

## THE ICONIC

Ahead of the Christmas holidays, Australian Gen Z have a lot on their minds. It's a time to reinvent their style ahead of uni starting and revamp their wardrobes in time for summer. Enter THE ICONIC. The clothing giant wanted to beat the competition and dominate students' minds - and wardrobes - during the holidays. Over the Cyber Weekend, THE ICONIC boosted their student discount with Student Beans, giving students that exclusivity that convinces them to pile their digital baskets high. This, combined with a tactical email marketing campaign, put THE ICONIC on the map for fashion-conscious Gen Zs. Their number of codes issued soared to almost 200%, and they saw an 113% uplift in sales, too.

**193%**

uplift in codes

**113%**

uplift in sales

## GYMSHARK

After launching in Australia in 2017, Gymshark were looking to tap into a whole new generation at Christmas time. Student Beans worked with the athleisure brand to connect with Gen Z during Cyber Week. Knowing that Australian students place a strong emphasis on sports, we knew that many Gen Z would use the Christmas gifting season to get their hands on athleisure in time for uni. Our account management team worked with Gymshark to optimise their placement on studentbeans.com, maximising visibility for the Cyber Weekend. By making their student discount stackable with their Cyber Week offer, their sales among the student demographic skyrocketed.

**2295%**

uplift in codes issued

**3503%**

uplift in sales