



DIGITAL MEDIA SOLUTIONS

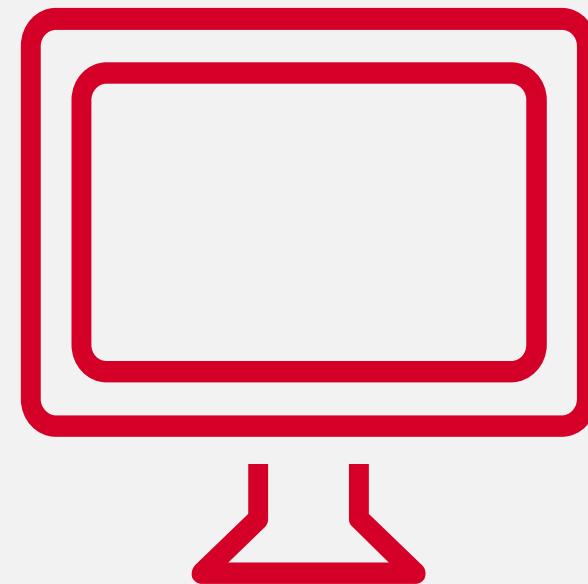
UNICUM
DIGITAL

WHO WE ARE

UNICUM Digital is your expert for digital communication solutions and your qualified partner for the implementation of your brand strategy. Whether high school graduates, students or young professionals - we develop individual and innovative campaigns for you that will get you noticed.



OUR KNOW-HOW



Digital Marketing

We are where your target group is: online. Through precise targeting and search engine optimisation, we make sure that you reach them too.

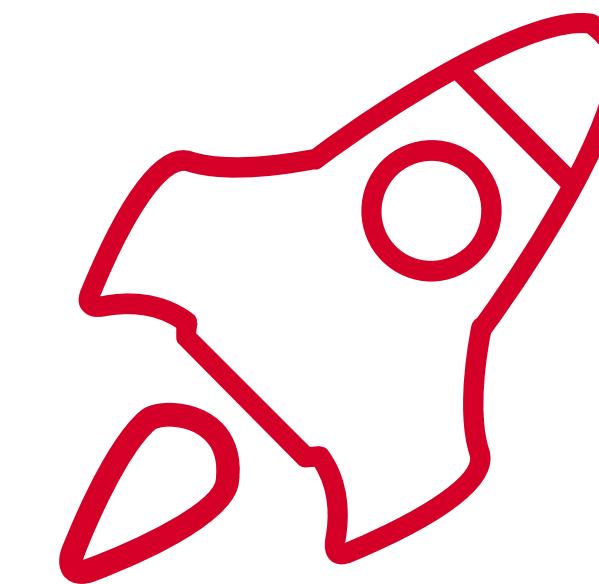
Whether native advertising, content sponsorship or display advertising - our various advertising options are precisely tailored to the behaviour of our users.



Talent Acquisition

More than just recruiting: With our Talent Acquisition knowledge you can find the High Potentials - and let them find you.

From job advertisements to a premium company profile or a talent pool - our measures fit your strategy to find and retain the best young talent in the long term.



Employer Branding

With us, your message gets through! You tell us how you want to position yourself and we will find the right marketing strategy for you.

Our individual communication solutions easily adapt to your brand and strengthen you as an attractive employer brand for qualified applicants.



