

UEA

Clearing Campaign 2025

Pre-Results Day

Awareness

Breeze through
CLEARING
to shape
your future

Explore what's possible
at a Top 25 UK University

 **Search**
UEA clearing

 **University of
East Anglia**

OOH
Motion

Breeze through CLEARING message will be persistent throughout the animation to reduce cognitive load and reduce road-side distractions.

**Breeze through
CLEARING
with a Top 25
UK University**

UEA University of
East Anglia

**Breeze through
CLEARING
with outstanding
courses**

UEA University of
East Anglia

**Breeze through
CLEARING
to shape
your future**

UEA University of
East Anglia

**Breeze through
CLEARING
with UEA**

Explore what's possible
at a Top 25 UK University

@ Search
UEA clearing

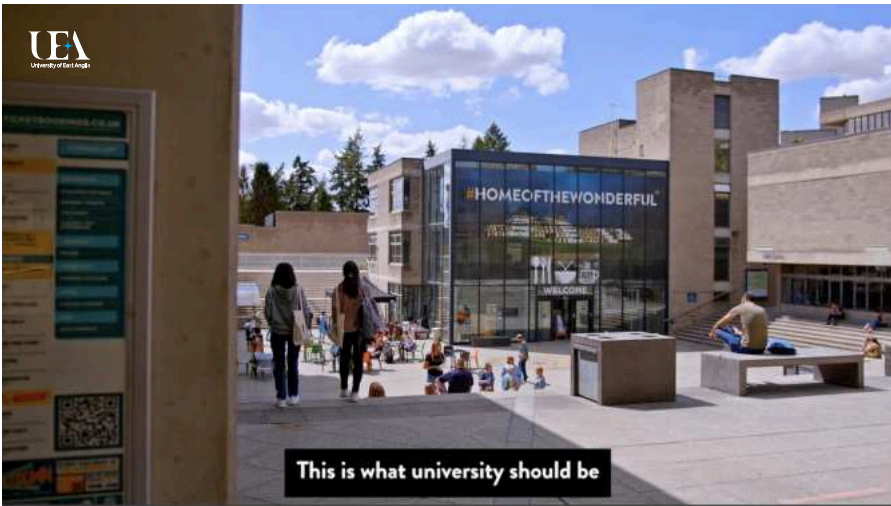
UEA University of
East Anglia

YouTube

15 second bumper from Masterbrand Film



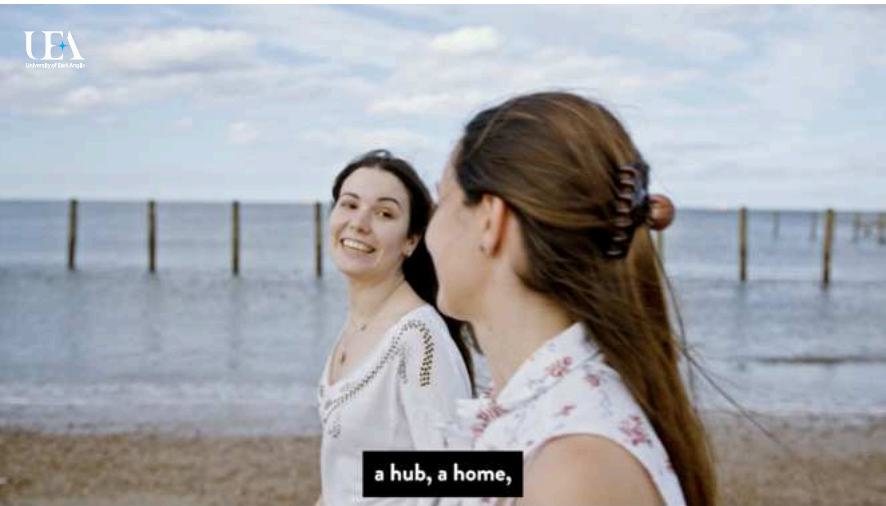
Opening screen



VO: this is what university should be



VO: in this place



VO: a hub, a home,



VO: with a vibe that's our own.



VO: Iconic architecture



VO: in acres of beautiful parkland.



