

How Papier took their student discount programme to the next level

Challenge:

Papier is one of the leading stationery brands in the UK. As soon as they launched their student programme in June, they generated a good level of engagement. Papier already has huge brand awareness in the UK and the Gen Z audience responded positively to the new student discount offering. Papier's new challenge was to raise the bar and generate a huge uplift in sales over Freshers as well as focusing on building their brand awareness in the US.

Identifying the problem:

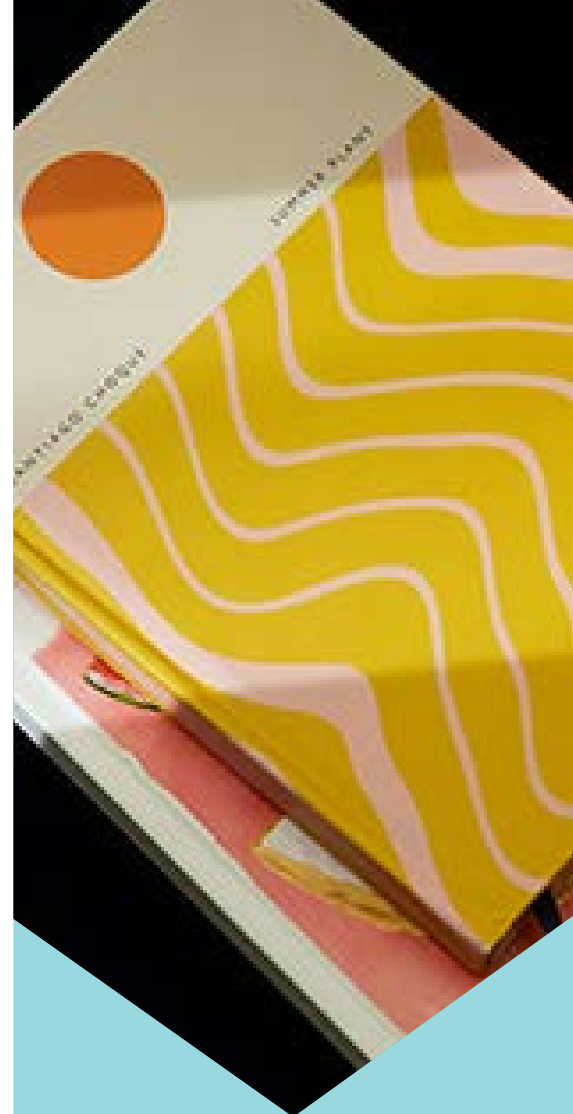
Papier was generating consistent engagement but they hadn't yet benefited from huge uplifts during key dates of the student calendar. To generate these spikes, brands need to create urgency by offering a limited only offer and promoting it through a multi-channel campaign.

Solution:

Their dedicated account manager suggested that Papier offer a limited time only boosted discount in the UK and run a full funnel media package to promote the offer over Freshers period, the biggest student shopping event of the year. They also suggested the brand expand their student programme into the US and launch over the Back to School period.

Results:

Papier's UK student discount programme saw a huge uplift in engagement, in the UK their code issuances increased by 392% from July to September. Papier's revenue also saw an uplift of 308%. As a result of going live in the US with a boosted discount over a key Back to School month, August, Papier generated nearly 4,000 codes in the first month.



Key figures:

392%

uplift in codes generated

308%

uplift in revenue

4,000

codes generated in one month in the US