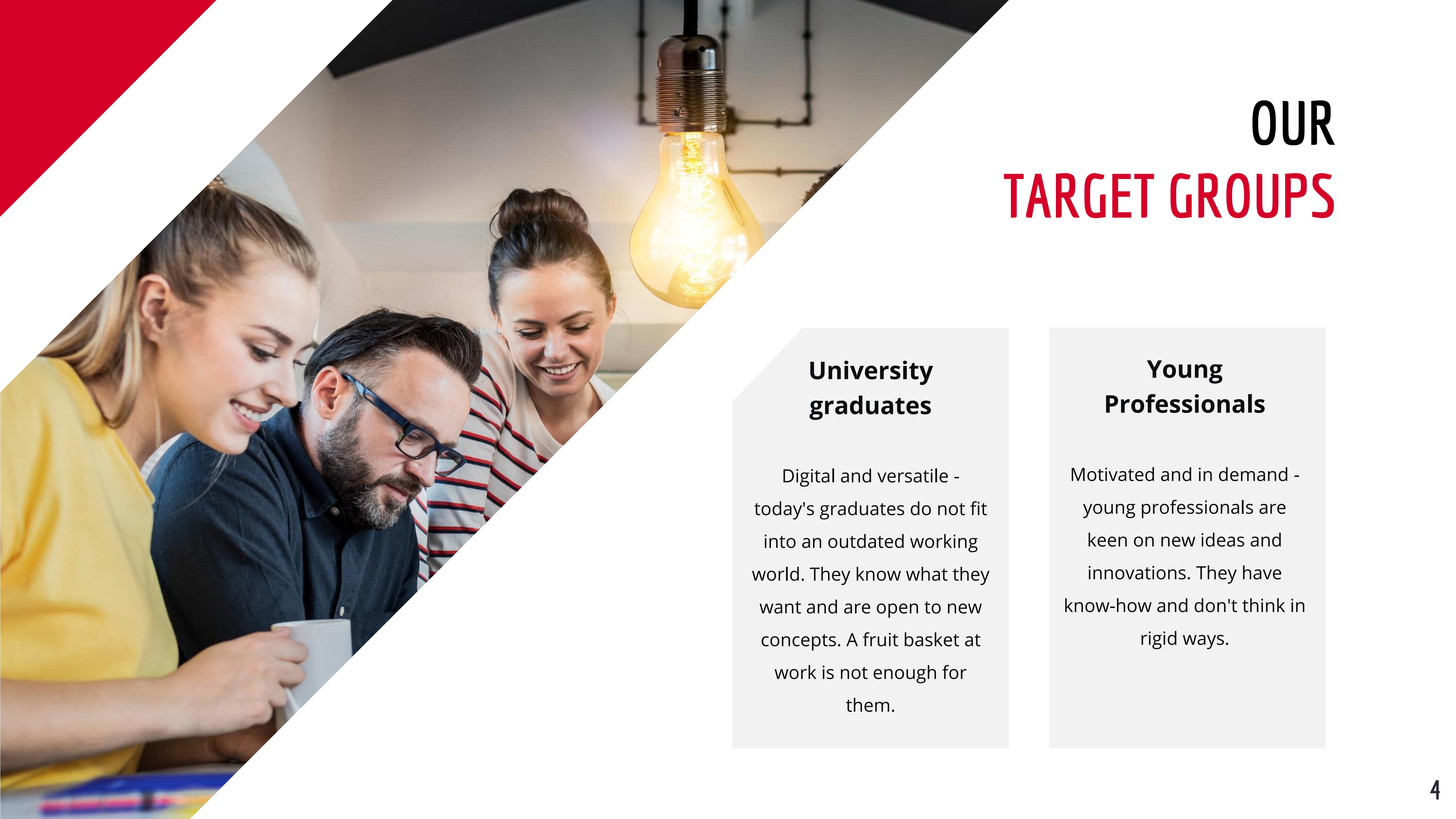
OUR TARGET GROUPS

High-school graduates

Committed and political - so much for young people only being glued to their smartphones. They also make their voices heard offline and want to change the world for good.

Students

Versatile trendsetters - the cliché of lazy students no longer applies. Students discover the world and are open for new things. Career and lifestyle are their topics.



OUR TARGET GROUPS

University graduates

Digital and versatile - today's graduates do not fit into an outdated working world. They know what they want and are open to new concepts. A fruit basket at work is not enough for them.

Young Professionals

Motivated and in demand - young professionals are keen on new ideas and innovations. They have know-how and don't think in rigid ways.

OUR SITES



Studying, lifestyle, career or in short: now and later. UNICUM.de is right in the middle of students' lives and accompanies them through their time on campus. Our practical tips are simply a part of university!



*Awarded by N-TV and DISQ as a prize winner in "Germany's Best Online Portals 2019" in the "Portals for Students" category



UNICUM.ABI.de answers all the questions about the "Abitur". With lots of advice for a stress-free time during graduation, we accompany high-school graduates through the last years of school and into a new phase of life.



As a reliable contact point for high school graduates, students and young professionals, the UNICUM Karrierezentrum offers information about starting a career. Additionally, numerous tools and products for targeted recruiting await employers in our employer section.



*Best job portal 2021 for "SAY" in the overall assessment (Germany's Best Job Portals)



There are around 15,000 degree programmes in Germany - it's good to keep track of them all. On our study choice portal UNICHECK, high school graduates can find detailed information on study programmes, universities and university cities.

