



hue[®]
MARCOM

BridgePacks

Designed to engage.
Built to convert.

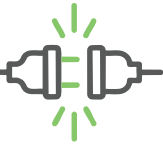
Expanding **Reach** Elevating **Brand Impact** Enabling **Enrolment**



Empowering universities to reach prospective students personally, creatively, and at scale for stronger engagement and better results.



Turning Communication into Connection



Hue BridgePacks act as personal touchpoints between your admissions team and future students, combining smart design, sustainable materials, and emotional storytelling.



Inquiry | Engagement Pack




Make the first **hello** memorable.

A creative introduction that sparks curiosity and builds genuine interest in your university.

Can Include:

- Intro letter or note from admissions
- Branded sticker set or bookmark
- Mini brochure or course card
- Optional mini merch item
- QR postcard (virtual tour or apply link)

Slim, sustainable, and designed for easy global dispatch. Creates an early emotional connect and drives inquiry-to-application conversions.



Offer | Letter Kit



Turn every **offer** into an experience.

Transforms a routine acceptance into a personal, memorable milestone for the student.

Can Include:

- Official offer letter (personalized)
- Program or scholarship flyer
- Dean's message or congratulatory card
- QR insert linking to enrolment portal
- University postcard or photo print

Delivered in a premium paper folder or sleeve. Adds emotional value to the offer, encouraging faster acceptance decisions.

Acceptance | Package



Celebrate their **'yes'** with
your **brand's** warmth.

Marks the beginning of their journey with pride, excitement, and belonging.


Can Include:

- Welcome letter from the university
- ID card holder or lanyard
- Campus life or orientation guide
- Student success stories or alumni message
- Branded stationery or keepsake

Presented in a sturdy, branded folder or mailer box. Reinforces the student's choice and deepens connection to your institution.

Pre-Departure | Pack



Make goodbyes feel **like** 
new beginnings.

Transforms a routine acceptance into a personal, memorable milestone for the student.

Can Include:

- Travel checklist or essentials guide
- University-branded luggage tag or passport sleeve
- Local SIM, adapter, or travel essentials (optional)
- Welcome message from international office
- QR insert for arrival support resources

Compact and lightweight for international dispatch. Builds excitement and confidence before departure.

Welcome | Kit




Welcome them  to your campus.

Creates a sense of belonging from day one with essentials that reflect your brand spirit.

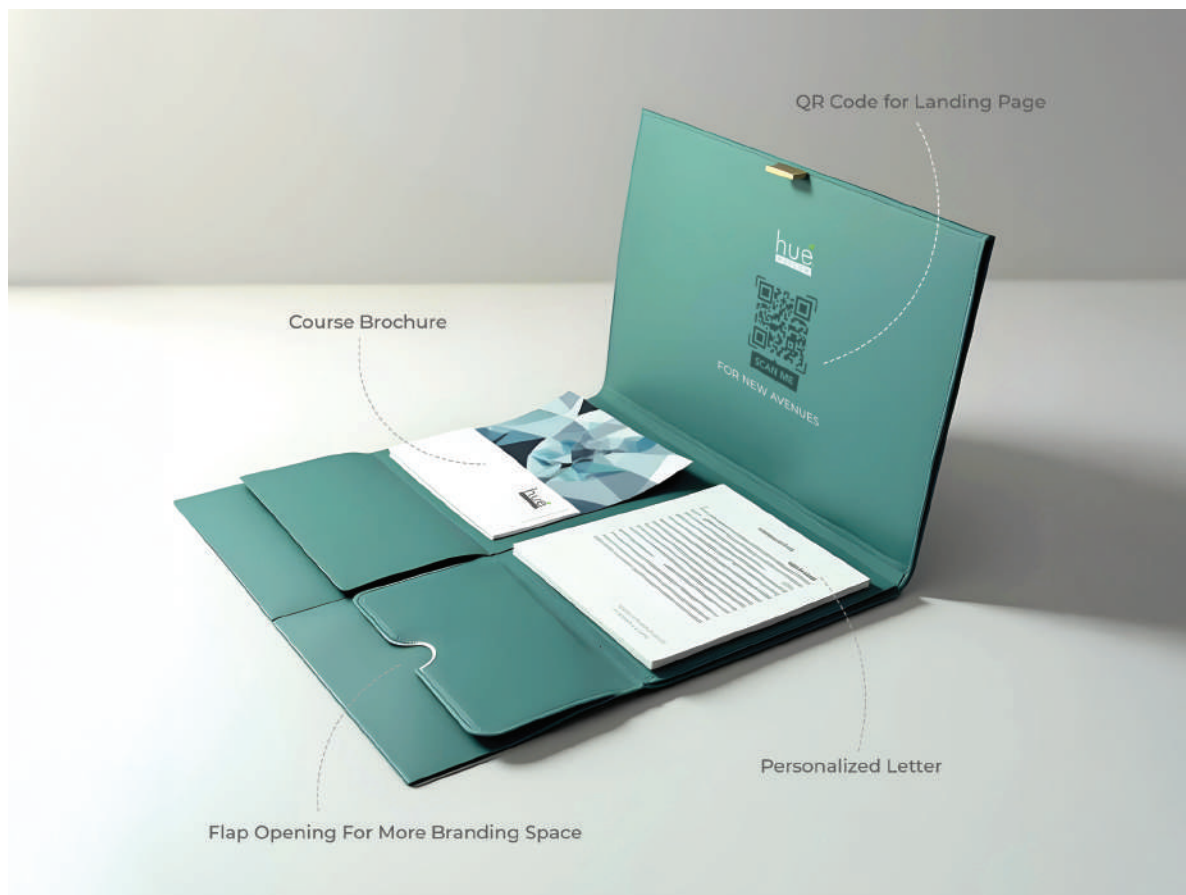
Can Include:

