

StudentBeans

STUDENT PROGRAMME OPTIMISATIONS

Tailor your content, social and display advertising strategies so that your brand generates ultimate success with Gen Z



GLOBAL STUDENT BEANS CALENDAR 2023

The key student moments you don't want to miss

Key Seasonal Shopping Moments

Chances for your brand to offer strong discounts at key e-commerce moments, converting one-time shoppers into life-long customers.

Peak Campaigns

Off Peak Campaigns

Student Beans Editorial Moments

Themes throughout the year, that engage and educate our student audience, which you can be part of.

Student Beans Brand Campaign

Dates of Interest

General dates throughout the year that you may need to be aware of.

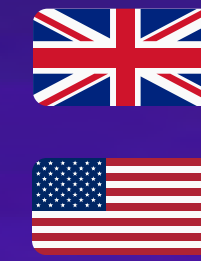
Dates of Interest

Youth Marketing Strategy Events

Live Month	UK	US	AU	FR	DE	CA
January	New Year (Winter Loan Drop)	New Year		New Year	New Year	New Year
February	Galentine's Day Valentine's Day International Women's Day Sex and Relationships	Galentine's Day Valentine's Day Spring Break International Women's Day Sex and Relationships	Galentine's Day Valentine's Day	Galentine's Day Valentine's Day International Women's Day	Galentine's Day Valentine's Day International Women's Day	Galentine's Day Valentine's Day International Women's Day
March	Mother's Day Future Calculator YMS New York	Spring Break YMS New York	Welcome Week Afterpay Day			
April	Earth Day Study Savvy Your Ticket to Summer (Summer Loan Drop)	Your Ticket to Summer (Festival Season) Earth Day Study Savvy	Earth Day	Earth Day	Earth Day	Earth Day
May	Your Ticket to Summer (Summer Loan Drop) Mental Health Awareness Week Travel Smart	Mother's Day Graduation Mental Health Awareness Week Memorial Day	Mother's Day Discount Frenzy	Mental Health Awareness Week	Mother's Day Father's Day Mental Health Awareness Week	Mother's Day Men's Health Awareness Week
June	Father's Day Summer Day's Out Pride YMS London Student Mental Health	Father's Day Summer Picks Pride YMS London Student Mental Health	EOFY Sales	Mother's Day Father's Day Pride	Pride	Father's Day Pride
July	Graduation	Independence Day Back to School	Re-O Week			Back to School
August	Freshers (Autumn Loan Drop)	Back to School	Father's Day AfterPay Day	Back to School	Back to School	Back to School
September	Freshers (Autumn Loan Drop)	Back to School Labor Day Homecoming	Summer Picks	Back to School	Back to School	Labour Day Homecoming
October	Freshers Halloween	Halloween	Halloween	Halloween	Halloween	Halloween
November	Singles' Day Cyber Week Men's Mental Health Day YMS LA	Singles Day Cyber Week Men's Mental Health Day YMS LA	Singles' Day Cyber Week Men's Mental Health Day	Singles' Day Cyber Week Men's Mental Health Day	Singles' Day Cyber Week Men's Mental Health Day	Singles' Day Cyber Week Men's Mental Health Day
December	Holiday Shopping Post-Holiday Sales	Holiday Shopping Post-Holiday Sales	Holiday Shopping Post-Holiday Sales	Holiday Shopping Post-Holiday Sales	Holiday Shopping Post-Holiday Sales	Holiday Shopping Post-Holiday Sales

