

## Introducing National Student Money Week 2019

### Money Lab: Breaking Bad Money Habits

NASMA's, National Student Money Week 2019 (NSMW19) will be held between 4th-8th February 2019, and the theme this year is '**Breaking Bad Money Habits**'.

To support universities and FE colleges in delivering an effective, engaging campaign, NASMA is being supported by Blackbullion to power NSMW19 and deliver 'Money Lab': a ready-to-execute experiential campaign containing digital and physical resources.

### What is Money Lab?

At the heart of Money Lab is 'The Periodic Table of Savings', designed to help students understand the impact simple habit changes have on their finances.

Money Lab also includes practical, engaging marketing collateral to help you build an exciting campaign that attracts students and involves them in the conversation.

### Campaign Support Options

- **Digi Money Lab:** A free digital copy of the 2019 NSMW campaign, available to all NASMA members - **FREE of charge**
- **Full Money Lab:** A full campaign marketing box including digital & physical assets and merchandise for purchase\* - **£333.33 (+VAT)**

*\*If your institution is a Blackbullion Plus Partner you will receive the Money Lab campaign box at no extra cost as part of your agreed service with Blackbullion.*

To claim your free digital version of Money Lab, or pre-order your Full Money Lab campaign box, [please fill out this simple form](#).

## Support Option Breakdown

### Digi Money Lab - Free

A ready to execute digital campaign with the option of printing:

- **Campaign Guide Book:** A five-day marketing plan for NSMW19, including social media cheat-sheet, artwork, and guidance to help you execute online, or in person
- **Email Communications Plan:** A ready-to-use email communications plan to engage students with NSMW19 before and during the campaign (includes full email copy)
- **Periodic Table of Savings:** An A6 booklet packed with simple, actionable money hacks to encourage students to break their bad money habits
- **A3 Promotional Posters:** A print-ready digital poster to promote Money Lab - Breaking Bad Money Habits on campus
- **Money Hack Flyers:** Digital price comparison fact sheets to support students in quitting bad habits, tackling three different issues

**Full Money Lab - £333.33 + VAT** (A shipping fee of £30 will be added to the final amount.)

A full experiential campaign delivered to your campus containing digital assets, physical materials and merchandise to help you deliver an exciting, impactful NSMW:

- **Campaign Guide Book:** Printed five-day marketing plan for NSMW19, including social media cheat-sheet, artwork, and guidance to help you execute online, or in person (includes digital copy)
- **Email Communications Plan:** A ready-to-use email communications plan to engage students with NSMW19 before and during the campaign (includes full email copy)
- **Periodic Table of Savings:** Printed A6 booklets packed with simple, actionable money hacks to encourage students to break their bad money habits (includes digital copy)
- **A3 Promotional Posters:** Printed posters to promote Money Lab - Breaking Bad Money Habits on campus (includes digital copy)
- **Money Hack Flyers:** Printed price comparison fact sheets to support students in quitting bad habits, tackling three different issues (includes digital copies)
- **Roller Banner:** Branded Money Lab banner
- **Limited Edition Piggy Banks:** Special NSMW 2019 editions of the famous Blackbullion Piggy Bank
- **Staff Lab Coat:** Eye-catching branded lab coat for staff use throughout the campaign
- **Branded Chocolates:** Individually wrapped branded milk chocolates to help dress up your stall

### Blackbullion Plus Partner - Full Money Lab + Digital Bootcamp

As part of our service level agreement, all Blackbullion Plus partners receive all of the above, plus an exclusive digital learning Bootcamp.

The Money Lab Bootcamp takes students on a journey to help them reduce their spending on essentials, decrease their impulse spending and build positive financial behaviours!

|                                    | <b>Digi Money Lab (Free)</b> | <b>Full Money Lab (£333.33 + VAT)</b> | <b>Blackbullion Plus Partners</b> |
|------------------------------------|------------------------------|---------------------------------------|-----------------------------------|
| Campaign Guide Book                | Digital                      | Digital & Print                       | Digital & Print                   |
| Email Communications Plan          | Digital                      | Digital                               | Digital                           |
| A3 Promotional Poster              | Digital                      | Digital & Print                       | Digital & Print                   |
| Periodic Table of Savings Booklet  | Digital                      | Digital & Print                       | Digital & Print                   |
| A6 Bad Habits Postcards            | Digital                      | Digital & Print                       | Digital & Print                   |
| Roller Banner                      | X                            | ✓                                     | ✓                                 |
| Branded Lab Coat (Staff)           | X                            | ✓                                     | ✓                                 |
| Branded Chocolates                 | X                            | ✓                                     | ✓                                 |
| Limited Edition Branded Piggy Bank | X                            | ✓                                     | ✓                                 |
| Digital Bootcamp                   | X                            | X                                     | ✓                                 |

## Get Started

### Ready to take part in National Student Money Week 2019?

To claim your free digital version of Money Lab, or pre-order your Full Money Lab campaign box, [please fill out this simple form](#) (universities and FE colleges, paying on invoice will need a valid PO number at the point of order).

*All campaign box orders **must** be placed by the 17th of Dec 2018, 12:00 noon.*

For any questions please check out our [FAQs](#), or for terms and conditions click [here](#).