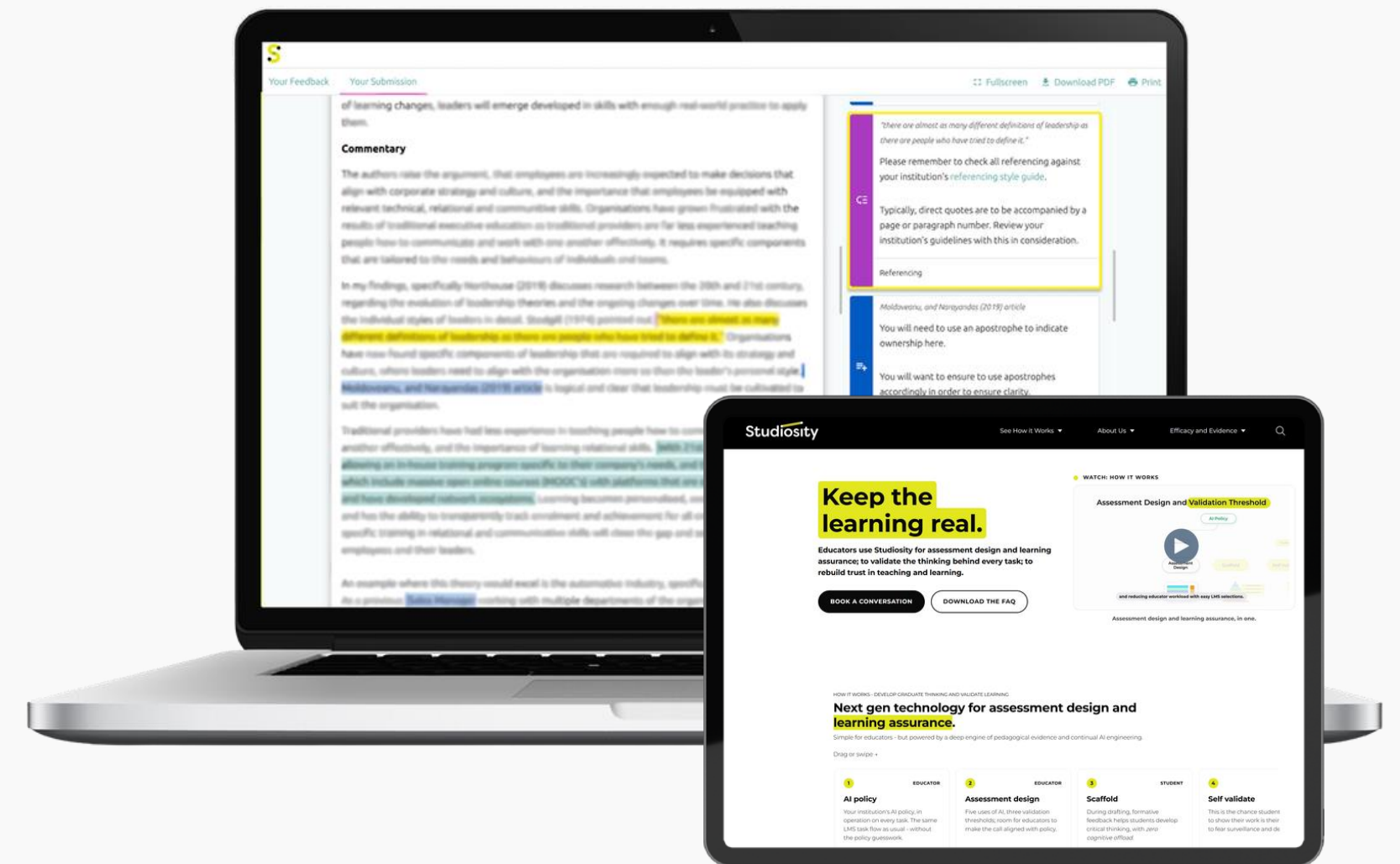
- Newsletter Banner
- Display Ads
- Sponsored Content/Content Hub
- Award Sponsors
- Exhibitor

Background

Studiosity is a global academic support platform, founded in Australia in 2003 with a mission to increase life chances for students everywhere. Partnering directly with universities, colleges and libraries, Studiosity gives every enrolled student free, round-the-clock access to personalised feedback on their written work and one-to-one study help, regardless of their background or ability to pay for private tutoring.