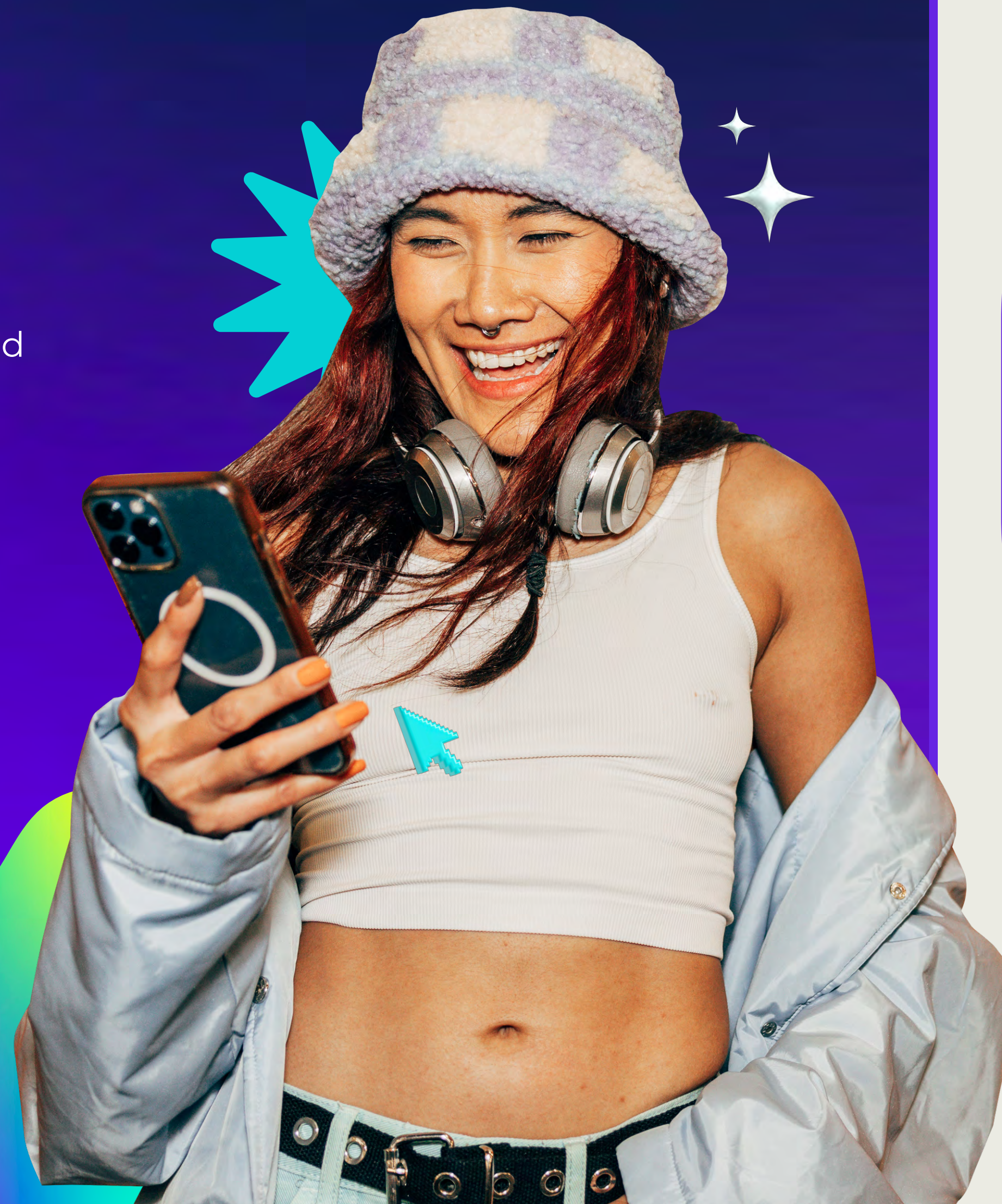
BESPOKE RESEARCH

Insight: Understand Gen Z and plan your strategy



Voxburner, our in-house agency is an industry leader and they constantly have their finger on the pulse with the ever-changing trends and needs of Gen Z.

Use our tailored bespoke research to fully understand your Gen Z audience so your brand can keep ahead of the game and build a relevant strategy for your target audience to ensure optimal results and growth.



**For £5,700/
\$7,700 receive:**

- An hour-long live focus group
- A video recording
- Write of findings and a full transcript
- An illustrated summary

SOCIAL STRATEGY

Our team of experts are on hand to elevate your brand story and brand values. We know how to connect with your Gen Z customers and how to ensure your brand is seen by millions of Gen Z users.



SOCIAL EXTENSIONS:

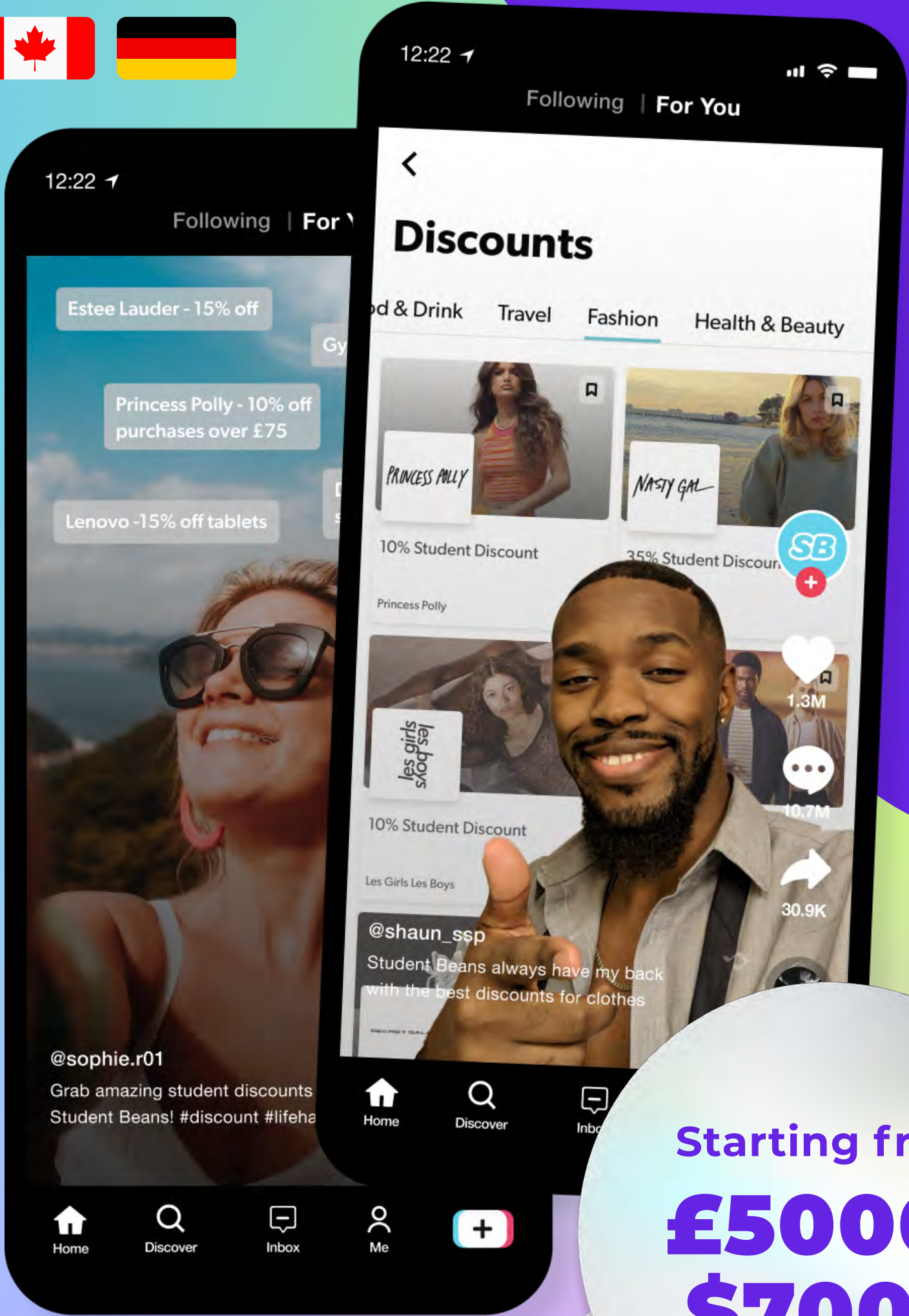
Target students at the right time, on the right platform.

