



*StudentBeans*

# Freshers 2021

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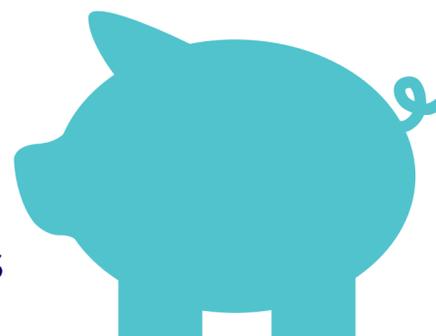
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# Youth Insights



## One third

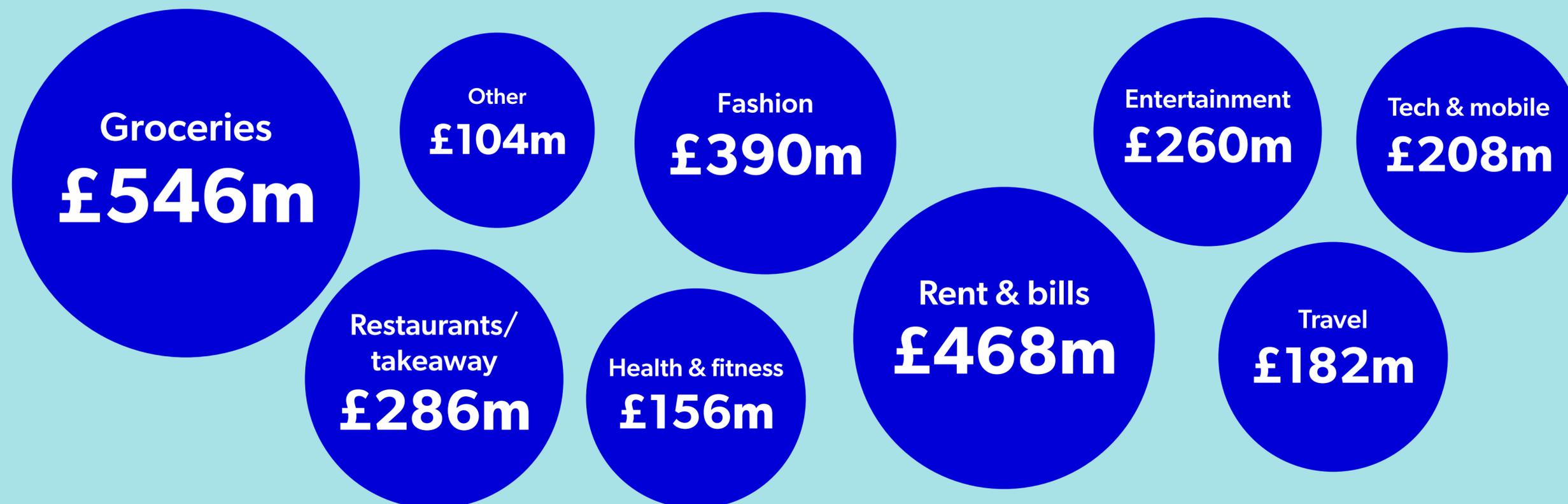
of a maintenance loan is received by a student for Freshers