Having built deep market penetration in Australia over two decades, Studiosity has been expanding its presence across the UK and Europe, a market where its name carries far less recognition among the university leaders, marketing teams and academic staff who decide whether to bring a new student support platform on board.

Standing out in a increasingly crowded AI-in-education conversation meant **building visibility with this audience consistently, not through a single campaign.**

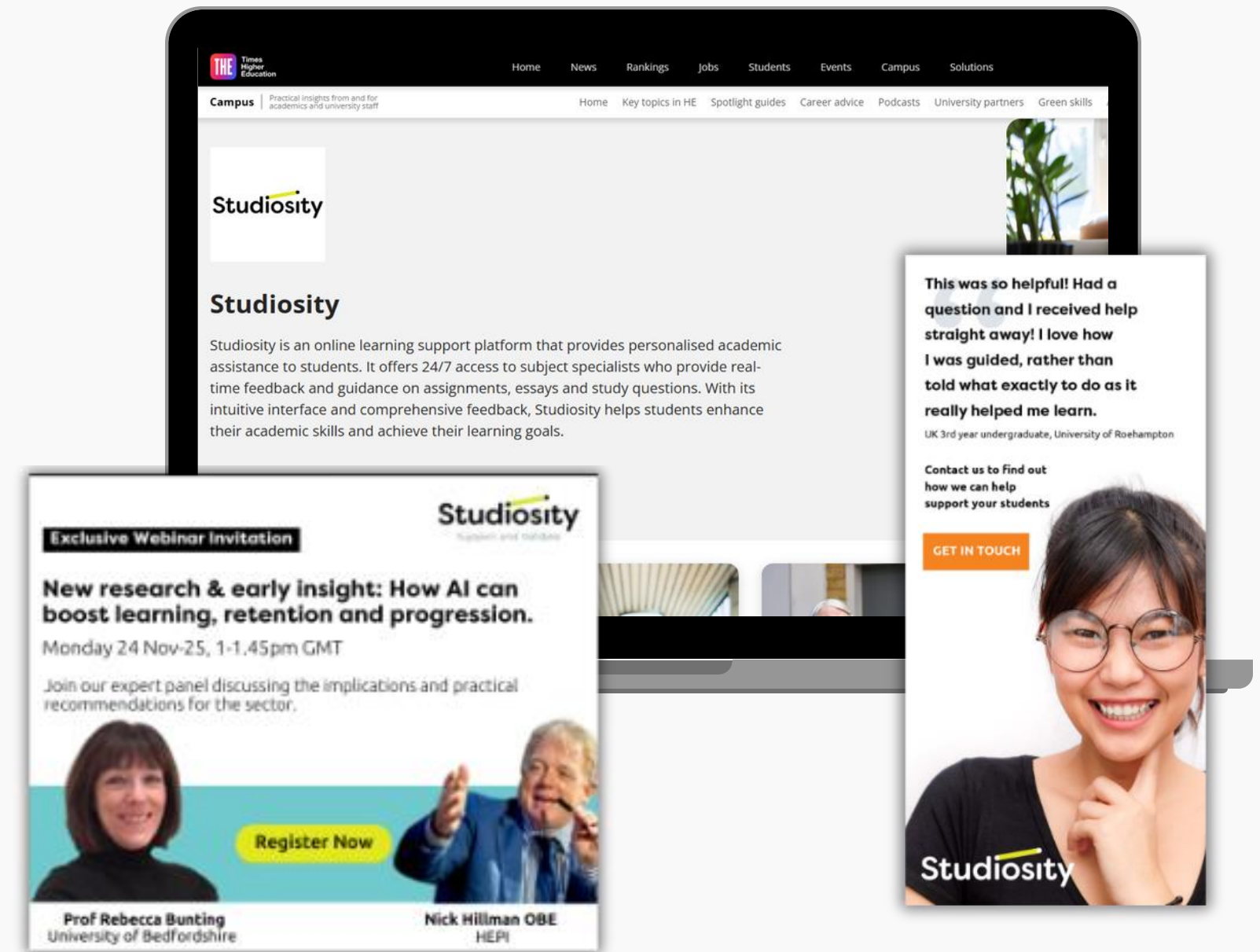


Objectives

StudioSTY has partnered with THE to build brand recognition as it expands its presence across the UK and Europe, with one consistent goal: become a name that university marketing teams, academic leaders and HE decision makers recognise and trust, before a sales conversation ever starts.