- Personalized welcome card
- University T-shirt or tote bag
- Campus map or orientation schedule
- Student ID holder or badge set
- Branded notebook or water bottle

Delivered at residence or orientation. Sets a warm tone for their university experience and strengthens community pride.



Re-Engagement | Mailer



Reconnect. **Reignite.** Re-enroll.

A thoughtful reminder for deferred or inactive applicants that their journey can still continue.

Can Include:

- Personalized note from admissions
- Updated course or intake brochure
- Alumni success story or testimonial card
- Incentive insert (fee waiver or fast-track link)
- QR postcard linking to re-apply page

Simple, eco-friendly format for easy mailing. Rekindles interest and boosts deferred student conversions.

How Hue Brings BridgePacks to Life

From design to doorstep, Hue manages every stage of your BridgePack journey - ensuring quality, consistency, and seamless execution at scale.



**Design &
Customization**



**Printing &
Production**



**Packaging &
Assembly**



**Global
Fulfilment**

Hue BridgePack Options & Indicative Costs:

Option	Description	Includes	Estimated Cost (Design + Production)
Option 1	Mini Intro Folder (2-panel slim folder)	Letter, flyer, university card	USD \$1.29 / pack
Option 2	Passport Kit (3-pocket folder with inserts)	Letter, brochure, info cards	USD \$1.99 / pack
Option 3	Creative Kit (includes stationery + welcome note)	Letter, pencils, postcard, mini merch	USD \$4.99 / pack
Option 4	Full Welcome Box (multi-item premium pack)	Brochure, merch items, lanyard, badge set, welcome card	USD \$8.99 / pack

All prices include design adaptation, production, and packaging. Shipping charged separately based on region and volume.

Project Timeline:

Stage	Duration
Design adaptation & digital sampling	1 week
Production & assembly	2 weeks
Global dispatch & delivery	1 week
Total turnaround:	4 weeks from final artwork approval

How Hue Adds **More Value** to Every BridgePack

Hue's value-added services minimize risk, maximize reach, and make every BridgePack experience smoother, smarter, and more engaging.

Address Verification First

We confirm each student's shipping details before dispatch. Avoids delivery failures, saving freight costs and ensuring timely joy.



Social Content Collection

With due permissions, we gather student selfies and unboxing videos post-delivery.

Boosts your brand's social presence with real, relatable moments.

Data Privacy Protocols

Student data stays confidential - protected by NDA and strict access.