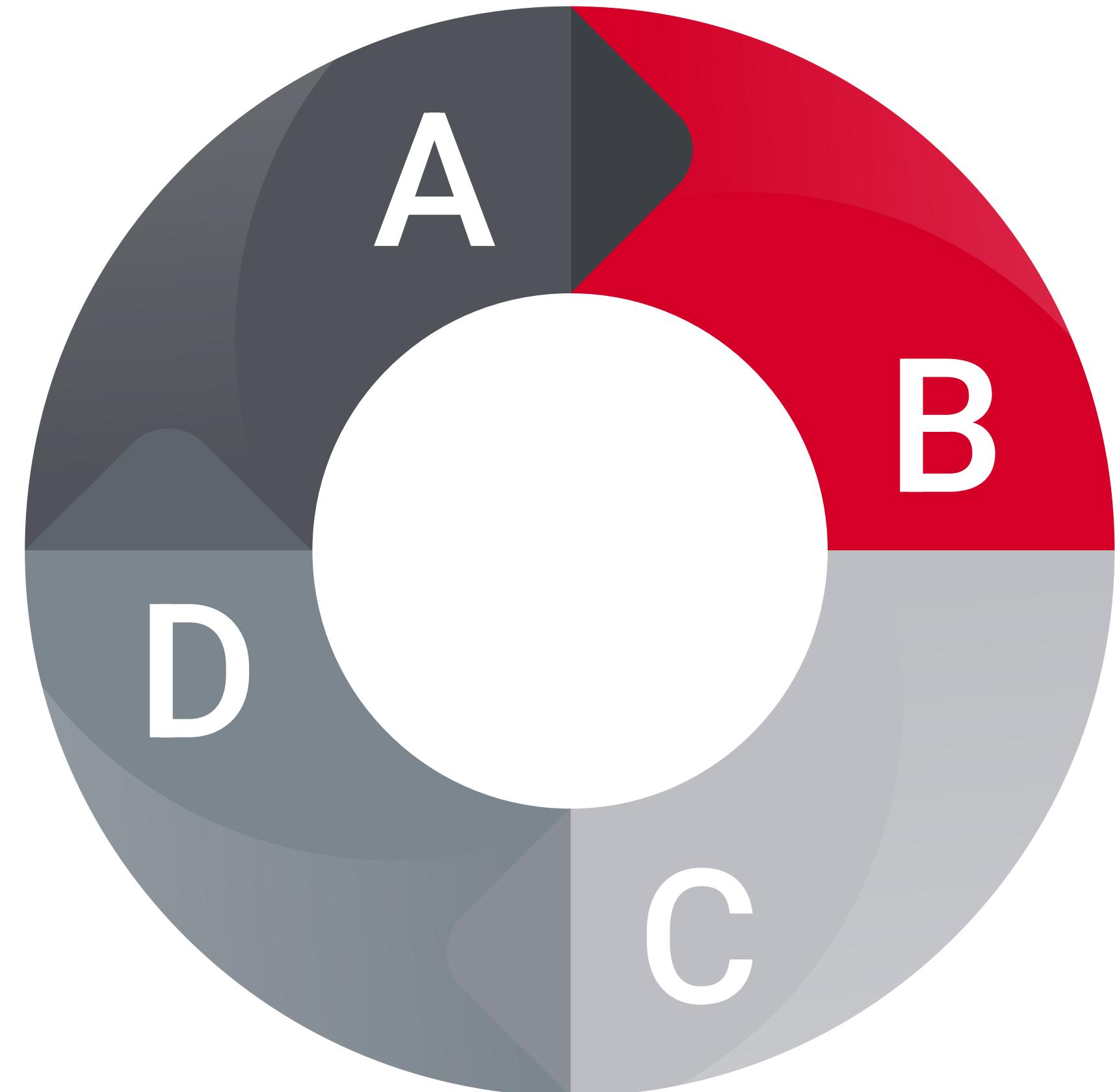
OUR SKILLS

A Media Solution Planning

We support you in planning your communication measures and provide you with individual and success-oriented concepts. For us, campaigns are more than individual measures, which is why we always have a holistic approach with added value in mind for you!

D SEO

You want to be found? By your target group? We advise you on the topic of search engine optimisation. Detailed. Individually. Successful!



B Content Creation

Our content creators stand for great ideas, creative texts and extensive, target group-specific knowledge. And they are friendly, too.

C Data Analytics

Analysing and interpreting data can be time-consuming and sometimes quite dry. Luckily, our analysts really enjoy their job and are always optimising your campaign based on the data!

