

StudentBeans

## Case Study

**GREGGS**

British bakery chain, Greggs, is already on the radar of most UK students - the challenge Greggs faced was convincing students to spend with them in a competitive fast-food market.

Working closely with Student Beans, Greggs identified several USPs - their speedy service, affordable prices, and vegan ranges all resonated with the Gen Z market.

Student Beans advised that a limited freebie offer would be a great incentive to get students through the door - and keep them coming back.

In September 2023, Greggs ran two student campaigns with Student Beans offering students two freebies throughout the month, a free donut and a free sausage roll. Over 60,000 codes later, Greggs has gone from strength to strength - and thanks to the savvy use of Student Beans media, they went to secure a whole new cohort of student shoppers during this Freshers campaign.

Uplift in codes YoY

**+453%**

Free donuts and sausage rolls obtained

**20,000**

