



Case study by
StudentBeans



EE is one of the pioneers of the mobile space. Always ahead of the curve, it was the first mobile provider to launch 4G and 5G in the UK. 2019 was a big year for the mobile brand when it came to connecting with the youth market, with a tech partnership for Glastonbury 2019 lined up. In May 2019, EE took its Gen Z marketing strategy to new levels by partnering with Student Beans.

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University is a time where independence well and truly kicks off for students. Broadband and mobile might not have been categories in which Gen Z has spent before - but they're digital natives, so you can guarantee that they'll pay for these services for the rest of their lives. EE wanted to be the go-to broadband provider in student homes and the mobile provider keeping Gen Z connected. Student Beans could help them get there. As they launched their 5G offering, EE also set up their student discount program via Student Beans, offering students a 20% year-round discount - and that was just the start of the journey.

Challenge

- As the tech pioneer that brought 4G and 5G to the UK, EE had massive potential among digitally native students. It just needed to convince Gen Z to commit to investing in high value tech.

Solution

- At Student Beans, we used our research to pinpoint exactly when students spend on tech and mobile. We then worked with EE to deliver a Black Friday media campaign that spanned multiple platforms.

Result

- EE's Black Friday offer and promotion with Student Beans generated 310% more codes and 439% more orders than in the previous month.
- When Student Beans promoted EE's release of the iPhone 11 in September 2019, there was a 354% lift in codes issued and a 209% increase in orders.

Want to be students' go-to brand? Find out more about Student Beans' **Student Verification**, **Student Marketing**, and **Student Research** today.



Solution

At Student Beans, we found that tech and mobile is the category that draws in the second-highest student spend on Black Friday, and the third most popular type of student purchase. So as Black Friday rolled around in 2019, we wanted to make sure that EE were part of the picture.

By utilising our media and our reach, EE's vision of being students' mobile brand of choice was starting to manifest.

EE consulted with our team to decide which discounted products would appeal most to students during this time - and what types of promotion to use. With so many young people on the hunt for discounted tech, we decided that a campaign promoting multiple phone plans at a 20% student discount would add the most value.

Push notifications and promotion across the website and app provided a direct line to tech-savvy Gen Z consumers within our user base, and this was supercharged by a bespoke paid social campaign with our dedicated in-house team. Cyber Week can be an overwhelming time for students, but by helping EE to determine which media to use - and strategic dates and times within the Cyber Week to increase their media presence - we were able to tap into students' excitement.

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When capturing the attention of the student market, timing is everything. After 15 years Student Beans is highly attuned to the rhythm of when they spend - and how much. As well as working with EE on their comprehensive Black Friday student media campaign, Student Beans pinpointed another key shopping period for EE to make a first impression - just before Freshers. We worked with EE to promote a 20% student discount on the new iPhone 11 in September - a time when a lot of students are taking their first step into independence and on the lookout for a new phone. By utilising our media and our reach, EE's vision of being students' mobile brand of choice was starting to manifest.

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Result

By focusing on key events in the student calendar such as Black Friday, EE saw some amazing results after just 11 months of working with Student Beans. The promotion we ran around the iPhone 11 generated a 354% uplift in discount codes issued, with a 209% increase in orders from students during this time. By giving Gen Z the chance to secure the latest iPhone at a discounted price, EE shot to the front of students' minds - but it didn't stop there.

By partnering with Student Beans, EE has secured its spot as a tech pioneer in the Gen Z consciousness - and has earned itself a brand-new base of student customers.

During the Black Friday week sales, students requested 310% more EE discount codes than in October, and students made 439% more orders to EE in Cyber Week compared to the previous month. By partnering with Student Beans, EE has secured its spot as a tech pioneer in the Gen Z consciousness - and has earned itself a brand-new base of student customers.



month-on-month uplift in orders during Black Friday campaign.



month-on-month uplift in codes as a result of iPhone 11 release campaign.

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