YOUR CONSULTANTS



Jasmin Lüchtemeier

Digital Media Consultant

✉ luechtemeier@unicum.com

📞 +49 234 / 961 51 46



Julia Hausmann

Cooperations & Marketing Manager

✉ hausmann@unicum.com

📞 +49 234 / 961 51 37



Fabian Brock

Digital Media Consultant

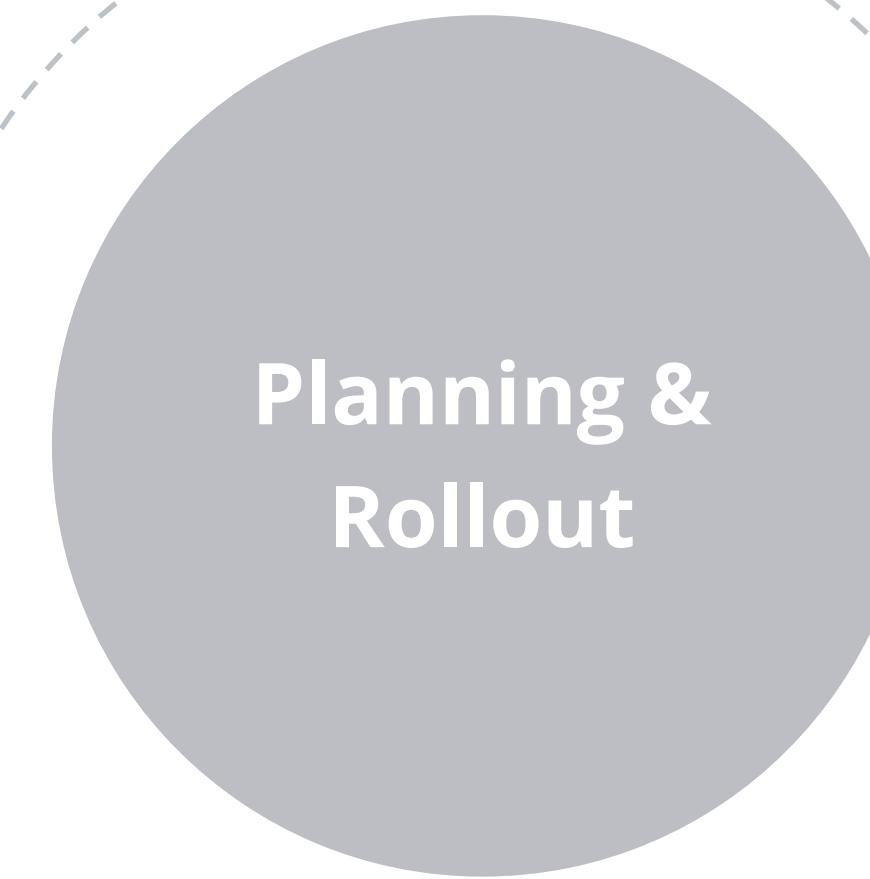
✉ brock@unicum.com

📞 +49 234 / 961 51 64

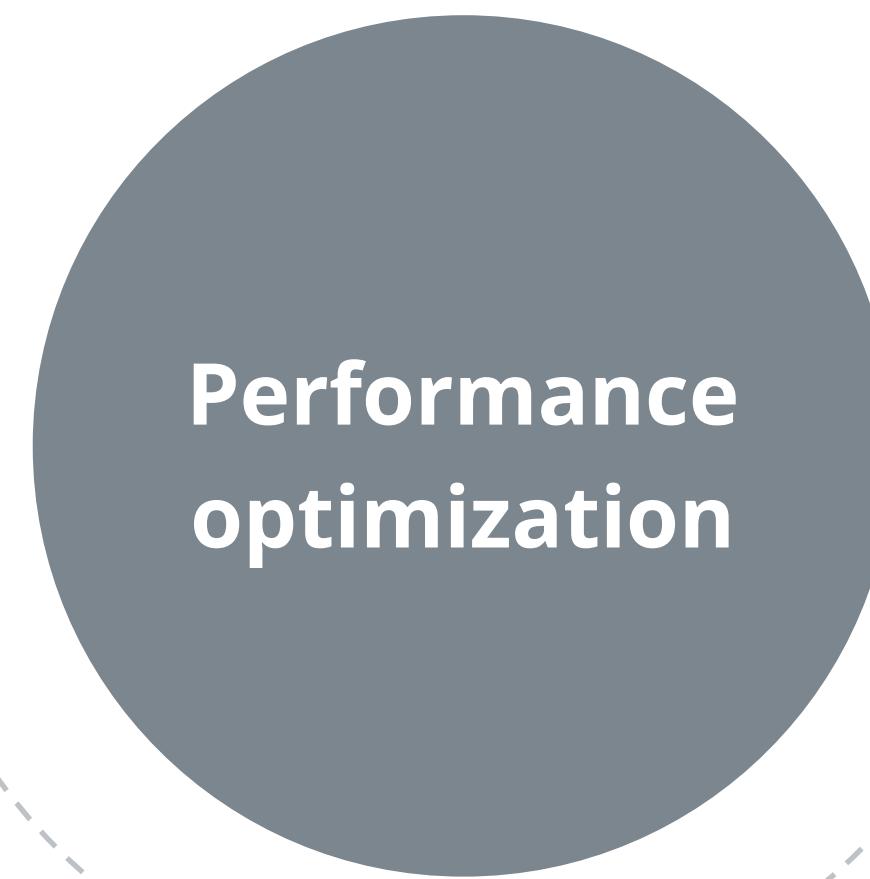
HOW WE WORK



We work with you to find out which advertising solution suits you best. We always have your success in mind. Quick, run-of-the-mill advice is not our thing.



Get to work! We get your campaign off the ground. You're always right there from the planning and implementation to the rollout.



