

StudentBeans

UK CASE STUDY PACK

Learn how we create our success stories



Introduction

At Student Beans, we've worked with a vast spectrum of brands, introducing them to our student network and converting students into lifelong customers. We know that every brand - like every student - is different.

Perhaps, like & Other Stories, you're looking to build awareness during Freshers Week to keep students coming back all year-round. Or maybe your brand is well-known among Millennials, and - like Lookfantastic - you've set your sights on a whole new generation. You could be seeking to become the go-to student brand within your sector, just as EE was when they launched their student program with Student Beans back in 2019. Or, like Alton Towers & Thorpe Park, you might be a brand that students have grown up with - and now you face the challenge of convincing them to spend their own money with you.

Within this pack, you'll find examples of our success stories. They're all quite different - we believe that there is no one-size-fits-all approach to engaging with Gen Z. But they all started in the same way - with a conversation. So if you're inspired by our work with & Other Stories, Lookfantastic, EE, and Alton Towers & Thorpe Park, get in touch.





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& Other Stories

Collaboration is in & Other Stories' DNA. The H&M-owned fashion brand has designers working in Stockholm, Paris and LA, and high-quality collections from all three are sold alongside one another, emulating the way in which their demographic mix and match their wardrobes.

& Other Stories faced the challenge of convincing students to make long-term investments in their wardrobes. Out of this, their collaboration with Student Beans was born.

Back in 2018, & Other Stories wanted to reach all women with "a heart for fashion". After their popularity soared among young professionals, they set their sights on a demographic soon to graduate into the working world - students.

As a design-focused brand with a strong emphasis on lasting quality, & Other Stories faced the challenge of convincing students to make long-term investments in their wardrobes. Out of this, their collaboration with Student Beans was born.

Solution

With over a decade of experience connecting fashion brands to students - and with a bright history working with sister H&M brand, Monki - Student Beans was the perfect collaborator for & Other Stories.

Challenge

- In 2018, & Other Stories set their sights on a new generation of fashion-forward consumers. They wanted to reach the student market and welcome tomorrow's customers today.

Solution

- With Student Beans, & Other Stories delivered a year-round, stackable student discount of 10% - plus a concentrated Freshers 2019 campaign to propel them into students' minds and wardrobes.

Result

- At the end of Freshers 2019, & Other Stories' profits increased by 82% from the previous month, while discount codes issued grew by 130%.
- A stackable student offer on 19 April saw & Other Stories' revenue skyrocket by 299.9%.

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



& Other Stories launched a 10% year-round student discount online and instore. We seamlessly integrated our secure student verification technology into & Other Stories' footer and displayed their discount year-round on StudentBeans.com, to reach students however and wherever they chose to shop. Once we got everything up and running, we gave & Other Stories the flexibility to boost their discounts as and when it suited them - and they quickly learned that stackable discounts worked best for them.

We propelled & Other Stories before our extensive student user base, putting them on their minds - and in their wardrobes.

& Other Stories wanted to make a first impression on their customers of tomorrow - and the best first impressions are made during Freshers week. With students across the country arriving at uni ready to define their styles and spending habits - with their first loan drop fresh in their bank accounts - it's a crucial window of opportunity.

Student Beans collaborated with & Other Stories to deliver a showstopping Freshers campaign in 2019. Through tactically-timed media placements across the Student Beans website and newsletter, we propelled & Other Stories before our extensive student user base, putting them on their minds - and in their wardrobes. All of this was underpinned by a strategic tile in our seasonal Freshers Hub: the one-stop-shop for 2019's incoming students.

Result

During the campaign we ran with them during Freshers 2019, & Other Stories saw a 130% increase in codes issued compared to the previous month, with profits increasing by 82%. & Other Stories made a strong first impression during the most important month of the student calendar - and using Student Beans' technology and reach to offer stackable discounts throughout the year, they skyrocketed to the top of fashion-conscious students' minds. Their most recent stackable offer with us - 20% off dresses plus 10% student discount and exclusive student pre-access - saw their revenue quadruple overnight. With Student Beans, & Other Stories were able to secure a loyal customer base that will continue to buy from them until graduation and beyond.

4x

growth in revenue from running exclusive student deal on 19 April.

82%

uplift in profit compared to previous month.

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LOOKFANTASTIC

Lookfantastic was one of the first online beauty stores in the UK when it was founded in 1996. Fast forward two decades: they had built a global consumer base, joined The Hut Group, and were reaping the benefits of year-on-year growth. By 2018, they were ready to take on the student market. Lookfantastic had all the key ingredients to align with Gen Z: a strong portfolio of ethical beauty brands, a seamless website experience, and a desire to empower men and women alike.