70%

of students get shopping inspiration from Social media and

92%

of consumers trust referrals from people they know



Starting from
**£5000/
\$7000**

INCLUSIONS

Each month, we give our brand partners the chance to be involved in some of the content we have planned for our Student Beans channels via advertorial style articles, videos and social content. We will shine a favourable spotlight on a product/ service of yours for our audience to consider.



AWARENESS AND CONSIDERATION

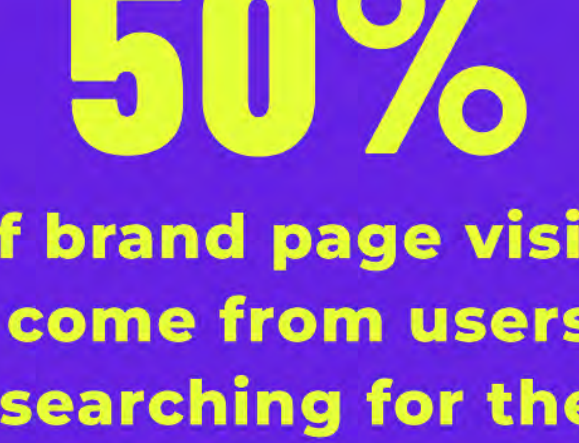
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What's Available	
August	September
Blog article - 7-10k views for £2,000 / \$2,000 per inclusion  	
5 Things You Need To Do With Your Friends Before Summer Ends	5 Unexpected Things You'll Need For Your First Week Of Uni
How To Get Back Into A Good Routine Ready For University	5 Things That Are Sure To Make You Popular With Your Uni Mates
5 Things You Can Do To Optimise Your College Routine	Everything You Need To Be A True College Sports Supporter This Semester
Native Social (Instagram Stories) - 7-10k views for £800 per inclusion 	
Work bag essentials for your first job	5 things you forgot you needed for uni
5 things to help you get you back into your routine	5 things you need to set your self up for the new year
Youtube Video - 30k views for £2,000 per inclusion 	
Summer Bucket List	Everything you need for University

YOUR ALWAYS-ON PREMIUM BRAND HUB

Showcase the best of your brand to Gen Z by upgrading to an always-on Premium Brand Hub in the lead-up to the most significant student shopping period of the year.

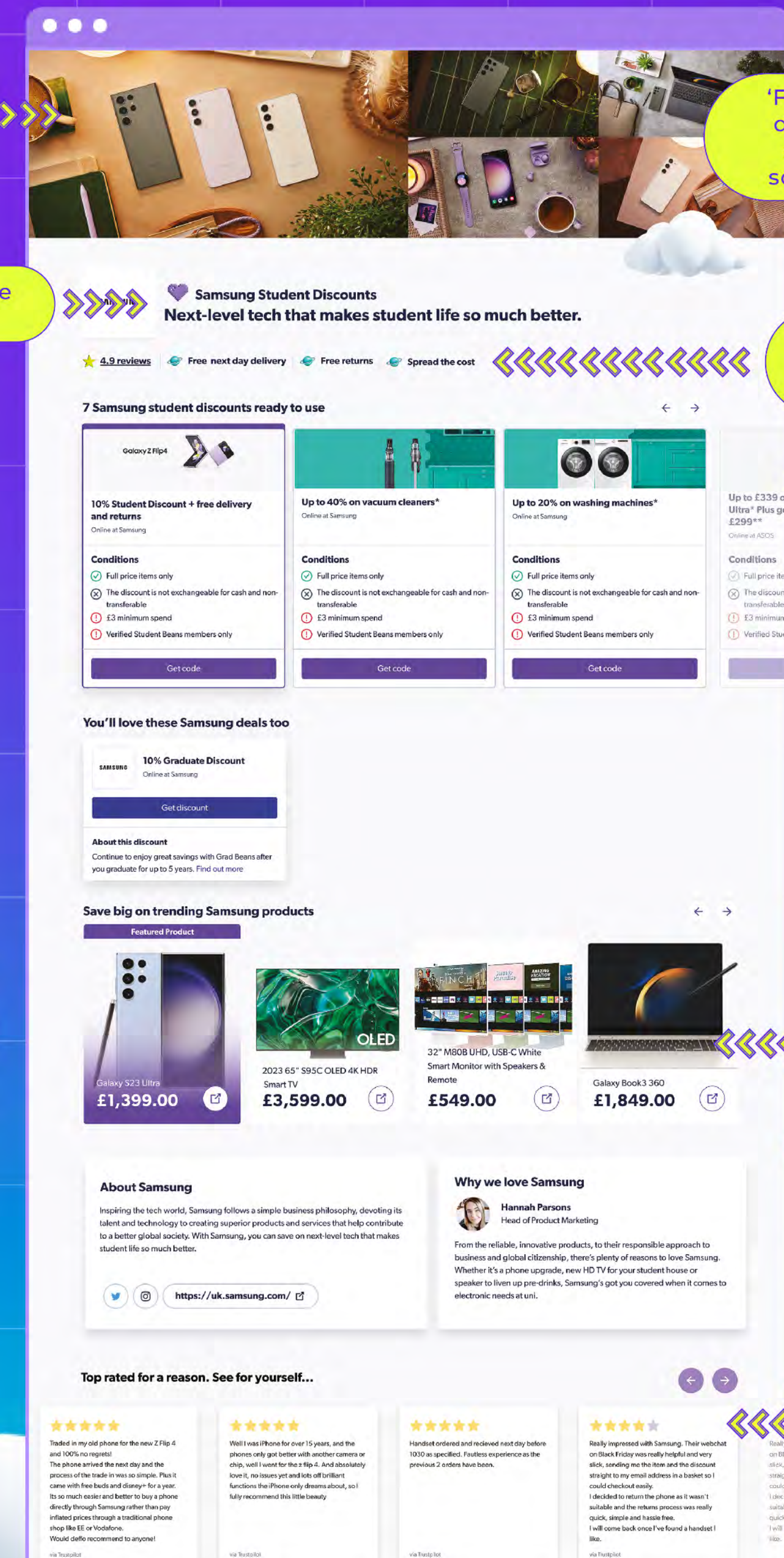
2.1
MILLION
sessions on Brand
Pages a month



