

UK

OLIVER  
BONAS

benefit  
SAN FRANCISCO

Oliver Bonas wanted to engage with the next generation of style-conscious consumers - Gen Z. Student Beans advised that the festive season is a prime time to generate awareness. We worked swiftly with Oliver Bonas to create a strategic media package, reaching our extensive student user base via our newsletter and blog. This, combined with push notifications and homepage media, pushed Oliver Bonas' student revenue up by 189% compared to the week before, generating 355% more codes. To top it all off, our dedicated in-house paid social team was also able to work with Oliver Bonas to develop a campaign that worked for them.

Beauty brand Benefit Cosmetics set their sights on Gen Z in April 2019 - and working closely with Student Beans in the build-up to the festive season, they decided it was the perfect opportunity to make it onto students' gift lists. We ensured they were featured front and center on our homepage across the festive period, placing Benefit in front of the maximum number of student browsers. This was supported by a featured slot in our newsletter which went out to our extensive student database. Just days after they were featured, Benefit saw a huge uplift in codes generated, and their revenue grew to match, increasing 115% from the previous week.

189%

week-on-week uplift  
in revenue

190%

week-on-week uplift  
in codes generated

137%

year-on-year uplift  
in revenue

115%

week-on-week uplift  
in revenue