## Up to £4,000

is received dependent on circumstances. The average value received is **£2,300**

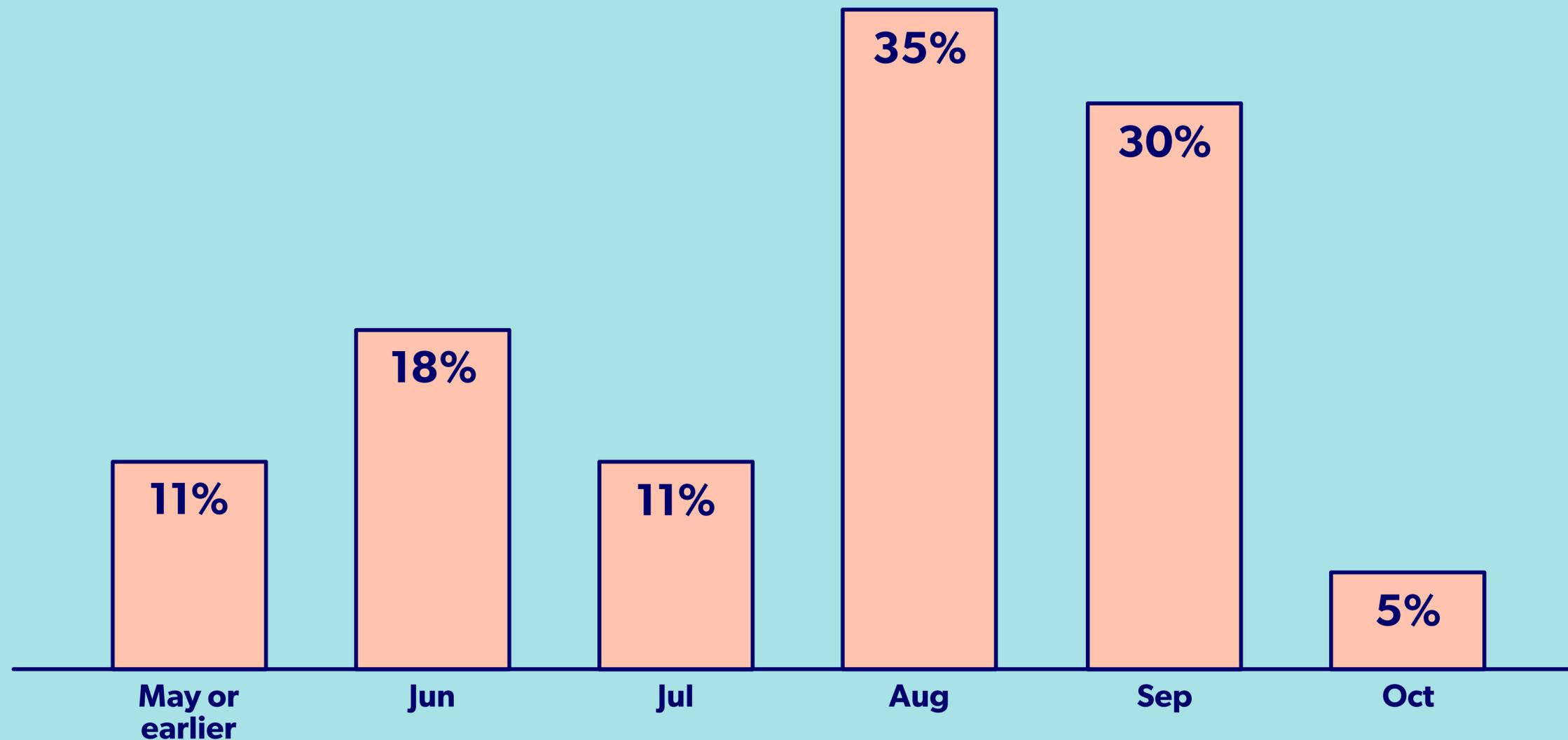
In total, this means the following amount would be spent on each of these sectors\*:



\*statistics provided by the National Retail Federation (NRF)

# When do students start shopping for University?

We surveyed 3174 students and by far the most popular shopping months for Freshers shopping were August & September. However it's important to note students are thinking about shopping even earlier. This makes it essential to have a long term Freshers strategy to avoid missing out to the competition.



# The Student Beans Campaign

Student Beans has invested in building internal teams and resources in product, growth and brand marketing, centred around user growth and engagement. We're building social, video and editorial content programs to supercharge our reach into student audiences. Our data strategy has evolved, giving us the insights to drive ever-growing engagement and retention in our user base to ensure we have laid the foundation for the most successful Freshers campaign ever.