50%
of brand page visits
come from users
searching for the
brand

**£3,000/
\$3,500**
per year

Student Beans content you've purchased will populate your brand hub, anything from Blog Articles, Native Social, Youtube Videos & Creator's campaigns



Bespoke Header

Bespoke Title

'Feature links to download your app & to your social channels'

Stand-out
information that
sets you apart

Bespoke Product Feed

4* + Trustpilot Reviews

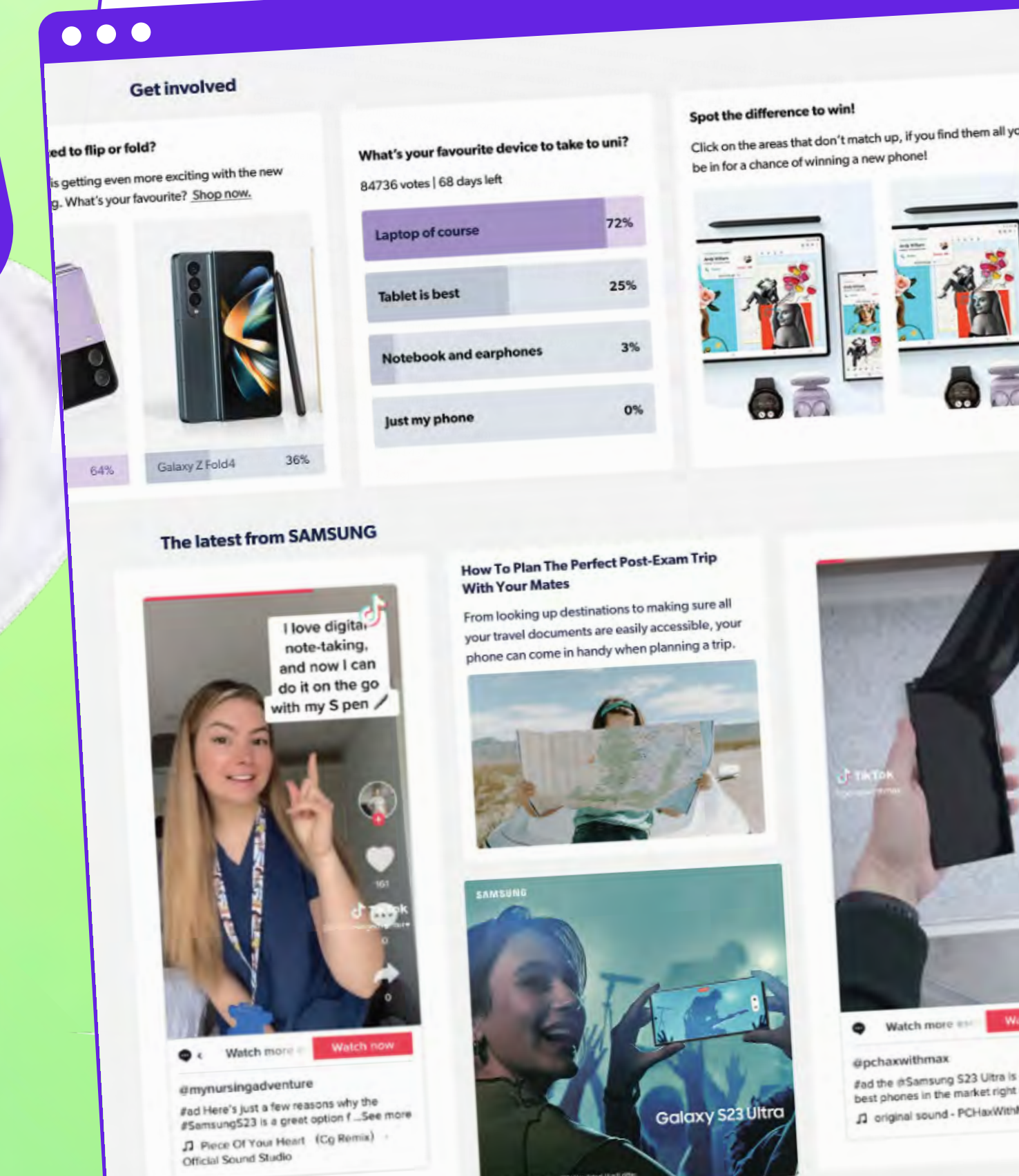
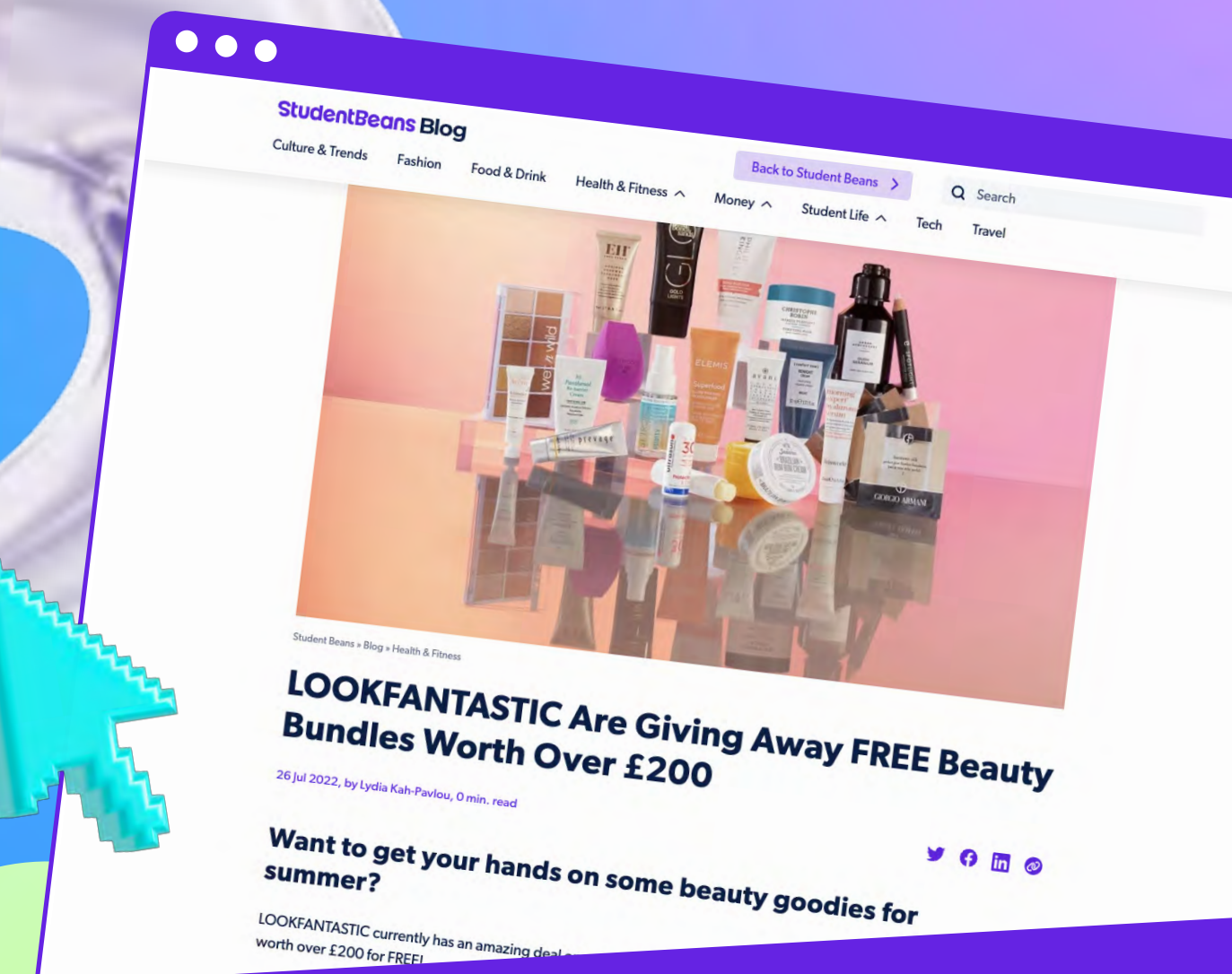
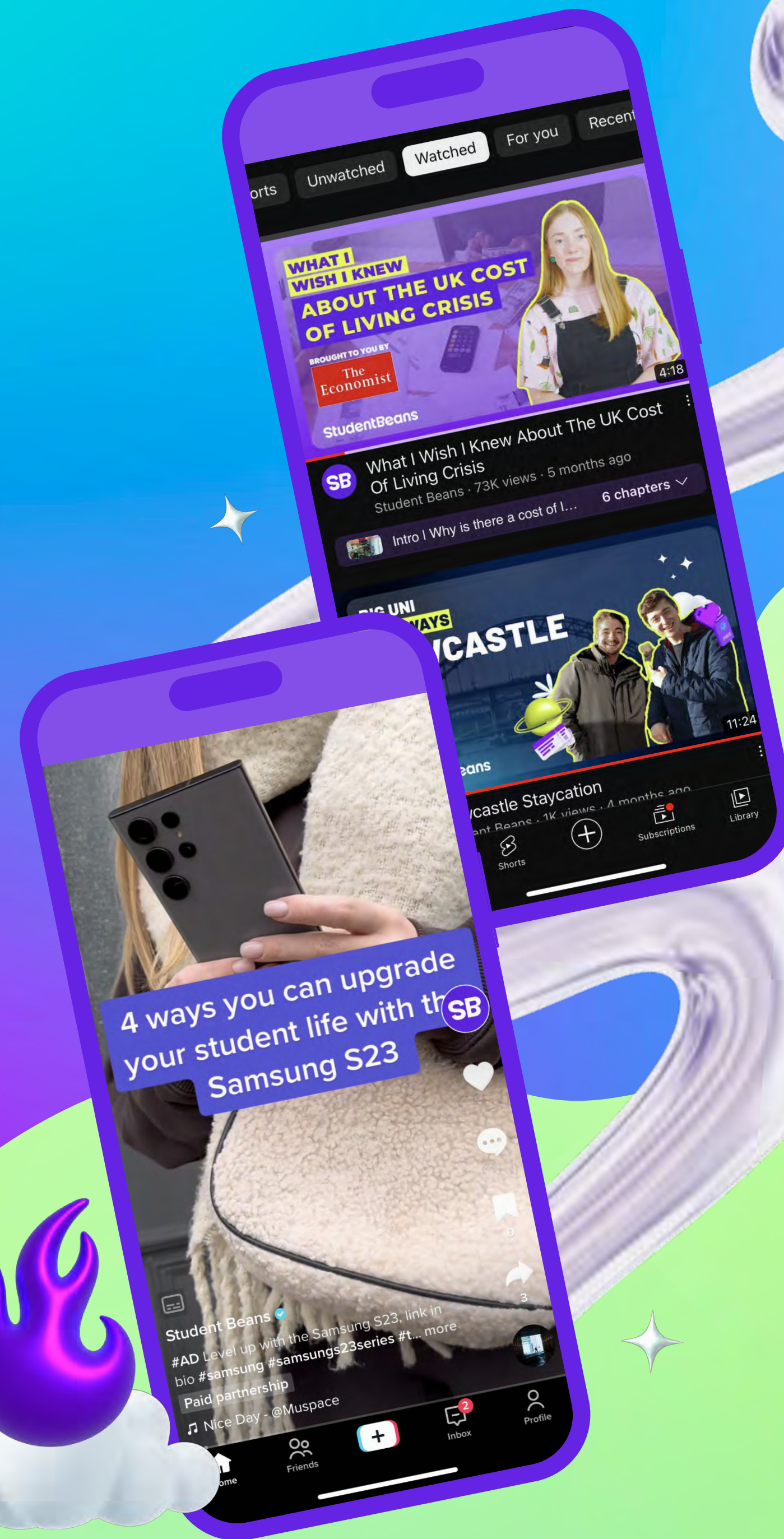
INTRODUCING: COLLAB PACKAGES

