StudentBeans

HOW TO MASTER FESTIVE MARKETING TO GEN Z

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GEN Z AT CHRISTMAS:

An Overview

Insights: Consumer Profile & Spending Power

19.6 million
Total college students in the US

2.4 million
Total university students in the UK

$596 billion
Total college student income

£20.9 billion
Total uni student income

$303 billion
Total college student annual spend

£12.7 billion
Total uni student annual spend

When did students start festive shopping in 2020?

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STUDENT MARKETING TIPS

1 Capture awareness

2 Find their paths to purchase

3 Make them feel special

4 Build your narrative

ONE CAPTURE AWARENESS

What Gen Z respond to:

- **Visual platforms** - Gen Z say the top three platforms for ads are Instagram, TikTok and Youtube.
- **Tap into their world** - 87% of Gen Zs want to see creative and fun ads - and 68% of Gen Zs want brands to create funny tiktok videos.
- **Be aware of how they share** - the most popular way for students to share a brand they've found is via private message.
- **Word of mouth-** the number one way to discover a new brand is via friends' recommendations - closely followed by family recommendations.

THE PARTY SEASON BUILD UP

- **Togetherness is key** - for many, this is a long awaited time of spending physical time with friends and family, which puts experiences, food and drink and things that can be shared at the heart of the period.
- **Fresh festive looks** - festive starts earlier and earlier, and is a period of celebration. With nights out, and parties with friends and colleagues students will be spending on fashion and beauty to look and feel their best
- **Gen Z are spending on themselves** - 53% of Gen Zs buy gifts for themselves. Devoted to self care, the period is also the perfect time for gen z to treat themselves

GEN Z ON SOCIAL MEDIA

1. Instagram
2. Snapchat
3. TikTok
4. Youtube

- **Instagram** inspiration
- **Snapchat** - peer-to-peer recommendations
- **TikTok** community commerce #TikTokMadeMeBuyIt
- **YouTube** for evaluating big ticket items and reviews

Discovering New Brands & Returning To Old

KNOWN

- Limited time boosted offers
- Discounted gift bundles
- Conversion campaigns to push users to buy

TO BE DISCOVERED

- Introductory festive offers
- Limited edition menus/collections directed at the Festive season
- Building brand awareness pre-Festive

Gen Z's are gifting: looking with other styles/age ranges/genders in mind

TWO PATHS TO PURCHASE

Gen Z typically use apps the most, however it's worth noting that cross-device usage amongst Gen-Z is at an all time high so it's important to have a full funnel approach to your media campaigns!

Where Gen Z transact online:

42% In an app

34% On a computer

23% In phone web browser

BEST PRACTICES -

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Fashion Tech Food Travel

Treat yourself to something special from New Look this Christmas. Don't forget that you can get a 10% student discount, so you can buy yourself that new outfit you've been eyeing up, or check out the latest in homeware, footwear, and accessories 🙌

SIGN UP NOW

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Gen Z as Gifters

93% of Gen Z buy gifts

+

They spend the most on their partners - on average $99

55% shop sustainable gifts

+

64% buy health and beauty gifts

74% buy personalized gifts

+

53% buy gifts for themselves

PANDORA

+65%
revenue

+81%
sales

+62%
Codes

Comparing Pandora's 2020 Festive campaign to 2019. In 2020, they ran a full funnel media campaign inclusive of CRM, App/Homepage media & Social to support their 10% Student Discount + Free Bracelet (worth £65) when you spend £109 offer.

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THREE MAKE THEM FEEL SPECIAL

Discounts:

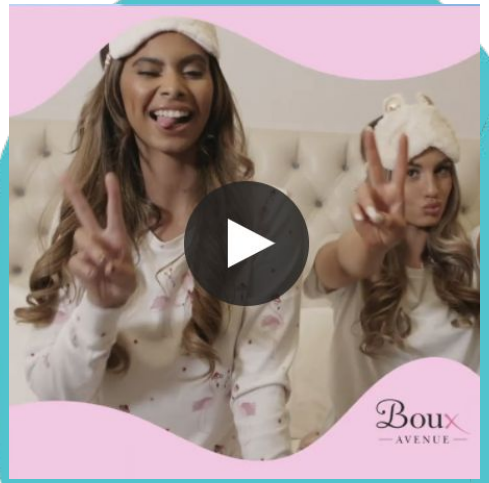
- Boosting
- Stackable
- Exclusivity
- Free gifts
- Percentage off vs money off

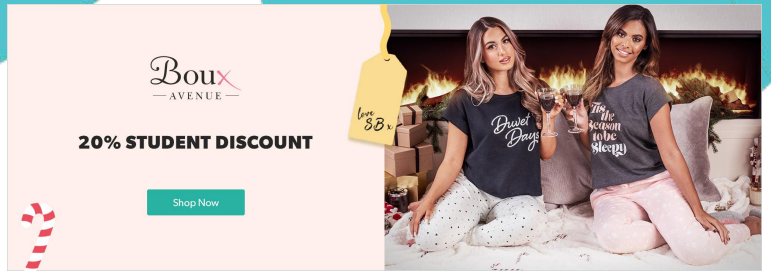
Surprise & Delight:

- Advent Calendar
- Competitions, like winning back the balance of their purchase
- Gamification

SALES BEYOND THE HOLIDAY SEASON

- Boxing day sales
- January sales
- Exclusive student events





Build Your Narrative

Student marketing events calendar

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JANUARY

New year, New Habits
Summer Travel
Australia Day

FEBRUARY

Valentines
Welcome Week
Spring Break

MARCH

Mothers Day

APRIL

April Loan Drop
Mothers Day

MAY

April Loan Drop
Labor Day

JUNE

EOFY sales
Fathers Day
Festival season

JULY

Back To School
Graduation
Independence Day
Festival season
Re-O Week

AUGUST

Back To School
Freshers
Fathers Day
Festival season

OCTOBER

Back to School
Freshers

OCTOBER

Halloween
Freshers
Spring Racing

NOVEMBER

Festive
Black Friday
Singles Day

DECEMBER

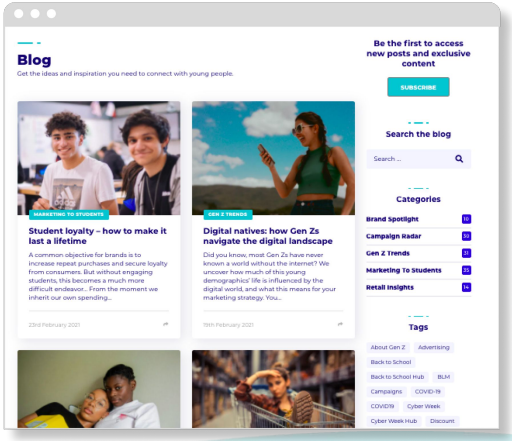
Festive
Boxing Day Sales

LIVE Q&A

Next steps

Book a call with a student marketing expert

Browse more insights over on our blog



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