



NeedToLive.





WHO WE ARE AND WHAT WE DO?

MyNeedToLive is set up to support students throughout their journey in education. It is a safe place to gather impartial information, advice and guidance on a wide variety of subjects and offers answers to questions many students face. With information on careers and enterprise, education, finance, lifestyle and well-being.

TheNeedToLive is a new and exciting e-commerce platform which aims to encompass everything a young person may need from discounts to products and bundles. Rather than students having multiple places/websites to go to for each aspect.

OUR PURPOSE

To support young people to become the best version of themselves by enhancing their lives from when they leave school. Offering a unique support platform that gives young people a voice about what matters to them, the problems they encounter and what young people really want.

We want to provide young people with relevant resources, products and bundles to help them during their journey through life. A platform that allows young people to purchase these goods with their current financial situations.

To create new opportunities, events and workshops to invest back into these young people's lives to create a stronger community for businesses.

OUR ETHICS

MyNeedToLive is purpose before profit led, our priority as a business must be to support and enrich young people lives through their journey of life. Enrich young people's lives by listening to what they need, require and want. Giving young people a voice through our platform.

TheNeedToLive is built on trust and honesty; to ourselves, young people and other businesses. Investing a percentage of our profits back into young people, investing in educational institutes, events and workshops that will benefit young people's lives. We promote a transparent business model.

We are compliant and operate under strict policies around data and privacy



YOUNG PEOPLE

What do young people want?

Young people don't believe in a single choice, from sex, gender and wider interests. The idea that no one can truly be right, meaning young people are open to any idea, and thought as a concept.

Social responsibility and environmentally friendly is an important impact on purchasing decisions, as well as brands authenticity, transparency, the value of trust and their peers influence towards a brand.

75% of all young people consider it important that brands they use give back to society instead of just making a profit.

BRAND OPPORTUNITIES

Support young people and link your brand with MyNeedToLive, helping more young people find the support they require during their journey through life.

Brand opportunities start from £50 and allow you to promote your logo on our platform that are tailored to your brand. Choose which aspect you'd want to aid, to link your support and business to our vast young person market.

The following pages present a selection of exciting opportunities to link your brand with our engaging audience.





PARTNERSHIP

We have a range of different partnerships with our platform, depending on your business and the result you require.

Partnership requires an exclusive discount or a range of offers that will appeal, benefit and improve young people's lives.

A shared interest in supporting young people, helping us reach and promote our platform to a wider audience and creating unique content that helps, support and fits with our ethics.

boohoo

tastecard

Microsoft

Disneyland
PARIS

EVERYDAY ROLE MODELS

Reaching new audiences and increasing engagement with a personal presence. Our ERM's are NTL Global social influencers, creating new content for the MyNeedToLive platform with an audience reach of over 240,000.

Have your products or business promoted with a range of Everyday Role Model services, including honest and real articles, reviews and promotions to build brand awareness. Link your brand to one or more of our 6 categories from, wellbeing, career, finance, education, lifestyle and enterprise and increase engagement to selected audiences.

How will an ERM promote my business?

Our ERMs create real content, on their beliefs, values and their experiences. This increases the impact of their articles to young people, creating honest and trustworthy content.

Our ERMs can experience your product or businesses, share their views on what your businesses does or what you are trying to achieve. Written in a professional article and shared to young people.

What is the result?

An insight from young people based on the article. This will build brand loyalty and trust with young generations. It will increase engagement, by producing real content that will be promoted and shared on different communication channels and platforms.



EMAIL

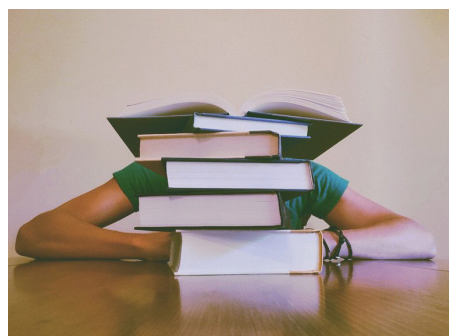
We have over 20,000 active members with TheNeedToLive engaging in our newsletter and communication. From as little as £50 per 1,000 emails sent to our receptive audience.

BUNDLES

NTL Global offer a selection of bundles depending on your needs, requirements and budget to reach young people and varied platforms to maximise reach and engagement.

PLATINUM	GOLD	SILVER
EMAIL 20,000 ACCOUNTS	EMAIL 5,000 ACCOUNTS	EMAIL 1,000 ACCOUNTS
CAMPAIGN	CAMPAIGN	CAMPAIGN
LARGE BANNER	MEDIUM BANNER	SMALL BANNER
3 ERM'S PROMOTING	ERM PROMOTING	ERM PROMOTING
ERM BLOG	INCLUDED IN ERM NEWSLETTER	ADVERT ON SOCIAL MEDIA
INCLUDED IN ERM MAGAZINE	ADVERT ON SOCIAL MEDIA	
ADVERT ON SOCIAL MEDIA		

The Bundles above are repeat every other week during the month package.





WHAT IS THE ROI?

Have your business promoted with the purpose and ethics to support young people, being an early adopter in a new and unique platform that supports and invests back into young people.

Creating brand loyalty with young people who learn and share our articles, link your brand with their values and building a relationship with a new generation.

Create a new relationship between your business and NTL Global, promoting your support on our platforms, to young people in different stages in life, our local businesses and to our national partnerships through our different communication channels.

NeedToLive platform demographic

18- 24 years of age	20%
25- 34 years of age	45%
35- 44 years of age	20%
45- 54 years of age	15%

Male	32.3%
Female	67.7%

With over 2,000 users
With over 7,000 page views
And over 20,000 active accounts