After the rollout, the work really starts for us! We continuously optimise your campaign and always get the maximum benefit for you.



It's the most fun is when everything runs smoothly. That's what we're committed to during the entire campaign. After the campaign, you will receive a detailed and KPI-based evaluation from us.

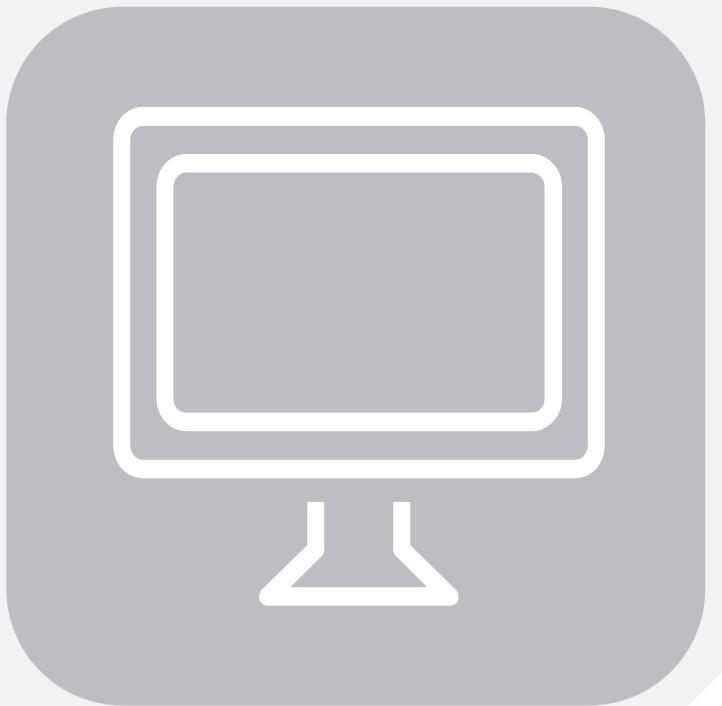
OUR SOLUTIONS

WE HAVE THE ANSWER TO YOUR QUESTION: HOLISTIC SOLUTIONS FOR YOUR ADVERTISING GOALS.



Native & Editorial Solutions

We help you build a positive brand image in your target group with native and editorial content! Search engine optimised and holistically designed for your success.