Let Student Beans power
your Gen Z content feed.



Student Beans, as an extension of your team,
will power your **Premium Brand Hub** with a
multi-channel, always-on content feed to Gen Z.

Our expert editorial team will create authentic
written and visual content that genuinely
resonates with Gen Z, ensuring that this
powerful demographic is constantly
tuned in to your brand.



COLLAB PACKAGES



Purchase the Silver, Gold or Platinum Packages & receive your Premium Brand Hub **free of charge** for the first year.

With our collab packages, we will also be able to **add your own content to your Premium Brand Hub**, a fantastic way to call out your current campaigns.



Looking to take it up a notch?

Our Creators campaigns utilise real students for authentic, concentric growth. Add a creators campaign to any of our subscription packages.

Package	Silver	Gold	Platinum
Min Term	1 month	1 month	1 month
Monthly Price	£5,000	£10,000	£20,000
Quarterly Price	£14,250 (5% discount)	£27,000 (10% discount)	£51,000 (15% discount)
Per Month	<ul style="list-style-type: none">• 10 Graphic Posts• 2 Polls• 1 x Blog Article <div>4 x Your Brand's Content</div> <div>Predicted Metrics</div> <div>800,000+ Impressions</div>	<ul style="list-style-type: none">• 10 Graphic Posts• 2 Polls• 2 x Native Social Posts• 1 x Article• 1 x Youtube Video• 1 x Paid Social• 1 x Site Promotion (5 x category carousels)• 1 x Inclusion in SB Editorial Newsletter <div>6 x Your Brand's Content</div> <div>Predicted Metrics</div> <div><ul style="list-style-type: none">• 120,000+ views• 2m+ impressions</div>	<ul style="list-style-type: none">• 10 Graphic Posts• 2 Polls• 2 x Native Social Posts• 3 x Articles• 1 x Youtube Video• 1 x Paid Social• 1 x Site Promotion (5 x category carousels)• 1 x Inclusion in SB Editorial Newsletter <div>8 x Your Brand's Content</div> <div>Predicted Metrics</div> <div><ul style="list-style-type: none">• 140,000+ views• 3m+ impressions</div>

STUDENT BEANS CREATORS

Student Beans Creators are an army of real consumers, harnessing the power of their existing love for your brand to create genuine peer influence that works.

Now you can activate targeted student communities, without the heavy lifting. A premium tool in our media offering, Creators will act as a strong and consistent pulse to your campaigns - helping you to acquire, engage and retain the youth market on key channels such as Instagram and TikTok.