The channel mix, spanning always-on digital presence and high-visibility live moments:

- **Newsletter Banner:** recurring placement in front of HE professionals' daily inbox routine
- **Display Ads:** sustained visibility across THE and IHE's brand-safe network
- **Sponsored Content / Content Hub:** an owned space on THE website building deeper association with the sector's conversations
- **Award Sponsorship:** name recognition at the moment the sector celebrates its own
- **Exhibitor:** face-to-face presence at a flagship industry event



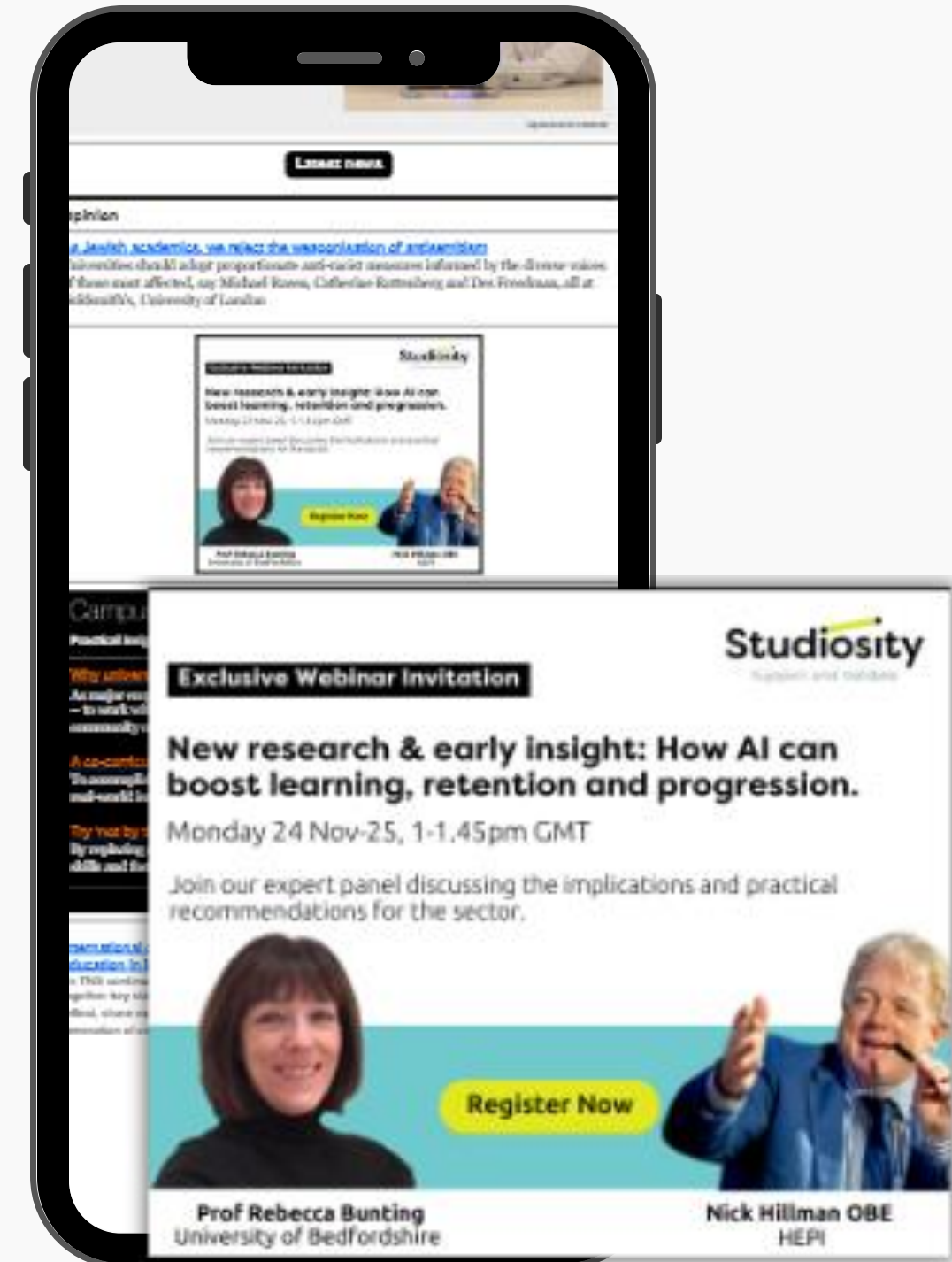
Solutions: Newsletter Banner

A Recurring Presence in the Morning Routine

StudioSTY's message runs as a native placement within THE's newsletter, appearing consistently across many sends rather than as a single takeover. **Positioned as sponsored content alongside the newsletter's editorial articles**, it sits in the exact moment HE professionals set aside every weekday: opening their inbox before the day's work begins.

Rather than competing for attention as a standalone ad, the placement reads as part of the newsletter itself, giving StudioSTY's message the same trust readers already extend to THE's own content.

On a representative send, the placement reached 128,983 recipients with a 27% open rate and 2% click-through rate, both landing at or above THE's typical newsletter benchmarks.



Solutions: Display Ads

Staying Visible Between Every Other Touchpoint

Display advertising gives **Studiosity** a constant, always-on presence across THE's site and its wider network, running quietly in the background while the newsletter and Content Hub do the heavier lifting of telling Studiosity's story.

Rather than carrying a message on its own, its job is repetition: making sure the brand is visible every time a university marketer or academic leader is on the page, whether or not they're actively looking for a solution like Studiosity's.

That sustained presence is part of what has kept Studiosity in front of the same audience **consistently over a six-year, always-on partnership with THE**, reinforcing the recognition built everywhere else Studiosity shows up.