Only your Key Account Managers handle it, ensuring trust and compliance.



Fully Customizable Packs

Every element - product, branding, budget - is tailored to you.

No templates, no constraints, just what your students will love.

We adhere meticulously to your brand guidelines - from logo placement to color palettes - so every pack reflects your brand identity with precision and pride.

Why Partner with Hue for BridgePacks

Proven Scale. Global Trust. Seamless Delivery.

15+ Years

of Purposeful
Marcom Excellence

550+

Universities Partnered
Globally

24+

Countries Served

3MN+

Print Items
Produced

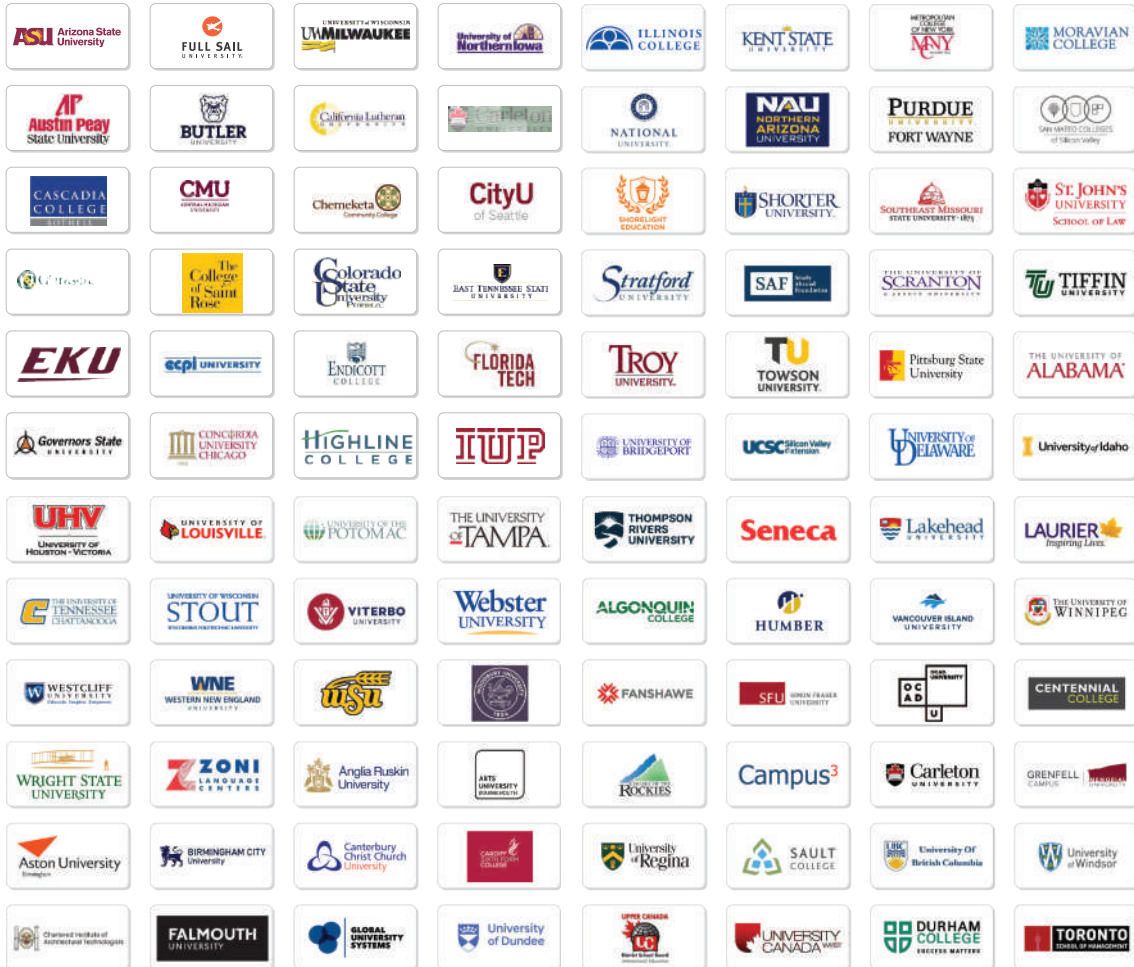
2.5MN+

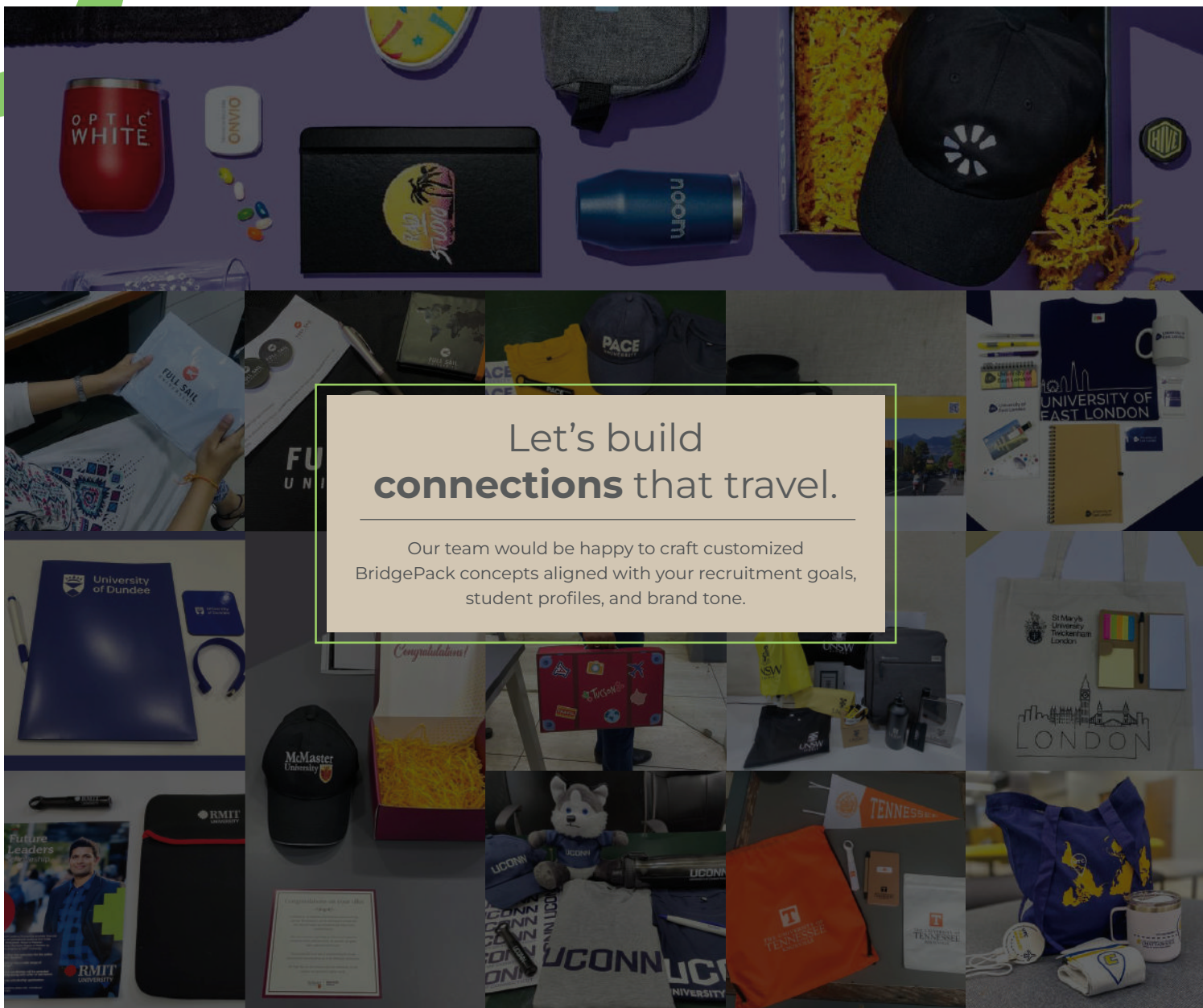
Merchandise
Developed

190+

Countries Shipped

Clientele





Let's build **connections** that travel.

Our team would be happy to craft customized BridgePack concepts aligned with your recruitment goals, student profiles, and brand tone.



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