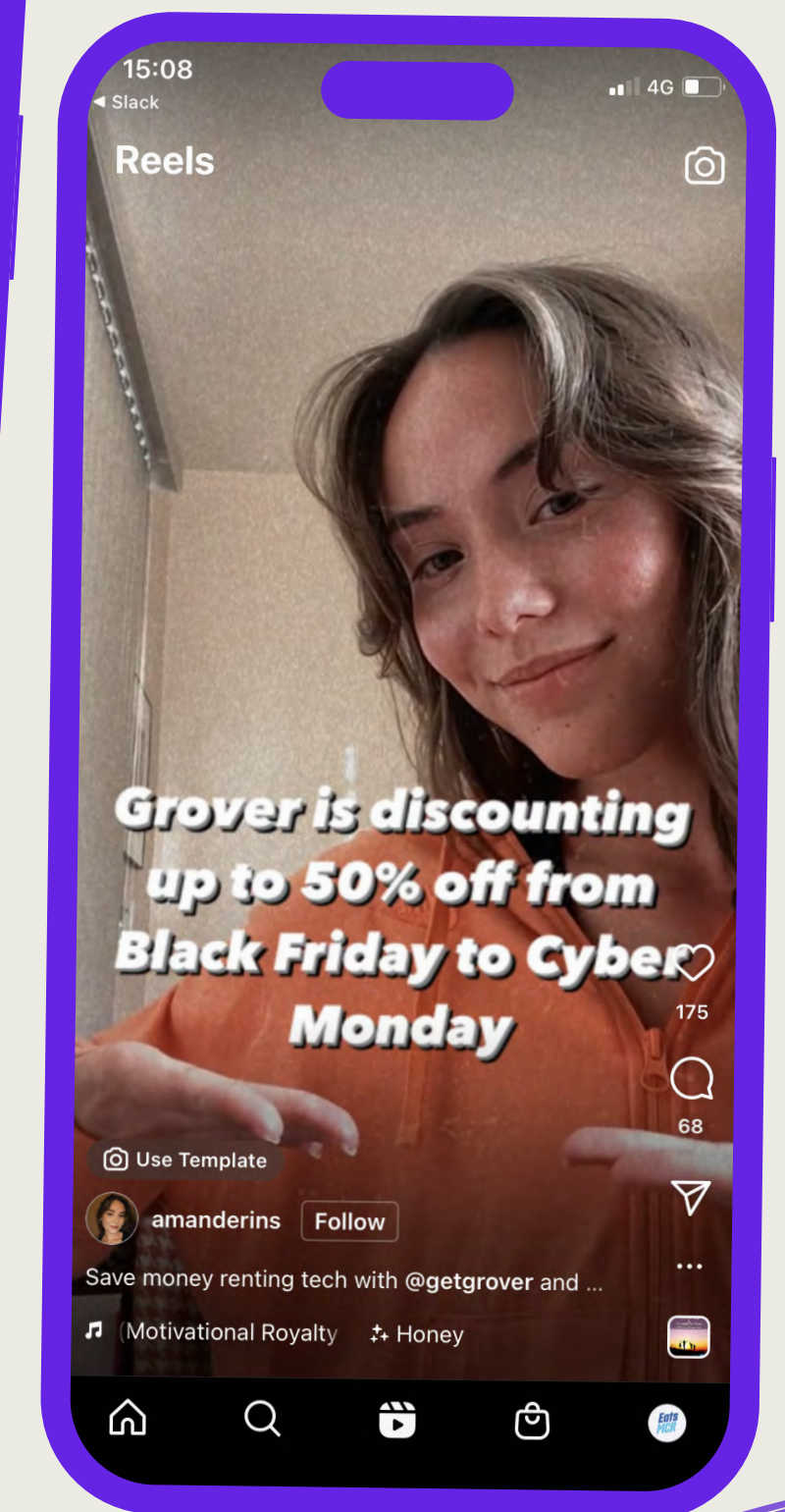
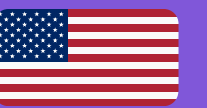
“Since onboarding Student Beans, we’ve seen huge growth within our Student audience. They have really helped us tailor and personalise our student strategy to meet both student and brand needs, whilst optimising towards full funnel growth.