**We'll do this by using a number of different traffic drivers, including but not limited to:**

**1**

**Direct marketing into student halls**

**2**

**Digital marketing driving retention of users via the website, app and CRM**

**3**

**Media campaigns via PR and social media**

**4**

**Student influencer campaigns**

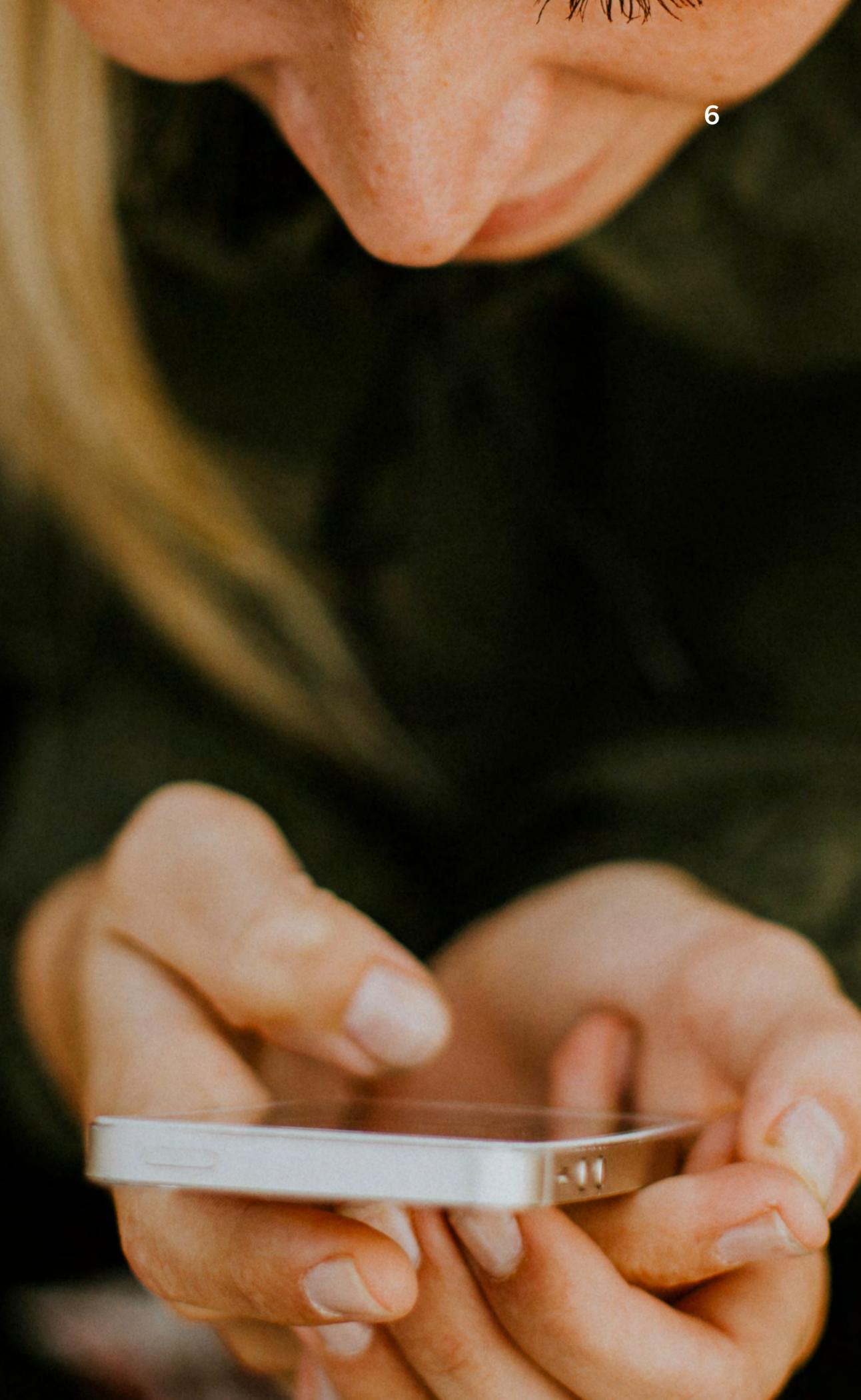
**5**

**Digital and Social Advertising**

# Level up your Freshers Campaign Strategy

To gain a competitive edge in your vertical you need to be connecting with the student community consistently, across **multiple media interactions**. Building familiarity, engagement and excitement in your offers and products will be key as students consider what to take with them on this new journey.

Use the SB marketing suite to cut through the noise and position your products as **must-have** student accessories.



Level up your Freshers Campaign Strategy

# Campaign Phases

## Back in the Game

Be front & centre when students are preparing to go to University and gathering their essential items

**24 August – 12 September**

## Stay Fresh

University is here and whether students are remote or in halls, ensure they feel & look great by offering your best deal

