

# How Lounge Underwear elevated their student programme to new heights

## Challenge:

Lounge Underwear wanted to accelerate the growth of their student programme and take it to new heights. They voiced their aims to their dedicated account manager and asked for bespoke recommendations on how to become one of the top performing student discount programmes in their core markets.

## Identifying the problem:

Lounge needed to offer tactical high boosted discounts at key points during the student calendar to generate more traction. This would drive more students through to checkout whilst also building wider awareness about their student programme. Lounge were not explicitly talking to their audience about their student programme - they needed to boost awareness by promoting it during key dates in the student calendar.

## Solution:

Their account manager knew that for Lounge Underwear to be front and centre of student minds, they needed to utilise the Student Beans full funnel media suite over the biggest shopping period of the year. Their dedicated account manager collaborated with our in-house media strategists to create a bespoke Back to School and Freshers campaign across the UK, US & DE. Lounge Underwear boosted their discount for a limited period & the brand was featured across prominent Student Beans website, app and email placements. The team at Lounge Underwear supported this with an independent social media and marketing strategy, ensuring that their student offer had maximum visibility across their social channels and email database.

## Results:

Lounge Underwear saw fantastic uplifts across their core territories. They saw over 100% uplift in revenue in the UK & US and a 53% uplift in their fast growing German market. Their offer engagement also generated huge jumps, they saw 100% uplifts in codes issued in all three markets.



## Key figures:

**118%**

UK revenue uplift

**195%**

US revenue uplift

**53%**

DE revenue uplift

*"Since onboarding Student Beans, we've seen huge growth within our Student audience. They have really helped us tailor and personalise our student strategy to meet both student and brand needs, whilst optimising towards full funnel growth"*

Hannah Lewis,  
Head of PPC & Affiliates