By giving students the chance to buy luxury items for an increased discount, Lookfantastic inspired a whole new demographic to try products at the high end of their price range

At Student Beans, we know that Gen Z loves beauty - they are responsible for transforming the sector as we know it, having pioneered a more inclusive, ethical and experimental approach to makeup and skincare. For students considering luxury items, exclusive discounts can sometimes be the difference between a purchase and an abandoned basket. Lookfantastic recognised the value of engaging this next generation - and they started working with Student Beans to do just that.

Challenge

- As a luxury beauty marketplace already well-established among Millennials, Lookfantastic wanted to make a splash in a whole new demographic - Gen Z.

Solution

- Student Beans boosted Lookfantastic's year-round discount by 5% over the Easter Bank Holiday weekend, giving students 20% off in total.
- We made certain the offer was at the front of students' minds with push notifications and other strategic media.

Result

- Students jumped on the limited time offer - there was a 105% increase in codes on day one of the sale.
- Revenue on that first day shot up by 200% as students treated themselves to higher order values.

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Solution

Student Beans kicked off Lookfantastic's student discount in style by implementing a boosted offer of 20%, before settling into a standard year-round discount of 15%. Our dedicated account management team consulted with Lookfantastic to figure out the best time to engage with the 18-24 year old demographic. We know from 15 years of marketing to students that boosting offers at key points throughout the year is key to keeping students engaged.

Lookfantastic had all the key ingredients to align with Gen Z: a strong portfolio of ethical beauty brands, a seamless website experience, and a desire to empower men and women alike.

Together, Lookfantastic and Student Beans decided on the Easter bank holiday weekend. By boosting at this time, they could engage with students heading into exam season and looking for a pick-me-up. Account management worked with Lookfantastic to boost their standard offer to 20% for the Easter weekend - knowing that Gen Z respond well to limited time offers.

More than any generation before them, Gen Z has found ways to live their lives more efficiently using apps. This includes everything from dating and socialising to entertainment - and we know that app-based shopping is the preferred method for a lot of our student users. In order to make sure news of the discount was reaching our student user base when and where it mattered, our team advised Lookfantastic to use push notifications - a great way to grab the attention of digitally-native Gen Z.

The approach was three-fold: a strong boost on Lookfantastic's existing discount, a well-timed offer and a strategic use of push notifications created exciting results for the Easter Bank Holiday and beyond. Young consumers will purchase refills of the right beauty product again and again - the strategic Easter offer convinced them to click "buy", and Lookfantastic's year-round 15% discount with Student Beans is the perfect incentive to keep them coming back.

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Result

Results started to show for Lookfantastic from the very first day of the Easter weekend, when codes issued to students increased by 105%. By the end of the sale, the number of codes released had increased by 96% compared to the previous weekend.

The real excitement came from the increase in revenue from students - the boosted discount and limited time offer created a sense of urgency, and Lookfantastic's revenue from students skyrocketed by 200% on the first day of the sale. The push notifications were instrumental in driving up revenue for this sale period - compared to the previous weekend, when there was no media running, revenue spiked upwards by 61%.

When young people discover beauty products that work for them, they have the potential to become lifelong customers of a brand. By giving students the chance to buy luxury items for an increased discount, Lookfantastic inspired a whole new demographic to try products at the high end of their price range. And their 15% year-round offer incentivised them to keep coming back. With Student Beans, Lookfantastic was able to tap into the student demographic, and secure repeat purchases for years to come.



more codes issued on the first day of Easter Weekend sale compared to previous day.



overnight revenue growth as a result of Easter Weekend boost.

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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.

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.

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.

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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.

Push notifications and promotion across the website and app provided a direct line to tech-savvy Gen Z consumers within our user base.

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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Theme parks have risen to be a stalwart of Gen Z entertainment. Contrary to stereotypes, today's students are less focused on drinking - real-life experiences with friends have become a viable alternative to binge culture. Gen Z are also constantly on the lookout for an escape from the digital world - our research shows that they're big fans of switching off in favour of a bricks-and-mortar space.

Theme parks are a stalwart of Gen Z entertainment. Today's students are less focused on drinking - and real-life experiences with friends have become a viable alternative to binge culture.