**13 September – 2 October**

## Bring it On

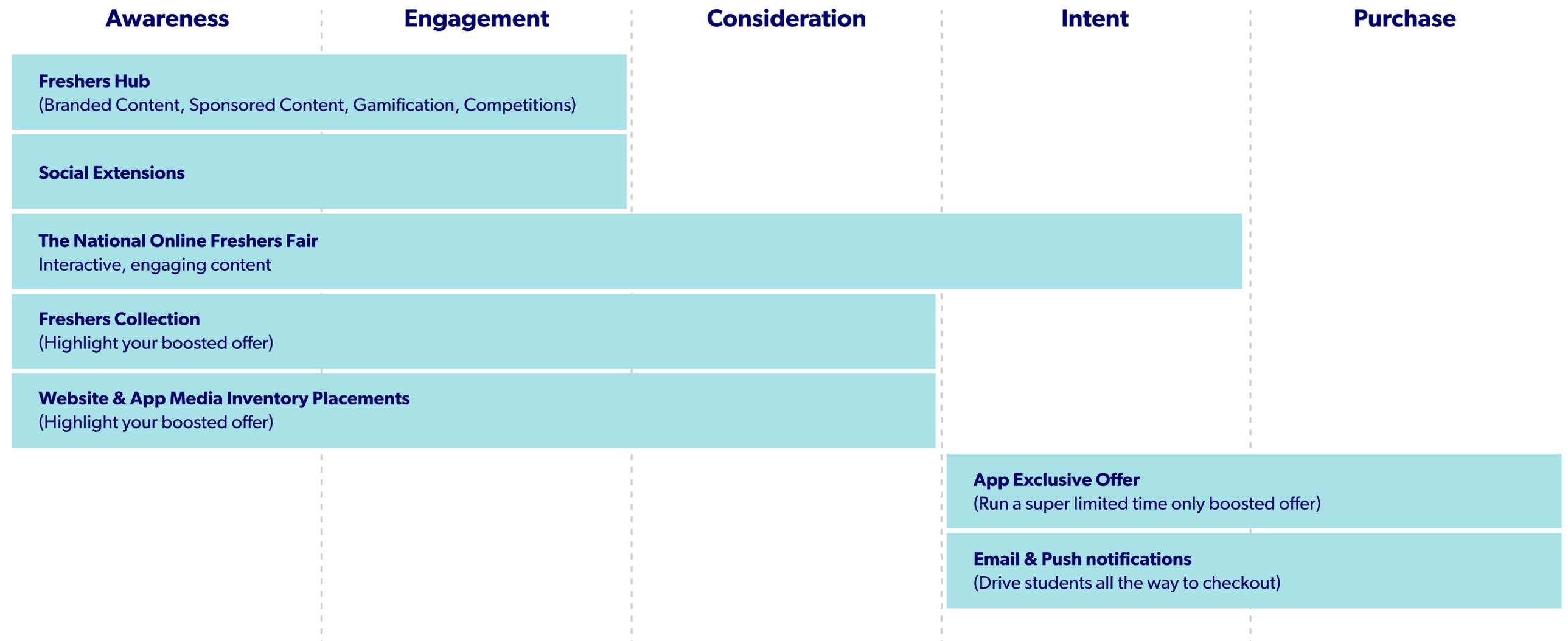
Be there for the late arrivals, offering last chance deals to ensure that university students are on top of their game for the year ahead

**3 October – 17 October**



# The Inventory Map

Like all consumers, students need to be exposed to brands, products and offers multiple times across different touchpoints, before they convert. That’s why our media suite offers you a variety of tools and platforms to elevate consideration of your brand, keeping it front of mind throughout the Freshers period.