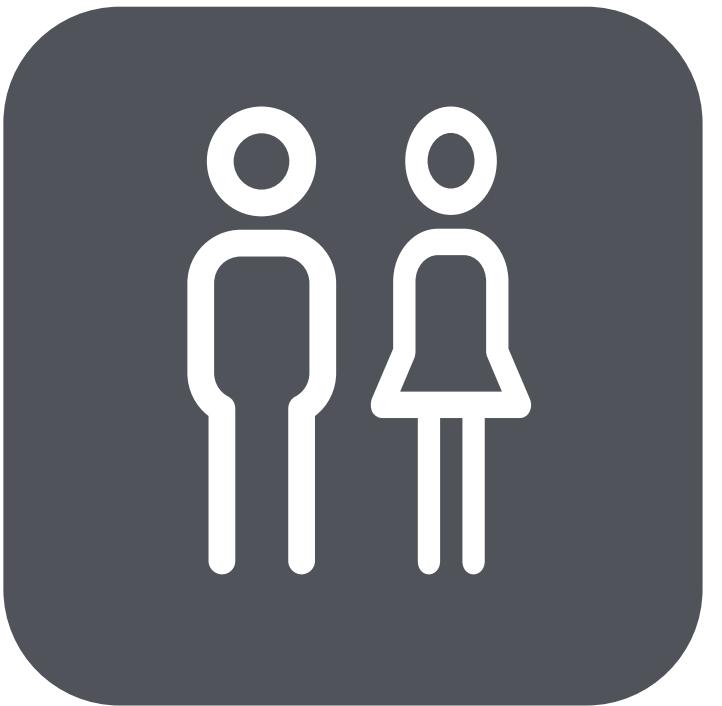
Display Advertising

With display advertising, you can efficiently improve reach, brand image, product awareness and your employer brand in the young target group.



Student & Candidate Marketing

Improve and increase your university and degree programme profile and attract the attention of prospective students!



HR Marketing Solutions

With us, you not only increase the visibility of your employer brand in the young target group, but also find the best young talent for your company.



E-Mail Marketing Solutions

Reach your target group with our newsletters and target mailings: Whether junior staff for your vacancies or possible customers for your products and services.

NATIVE & EDITORIAL SOLUTIONS

CONTENT SPONSORSHIP

A powerful tool for your brand! The UNICUM.de site network offers a large pool of high-traffic articles with high-quality editorial content. With a content sponsorship, you benefit from our reach and pre-qualified, organic contacts within your target group. Your effort? Minimal. As experts in content and SEO, we will find suitable articles for you and brand your chosen article with your logos and images.

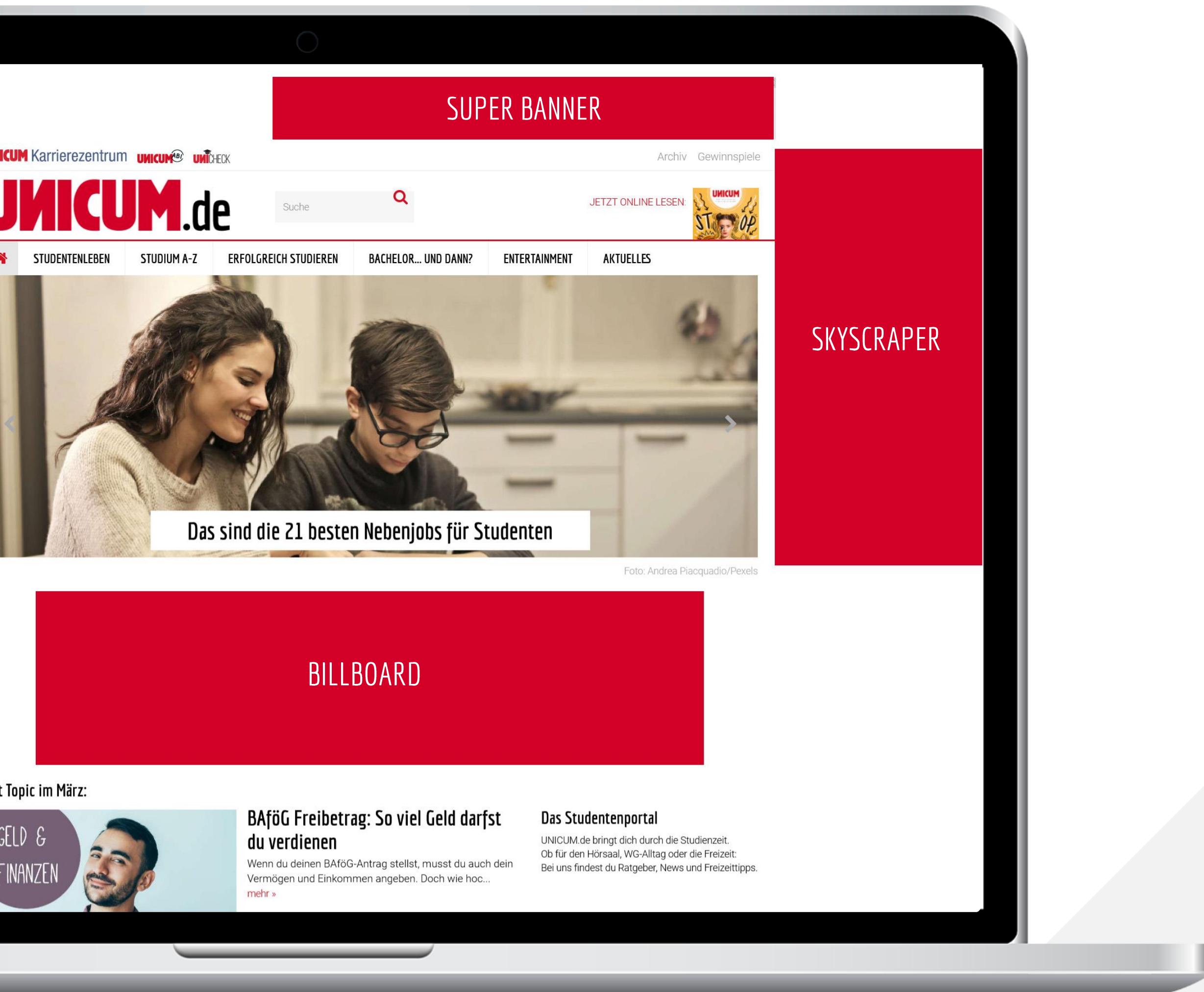
The screenshot shows the UNICUM.de website on a tablet. The top navigation bar includes links for **UNICUM.de**, **UNICUM Karrierezentrum**, and **UNICHECK**. A search bar and a "Jetzt online lesen" button are also present. The main menu below the header includes **SCHULE A-Z**, **ABITUR**, **ABI... UND DANN?**, **LEBEN**, **ENTERTAINMENT**, and **AKTUELLES**. The main content area features a large photograph of a young man and woman outdoors, with the man holding an open book titled "fit fürs abi". Below the photo, a yellow star icon is followed by the text: "Effektiv fürs Abi lernen: Die 10 besten Tipps 2021! So kommst du gut durch die Prüfungen!". At the bottom left, there's a small note: "Wie und wo du lernst, ist entscheidend fürs Abitur | Foto: Peter Wirtz, Doris". The footer of the website includes a "SPONSORED BY" section with the "westermann" logo.