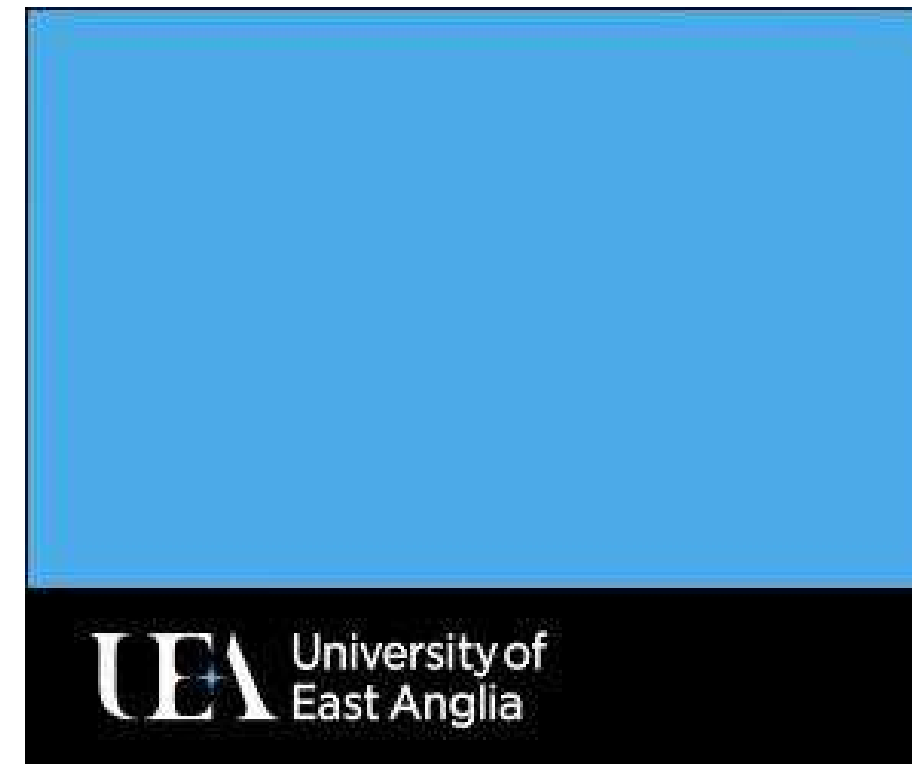
VO: And when you're here, you'll feel the unique mix.



End frame cuts in with logo and CTA.

Display

Gif animation



Breeze through
CLEARING
with a Top 25
UK University

UEA University of
East Anglia

Breeze through
CLEARING
with outstanding
courses

UEA University of
East Anglia

Breeze through
CLEARING
to shape
your future


UEA University of
East Anglia

Breeze through
CLEARING
with UEA


➔ Explore our courses

UEA University of
East Anglia


Breeze through CLEARING
with a Top 25 UK University


University of East Anglia

Breeze through CLEARING
with outstanding courses



University of East Anglia

Breeze through CLEARING
to shape your future


University of East Anglia

Breeze through
CLEARING with UEA

[➔ Explore
our courses](#)