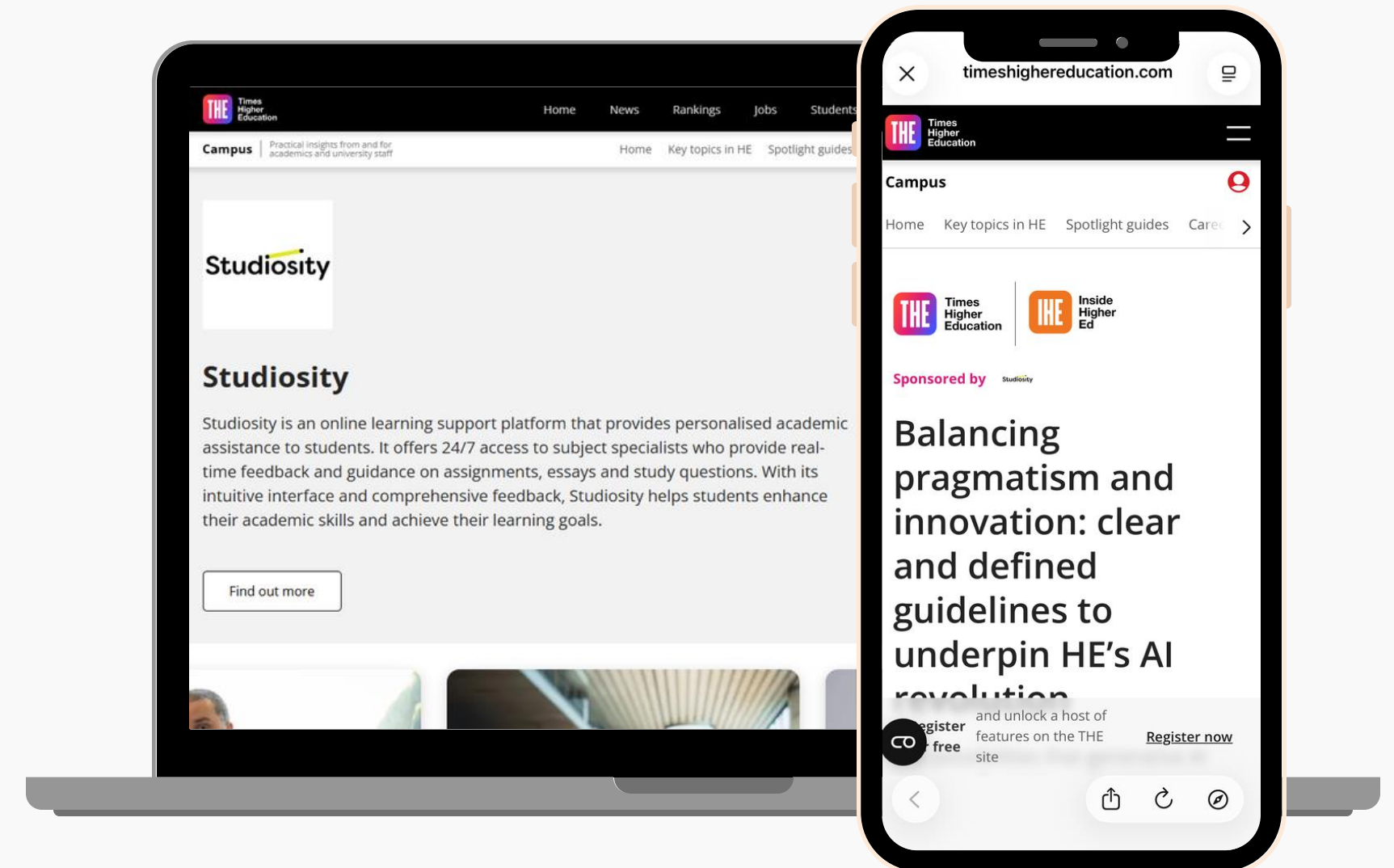


Solutions: Sponsored Content

A Space for the Sector's Own Voices on AI

Studiosity's presence on THE Campus **goes beyond a single sponsored article**. A round-table convened in partnership with Studiosity at the 2025 THE Digital Universities US event brought together higher education leaders, including University of Arizona's Melody Buckner and University of Kentucky's Trey Conatser, to share how their institutions are navigating AI in teaching and assessment. That conversation became the article "Balancing pragmatism and innovation," with a companion webinar extending the discussion further.

Rather than a vendor talking about its own product, Studiosity becomes the convenor of the sector's own conversation on AI, with each contributor's institutional standing lending credibility back to Studiosity's position in that debate.



Solutions: Award Sponsorship

Standing Where the Sector Celebrates Its Own

Studiosity is an official sponsor of both **THE Awards (UK & Ireland)** and, a presence that has run since 2024 across both programmes. Within the Arab World ceremony, Studiosity also holds naming rights to the "Outstanding Support for Students" category, tying its own name directly to the value it provides, then extends that moment further by interviewing the winning institution about their initiative.

Standing behind the whole event while also owning one category by name gives Studiosity both broad visibility and a sharper, on-brand association, repeated across multiple years rather than a single ceremony.



Outcomes