NATIVE & EDITORIAL SOLUTIONS

NATIVE ADVERTISING

Relevant information and content - with our Native Advertising you place your brand exactly in the environment of your desired target group. Your advantage: your target group finds you! Together we develop exciting topics for you and create content in the look-and-feel of our online portals. Embedded in our editorial environment, we place and optimize your article in the best possible way. Optionally, we offer you the option of social media retargeting. Maximum visibility guaranteed.





DISPLAY ADVERTISING

DISPLAY ADVERTISING

Concise and diverse: We offer you numerous advertising formats and placement options within our high-reach UNICUM.de site network. With our extensive targeting options, you can increase reach and product awareness - regionally or nationwide.

BILLBOARD

STUDENT & CANDIDATE MARKETING

UNIVERSITY & DEGREE PROGRAMME ADVERTISING

Our study choice portal UNICHECK offers prospective students extensive editorial articles and helpful information. In this environment, you can present yourself as a university and increase awareness of your degree programmes. With an attractive premium profile, you can establish direct contact with your target group and attract prospective students.

HR MARKETING SOLUTIONS

COMPANY PROFILE

Strengthen your employer brand: The premium company profile in the UNICUM Karrierezentrum allows you to focus on employer branding. Reach your employees of tomorrow through extensive rich media options, such as the integration of videos, an image gallery or employer awards. Present yourself to highly qualified professionals and increase your visibility!

The screenshot shows the UNICUM Karrierezentrum website interface. At the top, there are navigation links for **UNICUM.de**, **UNICUM®**, **UNICEX**, **LOGIN**, and **Registrieren**. Below the header, the **UNICUM Karrierezentrum** logo is displayed, along with menu items for **LEBENSLAUF**, **JOBSCHE**, **UNTERNEHMEN**, **RATGEBER**, and **Für Arbeitgeber**. The main content area features a large banner image of an industrial facility at night, identified as the **REMONDIS-GRUPPE**. The REMONDIS logo, which includes the tagline "IM AUFTRAG DER ZUKUNFT", is prominently displayed. Below the banner, there is a section titled **ÜBER DEN ARBEITGEBER** (About the Employer), which contains detailed information about REMONDIS's mission, history, and various business units. To the right, there are sections for **ALLGEMEINE INFORMATIONEN** (General Information) and **BENEFITS:**, each listing several key features. The bottom of the page has a footer section titled **UNSERE MISSION:**.

HR MARKETING SOLUTIONS

JOB ADS

Reach high school graduates, students and university graduates throughout Germany with the online job advertisements in the UNICUM Karrierezentrum. This way you can reach out to highly qualified young professionals and find the best talents for your company.

- Intuitive user interface for businesses: Fast and uncomplicated!
- Search engine optimised preparation and rubrication of your job advertisements.