University of East Anglia

Display
Skyscraper



**Breeze
through
CLEARING
with a Top
25 UK
University**



**Breeze
through
CLEARING
with out-
standing
courses**



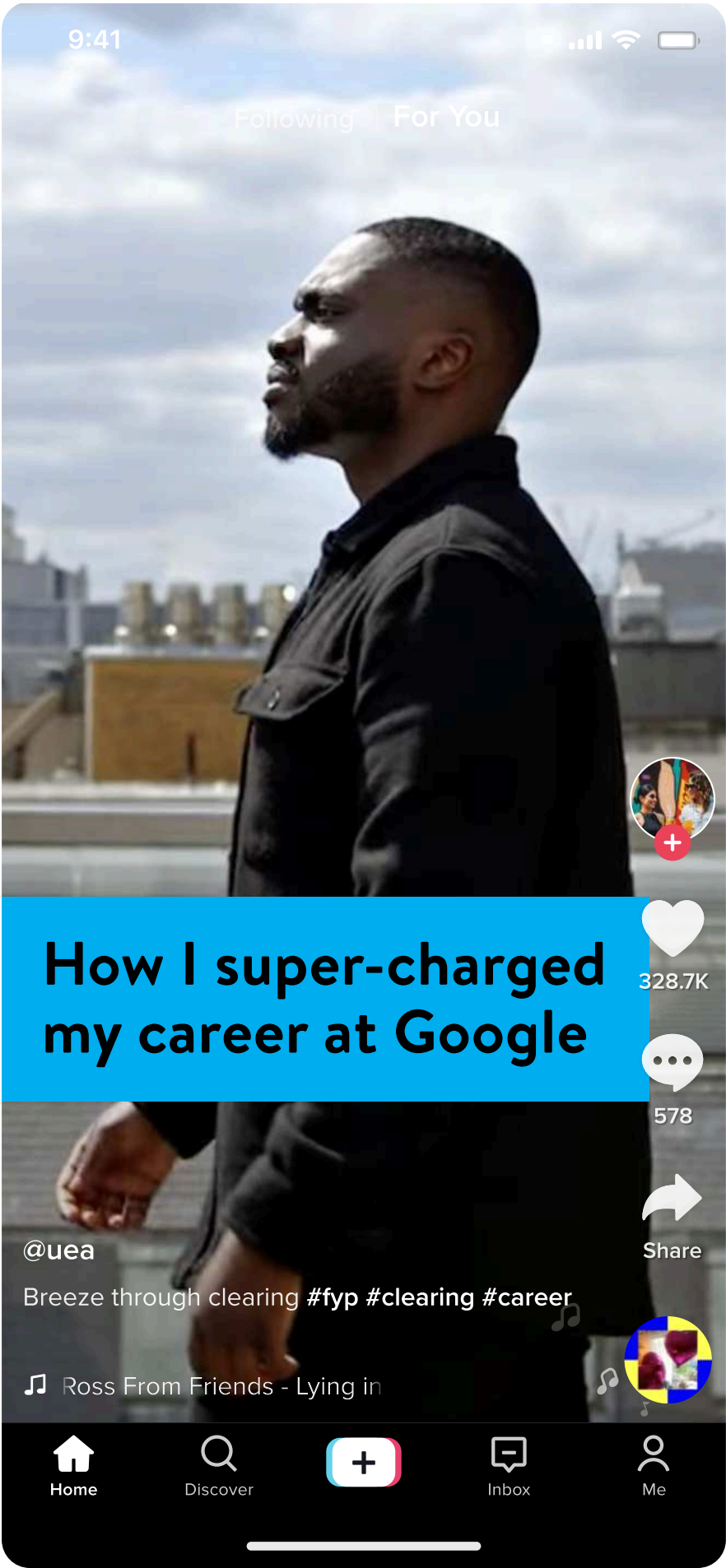
**Breeze
through
CLEARING
to shape
your
future**



**Breeze
through
CLEARING
with UEA**
[➔ Explore
our courses](#)

Tik Tok / Snapchat Employability Stories

Repurposing existing
content



Paid Meta

Employability quote

These examples are placeholders.

We will use a genuine student quotes alongside real student imagery



University of East Anglia

Sponsored • 



Outstanding courses. Brilliant career support. All at a Top 25 UK University. Here's why students picked UEA through Clearing.

“

Computer Science with a year in industry super-charged my career.

Tomiwa – Software Engineer, Google



UEA

University of East Anglia

CLEARING

UEA.AC.UK

Breeze through Clearing

Explore our courses

Explore

359

20 Comments

8 Shares

Like

Comment

Share

Paid Meta Animated

Breeze through CLEARING
with a Top 25 UK University

Breeze through CLEARING
to award-winning teaching

Breeze through CLEARING
to an exciting future

Explore what's possible at UEA



University of East Anglia

Sponsored • 



Ready to explore what's possible? Breeze through Clearing with a Top 25 UK University to shape a future that excites you.

Breeze through

CLEARING



University of
East Anglia

UEA.AC.UK

Breeze through Clearing

Explore our courses

Explore

359

20 Comments 8 Shares

 Like

 Comment

 Share

Reddit promoted
Animated



University of East Anglia

Promoted

Breeze through Clearing with a UK Top 25 University. We've got outstanding courses, brilliant career support, and lots of career opportunities.