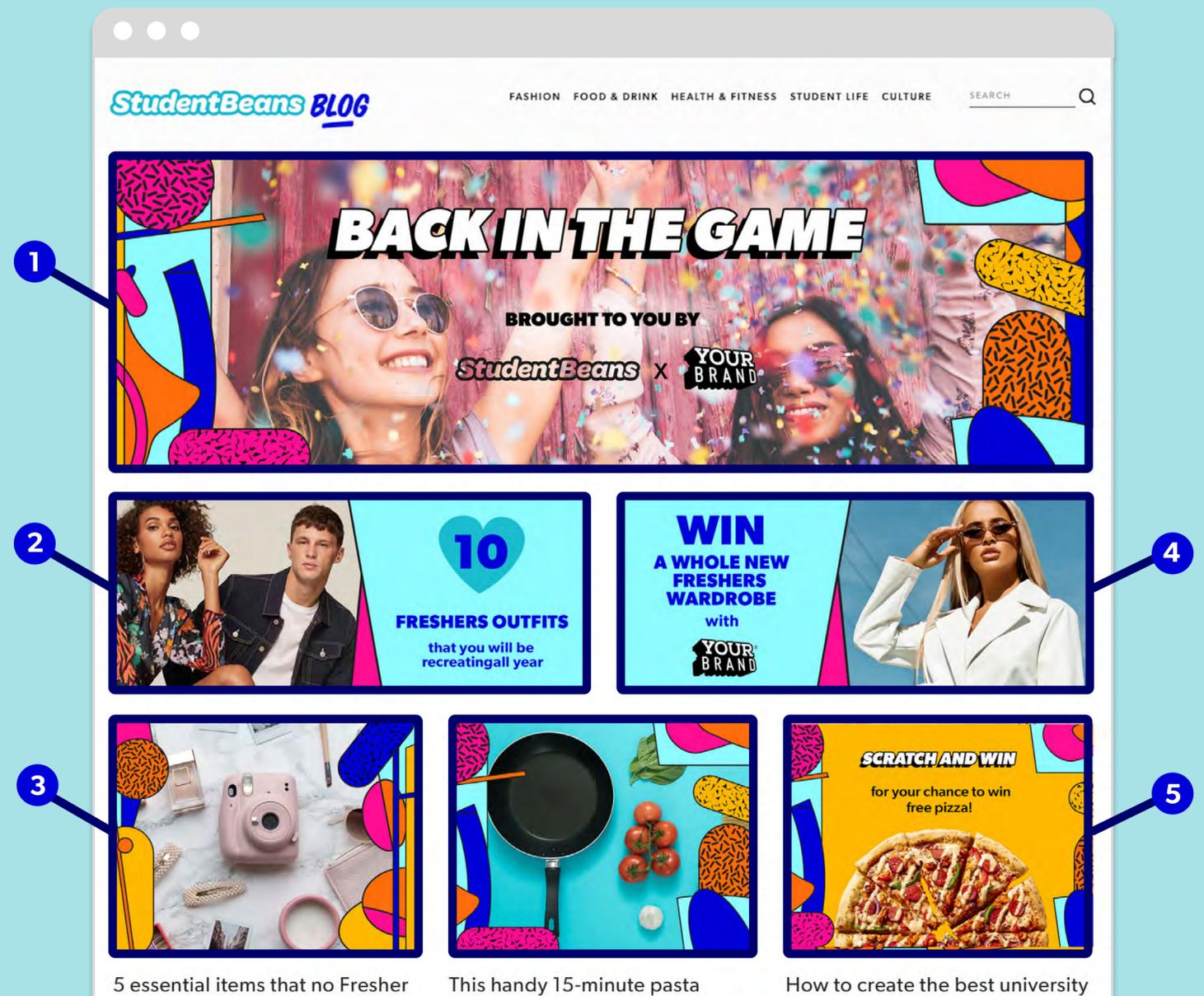


# The Freshers Hub

Student Beans will help students to thrive over the Freshers period by providing **editorial content** that **unifies** based on interests. Student Beans will provide all the **motivation** to help students have the **best university experience** possible.

## Hub media placements

- 1 **Headline Sponsor:** Partner with Student Beans and have your brand name at the top of our hub for two weeks.
- 2 **Sponsored Content:** Attach your brand name to relevant, super-engaging blog content.
- 3 **Featured Branded Content:** A bespoke piece of content created in collaboration with your brand to boost brand awareness.
- 4 **Competition Inclusion:** Drive engagement by showcasing your brand in a fresh and interesting way.
- 5 **Scratch Card Gamification:** Drive brand awareness and engagement in a unique way with bespoke gamification.



5 essential items that no Fresher

This handy 15-minute pasta

How to create the best university

The Freshers Hub

# Benefits



## Extend Your Reach

Our Freshers hub will generate between 150,000 - 200,000 unique views per month, within the target student demographic



## Cultivate New & Existing Relationships

Stand out from the crowd on the hub, attracting new users, by bringing emotion and humanity to your brand through storytelling



## Custom Content Made Easy

Our in-house expert Editorial Team will develop content bespoke for the student audience with your brand front of mind



## Sharpen your competitive edge

Use the multiple touchpoints on the hub to connect with the student audience on a more intimate level, edging your way above the competition.