The smartphone screen shows a job listing for the "Program for Data Science Graduates (m/f/d)". The listing is for the "BERTELSMANN FUTURE LEADERS" program, specifically for "Data Science Trainees". It includes a photo of two people at a table, a brief description of the program, requirements, benefits, and contact information.

**BERTELSMANN
FUTURE
LEADERS**

Join our graduate program.

Program for Data Science Graduates (m/f/d)

Apply by May 9, 2021

The Bertelsmann Future Leaders Graduate Program enables you to take on responsibility in your career. As a data science trainee, you will enjoy infinite Big Data opportunities within an 18-month rotational program. If you have a curious mind, a knack for problem-solving and profound knowledge of machine learning methods, join our graduate program to kickstart your career.

As a Data Science Trainee you will

- For 18 months, work with international teams throughout Bertelsmann divisions worldwide
- Crack complex data challenges arising in our media, services and education businesses
- Add your knowledge and experience by designing new data products
- Learn from renowned data scientists and explore new use cases for Machine Learning and AI
- Leverage new data sources and integrate traditional structured data with raw data

What you'll need to bring

- Master's or doctoral degree in data science, computer science, statistics, engineering, applied mathematics, physics or a similar subject
- Advanced knowledge of data science and machine learning methods
- Solid coding skills in Python and/or R, SAS, Scala, Spark, C/C++ and/or Java are a plus
- Knowledge of database concepts and design as well as related tools such as SQL, NoSQL and Hive
- Problem-solving mindset with strong relationship-building, collaborative and communication skills

Your Benefits

- International work experience
- Building an international network
- Individual career coaching
- Targeted training

QR code

Data-driven with determination: Make your move.

Should you have any questions about the Graduate Program or the application process, please get in touch. Kai-Uwe Krotoschak (k.krotoschak@bertelsmann.de) or Steffi Heldberg (s.heldberg@bertelsmann.de) are happy to help.

Learn more: www.futureleaders-data.com

Disclosure requirements pertaining to the collection of your personal data: Responsible for processing the information provided in your application: Bertelsmann SE & Co. KGaA, Carl-Bertelsmann-Str. 270, 33311 Gütersloh ("Bertelsmann"), who may also assign this task to third party service providers. Legal basis: Article 6(1) paragraph 1 of the German Federal Data Protection Act (BDSG-new) for the purpose of conducting the application and selection process for the Bertelsmann Future Leaders Program - based on reviewing your curriculum vitae, a position-based selection test, a first round of interviews, and an assessment day. Following from your declaration of consent pursuant to Section 26(2) of the German Federal Data Protection Act (BDSG new), selected representatives of other group alliance members will take part in the staffing decision and interviews. Based on Article 49(1) a of the General Data Protection Regulation (GDPR), your personal data will be transmitted to recipients in third countries (non-EU member states).

EMAIL MARKETING SOLUTIONS

TARGET MAILING

Whether students, young professionals or high school graduates: With the UNICUM target mailing, you can specifically address the user segment that perfectly matches your campaign goal.

Targeting and filtering options

- Career status (e.g. pupils, students, young professionals)
- Fields of study (e.g. technology, computer science & business)
- Gender
- Region





OUR SUCCESS STORIES



“The cooperation with UNICUM is really good. Great presentation of the company profile - also from an employer branding point of view - as well as very competent contact persons who always helped us quickly. The visual presentation is also very appealing and the maintenance of the content is simple and user-friendly. We also find the approach to applicants, especially students, very positive.

Many thanks for that! We look forward to continuing our great cooperation!”

- Julia Voigt, HR Manager -

REMONDIS®
IM AUFTRAG DER ZUKUNFT

“We are very satisfied with UNICUM as a partner in the field of university marketing and employer branding.

The diverse possibilities to reach and address our target groups directly help us to realise our own goals.

As a customer, we particularly appreciate the uncomplicated and professional support from the service team.

We look forward to continuing our great cooperation!”

- Daniel Pearce, HR Manager -

UNICUM Digital GmbH

Luisenstraße 6
44787 Bochum (Germany)

Jasmin Lüchtemeier

Digital Media Consultant
✉ luechtemeier@unicum.com
📞 +49 234 / 961 51 46

Julia Hausmann

Cooperations & Marketing Manager
✉ hausmann@unicum.com
📞 +49 234 / 961 51 37

Fabian Brock

Digital Media Consultant
✉ brock@unicum.com
📞 +49 234 / 961 51 64