Across a partnership spanning more than six years, THE has given StudioSTY an always-on presence in the moments HE decision makers already pay attention to, from their daily inbox to the sector's own award nights:

- **6+ years** of continuous, always-on brand presence across THE's channels
- **161K+ HE inboxes reached**, with newsletter placements landing at or above THE's typical open and click-through benchmarks
- **7,000+ cumulative attendee** reach through award sponsorship and event exhibition
- A recurring live presence across THE's HE calendar, official sponsor of both THE Awards (UK & Ireland) and THE Awards Arab World since 2024, backed by an on-the-ground exhibitor presence at THE's flagship sector events

The result isn't a single campaign moment but a name that keeps showing up, consistently and credibly, everywhere HE's decision makers already look.



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Studiosity are long-term regular sponsors of Times Higher events and I always enjoy the experience - not just during the events themselves, but the pre and post activity as well.

We always attend with one (or more) of our university partners to let them share their successful case studies with the very relevant Times Higher audiences. The Awards Ceremony is always fun to attend with our partners in education, to celebrate all the great work going on across the sector.

Andrea Collings
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Learn More
About our solutions



Brand Awareness



Contact us at [*partnerships@timeshighereducation.com*](mailto:partnerships@timeshighereducation.com)
if you'd like to speak to one of our team.