## Increased user engagement with multiple media types

Our content will be adapted to many different formats: editorial, video content and interactive formats to resonate and with the audience



## Deliver The Extra Value

The Hub provides added value by showing relevant engaging content & advice to students while simultaneously entertaining them

Engage and convert with the new

# National Online Freshers Fair

Campus freshers fairs are exciting and engaging for brands and students alike. But they're also commercially expensive, time-consuming and unfortunately still tinged with uncertainty. We wanted to provide brand partners with a ground-breaking alternative.

## How does it compare to a normal site?

The new National Online Freshers Fair is an interactive digital medium that rivals physical experiences, with absorbing and converting design and content. Acting as the intriguing store front for the entirety of the peak Student Beans Freshers campaign, we're reserving a spot for all of our brand partners to ensure you can get involved.

**All brands involved in the online fair will also be eligible to receive additional editorial promotion by featuring in 'Daily offer' space where we will surface, showcase and promote the best deals for our student users.**



**6x**  
increase in  
content viewed

**30%**  
increase in  
time spent

**3x**  
decrease in  
bounce rate

**40%**  
increase in  
conversion rates

Deep dive:

# Scratch card gamification

Gen Z are digital natives and have information at their fingertips. Their relationship with technology means they want interactive fun & instant results.

Our Scratch Card game allows you to offer just that to our student users. It's completely exclusive to your brand and allows you to engage users with an interactive experience, giving them a chance to win one of three prizes.



## Benefits



**10k**

unique views



**4-5k**

interactions  
(dependent on offers)



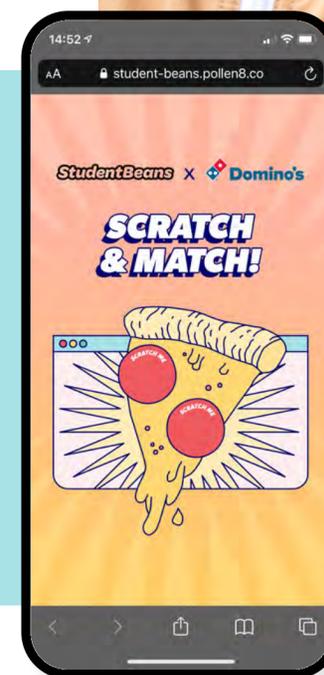
**Engage**

student users



**Stand out**

from the competition



[View demo](#)

Deep dive:

# Scratch card gamification

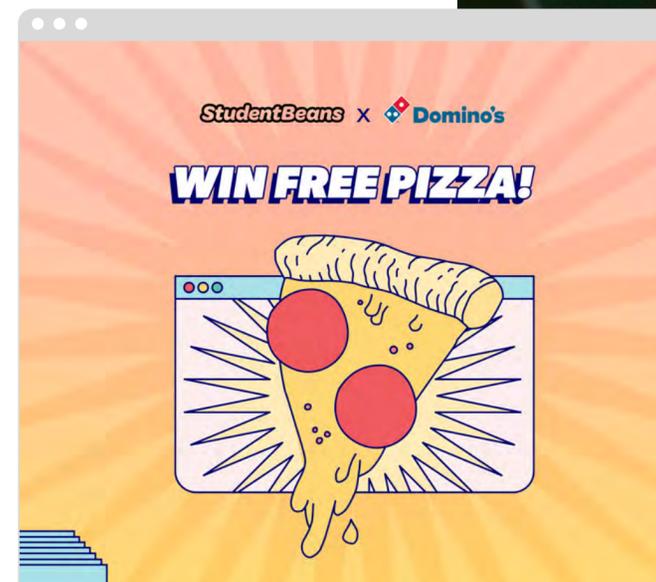
Gen Z are a generation of gamers - gaming is the most popular entertainment activity, with the UK gaming population exploded by a whopping **63% in 2021**