Breeze through

CLEARING



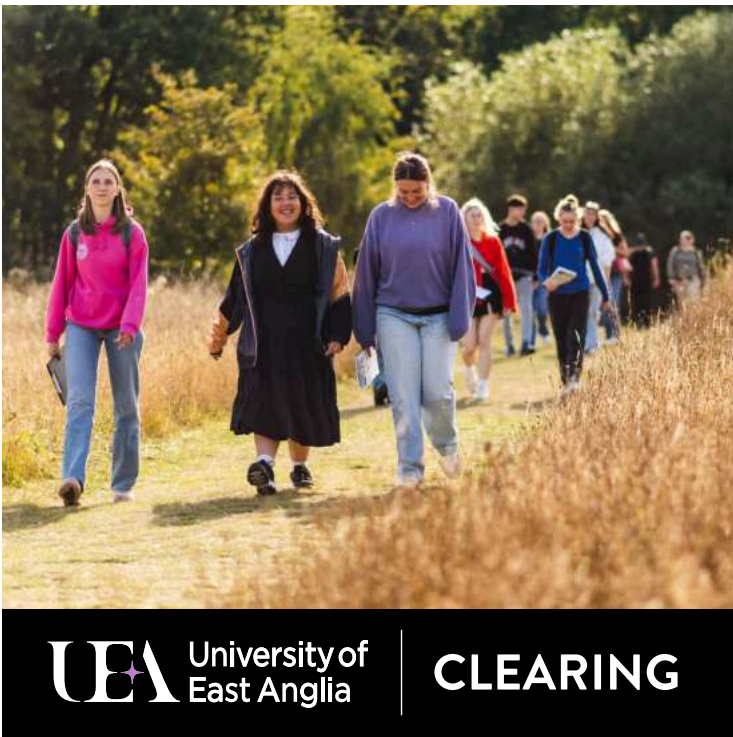
UEA.AC.UK

Explore more

Google P-max

1200 x 1200

We will also supply the brand film in landscape, square and portrait as our P-Max videos