With prime locations in Staffordshire and Surrey close to several universities, Alton Towers and Thorpe Park have long recognised the value of young consumers. The challenge was to engage these Gen Z thrillseekers independently of the family day out, as students with their own purchasing power. The parks operate seasonally from March to October, meaning that Alton Towers and Thorpe Park needed to engage with students outside of typical events like Freshers and Black Friday. It was a challenge Student Beans was excited to take on.

Challenge

- With a history of welcoming Gen Z as a family attraction, Alton Towers & Thorpe Park wanted to target this demographic independently of their parents as they headed off to university.

Solution

- Student Beans recommended a tactical June offer of £20 tickets, to take Alton Towers & Thorpe Park's standard £25 student tickets to new heights.

Result

- The combination of a year-round student offer and a focused June discount pushed year-on-year revenue at Alton Towers up by 138%, with a 184% uplift at Thorpe Park.

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Solution

Student Beans advised the Merlin Group that June is an often-overlooked key time in the student calendar. Exams are over or drawing to a close, but young people are likely to still be on campus to soak up the first few weeks of summer with friends. It's also a time where students have a bit more income to play with - while it's still two months since the last loan drop of the academic year, it's unlikely that students will spend a huge amount on events and experiences in the build-up and duration of exams. By June, they're typically raring to get out and explore with uni friends before heading home for the summer.

June is an often-overlooked key time in the student calendar. Exams are over and drawing to a close, but young people are likely to still be on campus to soak up the first weeks of summer with friends.

Student Beans worked with Alton Towers and Thorpe Park to create a tactical offer for June, shaving £5 off their usual student ticket price. Limited time offers like this create urgency, and by retailing tickets at £20 for just one month, the parks were able to guarantee footfall exactly when they wanted it most. For the duration of June, Student Beans featured the offer front and centre of our site with a strategically placed tile.

Student Beans has spent many years bridging the gap between brands and students. Our integration product - Student Beans Connect - makes obtaining student discounts as seamless as possible for both parties.

By featuring their offer on Student Beans and integrating it directly into their own site, Alton Towers was able to tap into our extensive student reach and capture student browsers on their own website.

Alton Towers integrated Student Beans Connect, working with our team to make sure it went live in June when students were most likely to be looking. By featuring their offer on Student Beans and integrating it directly into their own site, Alton Towers was able to tap into our extensive student reach and capture student browsers on their own website.

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Result

June proved to be an exciting month at Alton Towers and Thorpe Park. Their £20 student offer was a hit, with Alton Towers welcoming in 68% more Gen Z thrillseekers compared to May. Student ticket sales at Thorpe Park reached meteoric heights, with 129% more students buying in June compared to May. This in turn created a 51% uplift in revenue at Alton Towers and a 106% revenue growth for Thorpe Park.

Both parks have now secured a student offer that works for them, and know the best time to boost their discount to bring more Gen Z thrillseekers through the park gates.

Together with their limited time offer in June, Alton Towers and Thorpe Park both have a long-term student offer of £25 per ticket. Since 2018, this offer has catapulted sales to new heights at both parks: year-on-year student ticket sales grew 187% at Alton Towers and 134% at Thorpe Park, with each park revenue growing by more than 100%. Both parks have now secured a student offer that works for them, and know the best time to boost their discount to bring more Gen Z thrillseekers through the park gates.

184%

student ticket revenue uplift at Thorpe Park after a year of working with Student Beans.

138%

student ticket revenue uplift at Alton Towers after a year of working with Student Beans.

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About Student Beans

StudentBeans

We bring together student verification technology, student marketing solutions, and student research to help brands better attract, convert, and retain more 18- to 24-year-old customers.

Student Verification

Our award-winning student verification technology enables brands to run their own gated student offer programs.

Student Marketing

Our market-leading student marketing solutions enable brands to reach and engage a global youth audience.

Student Research

Our unique access to students enables us to identify key trends and empower brands to better engage with Gen Z.



Our story

Student Beans was founded in 2005 in Birmingham, UK, by James and Michael Eder. As young university graduates themselves, the brothers saw a gap in the market for a digital student loyalty platform that would give students exclusive discounts on the brands they love, and connect retailers to this key consumer demographic.

Quickly becoming a part of everyday student life, Student Beans revolutionized the concept of the student ID for the digital age. We launched our award-winning verification technology, enabling brands to ensure their student discounts are only available to verified students. Today, we partner with thousands of the world's biggest brands across fashion, technology, food, entertainment, and more, and power a global network of students in over 100 countries.



@sbforbusiness



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