**Gamification raises engagement and loyalty by an average of 30%\***

**Gamification can help increase customer interactions by up to 40%\*\***

\*statistics provided by Modor Intelligence

\*\* statistics provided by Deloitte

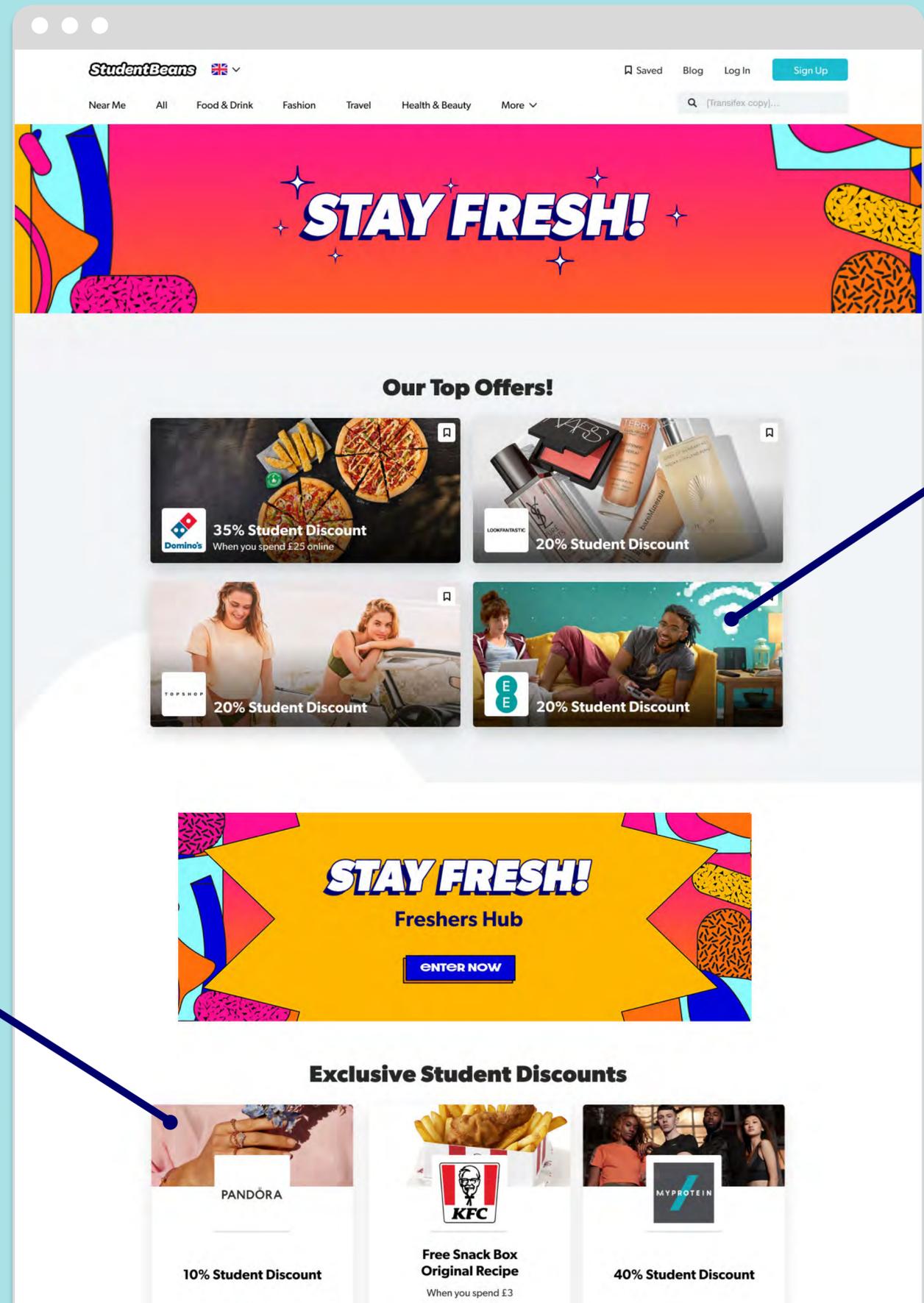


[View demo](#)

# The Freshers Collection

Student Beans helps students thrive by connecting them with the **brands they love**, and **discounts** they wouldn't normally have.

Be included in our Freshers collection which will highlight the top Freshers offers. A quick & easy way to drive additional awareness and volume to your brand.



Standard tiles

Premium tiles

# App Exclusive Offers

Drum up excitement by offering a strong boosted offer and build hype and urgency by making it exclusive to the app. We will push this on our organic social channels, building awareness & then send a targeted push notification directly to students' phones, leading them to convert.

Use an app exclusive boost to maintain momentum towards the end of the campaign period. Target the last minute student shoppers with a last chance offer, grab their attention and end your campaign with a bang!