Hannah Lewis, Head of PPC & Affiliates



Starting from
**£12,000/
\$15,000**

CONSIDERATION



CAMPAIGN COLLECTIONS

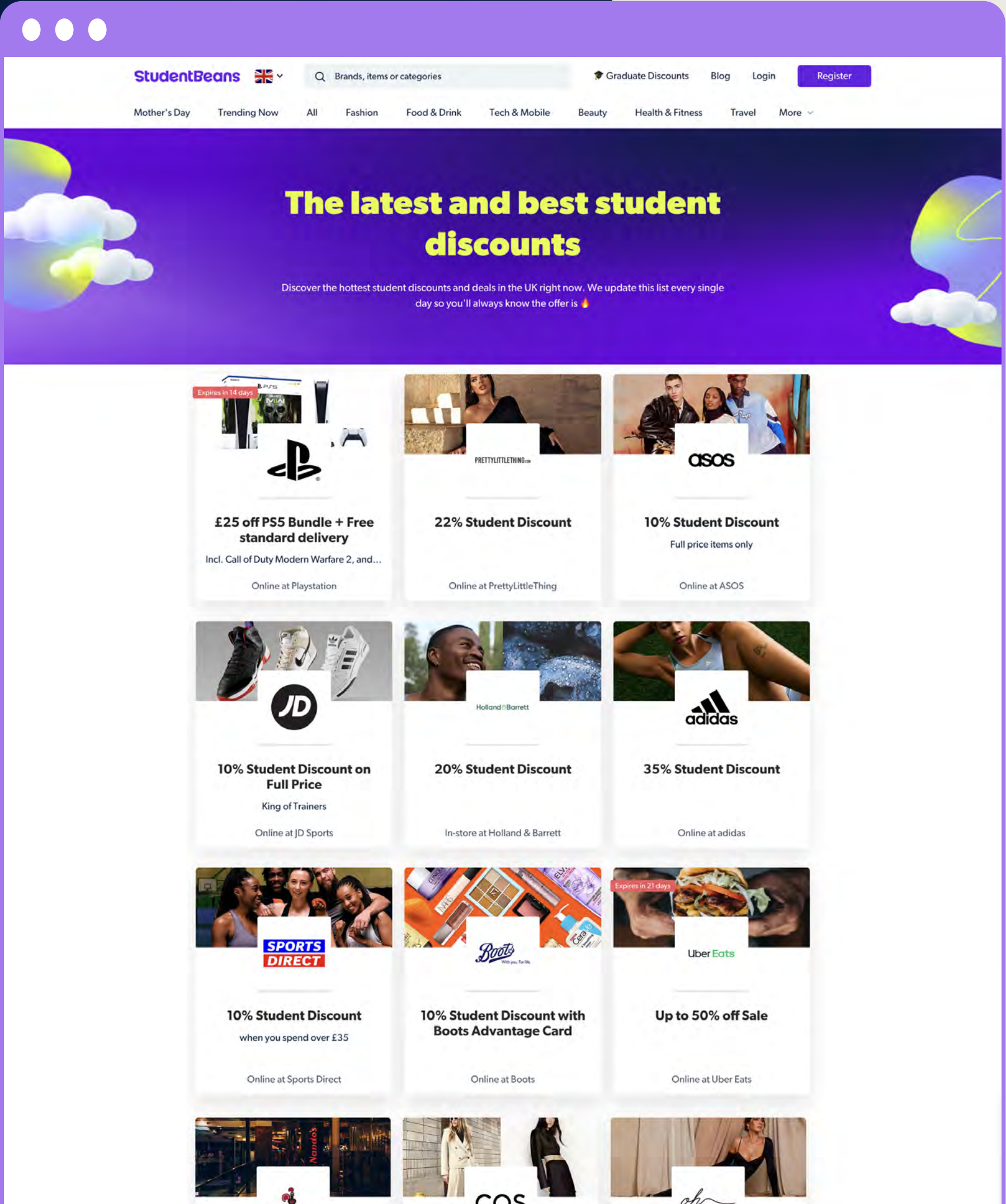
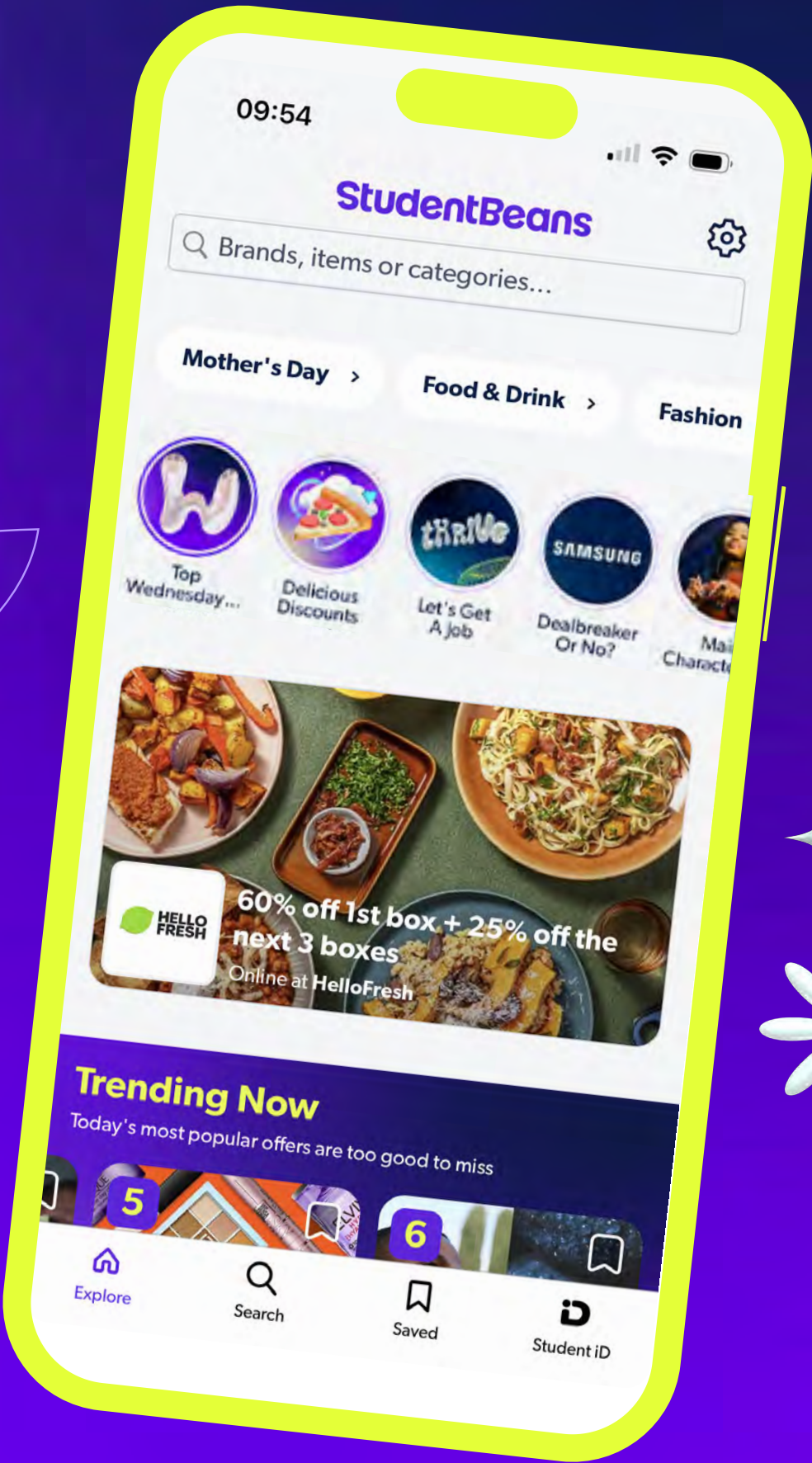
During these key e-commerce moments, your brand needs to be front and centre. Build awareness with this core demographic during the biggest student shopping moments of the year.

Off Peak:

£1,000/
\$1,000

Peak:

£2,000/
\$2,000





Brought to you by the team behind Student Beans, Beans iD allows you to verify multiple consumer groups securely on your e-commerce website.




Benefits

- Increase conversion rates.
- Drive loyalty amongst different consumer groups - opening up new target markets for your brand.
- Protect your margins with our secure verification.
- Reach new target audiences.
- Stand out from your competitors by offering exclusive discounts to different consumer groups.
- Build you own first-party database with our first-party data API.



Student




Graduate



First Responder



Healthcare Worker



Military



Teacher

You can now verify

With our new multi-display design you can showcase your exclusive discounts on one dedicated landing page.

£1,200/
\$1,800
per year



Unlock Your Exclusive Discount at LOOKFANTASTIC

We've teamed up with Student Beans to offer exclusive discounts to the following groups. Click through to verify and receive your discount **for free!**

Student Discount	Armed Forces
Graduate Discount	Teachers
Healthcare Worker	First Responders

OPTIMISATION SUGGESTIONS

MEDIA	Test 'n' Learn	Exposure	Growth
Branded Content		1 Inclusion	2 Inclusions (Blog & Native Social)
Collection Tile	1	1	1
Social Extentions	1	1	1
Creators		1	1
Consumer Group Verification			1
Total - (Peak)	£7,000	£19,800 - £21,000*	£23,000
Total - (Off Peak)	£6,000	£18,000 - £20,000*	£22,000

*price dependent on inclusion selected