Google P-max

1200 x 628

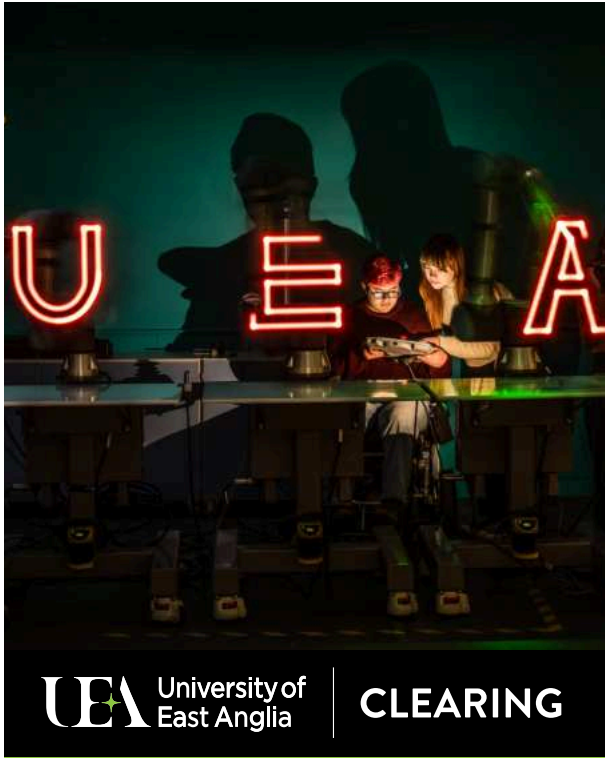
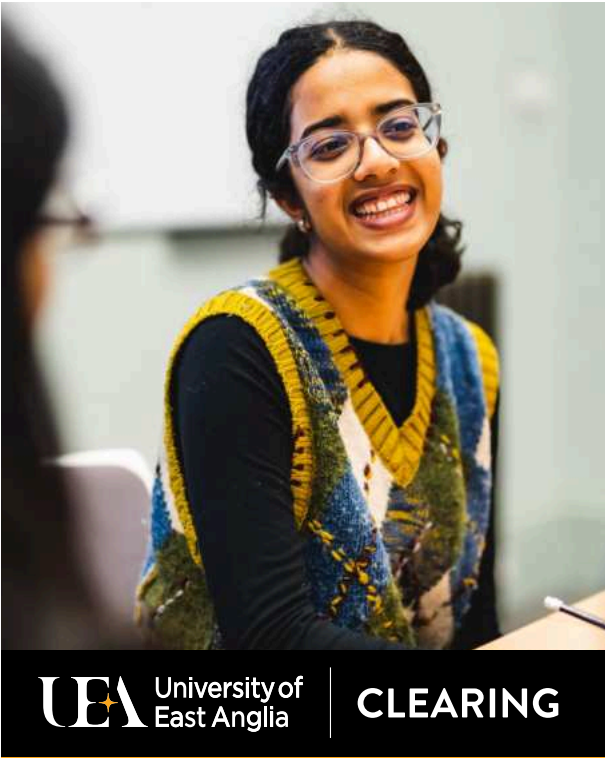
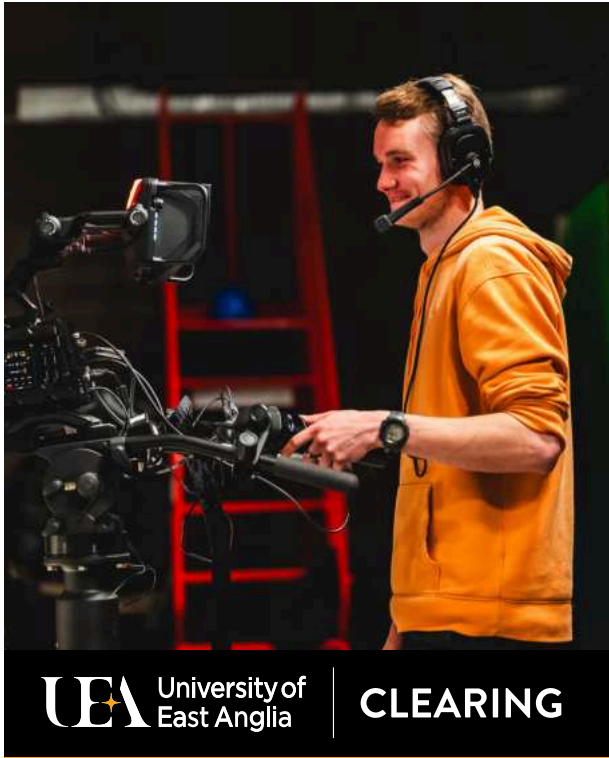
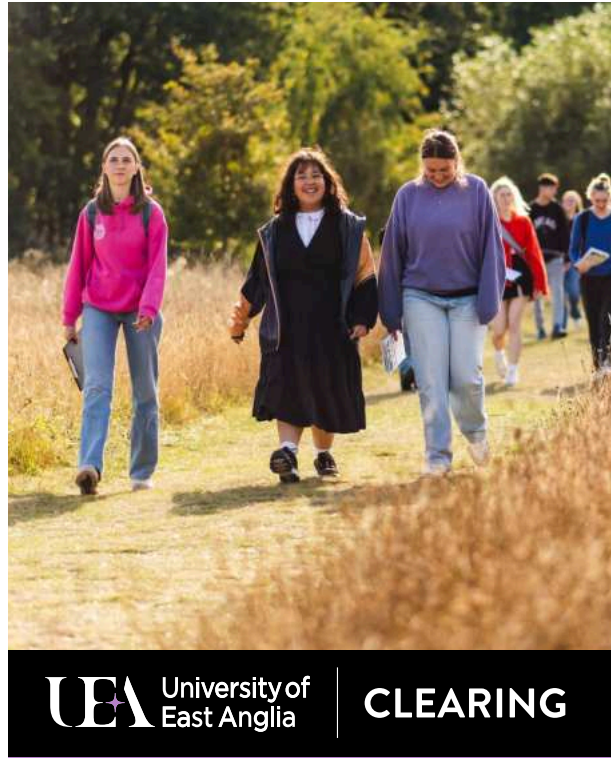
We will also supply the brand film in landscape, square and portrait as our P-Max videos



Google P-max

960 x 1200

We will also supply the brand film in landscape, square and portrait as our P-Max videos



Google P-max

Logo assets

We will also supply the brand film in landscape, square and portrait as our P-Max videos



1200x1200



1200x300

ITV X
Pause ad - variant one

QR code can
be added if
it's called for

Breeze through
CLEARING
with a Top 25
UK University

🔍 Search UEA clearing



UEA University of
East Anglia



ITV X
Pause ad - variant two

QR code can
be added if
it's called for

Breeze through
CLEARING
with a Top 25
UK University

 **Search UEA clearing**



 **University of
East Anglia**

ITV X
Pause ad - variant three

QR code can
be added if
it's called for

Breeze through
CLEARING
with a Top 25
UK University

 **Search UEA clearing**



 **University of
East Anglia**

ITV X
Pause ad - variant four

QR code can
be added if
it's called for

Breeze through
CLEARING
with a Top 25
UK University

 **Search UEA clearing**



 **University of
East Anglia**