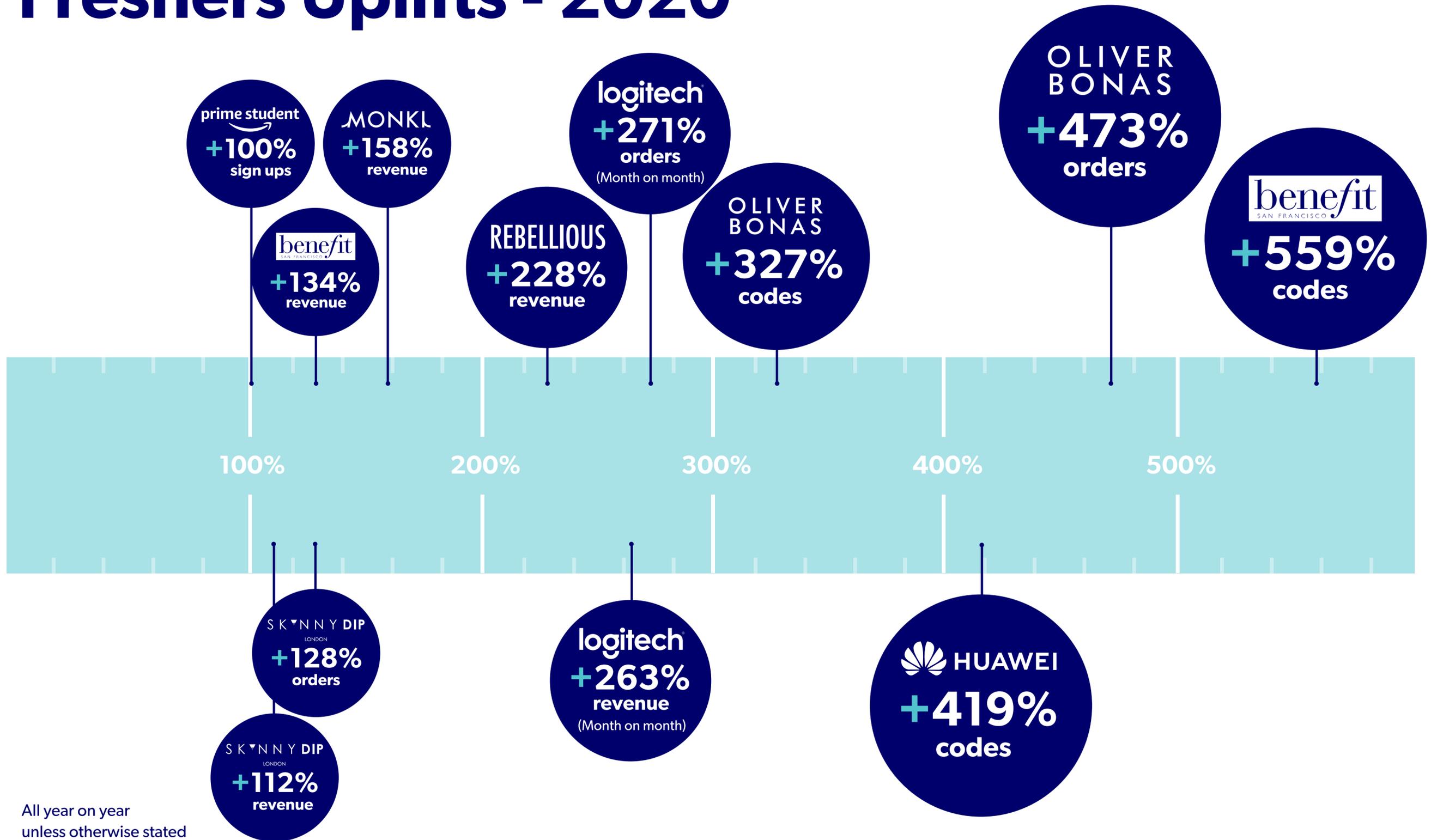


 STUDENT BEANS now

 **24 HOURS ONLY** 

Don't miss your chance to grab 25% off at ASOS, you haven't got long 🙄🏃

# Freshers Uplifts - 2020



All year on year unless otherwise stated

# Your Freshers Checklist

- Secure your placement on the Freshers Hub**
- Promote your boosted discount on the Freshers Collection**
- Secure your stall on the National Online Freshers Fair**
- Run an activation: either gamification or a competition**
- Elevate your campaign by booking your Social Extension Campaign**
- Promote your discount to the SB audience via emails: Newsletter or Solus**
- Book a push notification to support your app exclusive offer**
- Promote your student CTA in the header of your website throughout the campaign period**