

StudentBeans

# WHAT YOU NEED TO WIN THE DAY

## Captivate Gen Z Mornings.

There's no better pairing than mornings and coffee. Whether helping you focus and understand trending news, or just helping you out of bed and to your lecture on time, coffee is a student saviour. Position your brand at the heart of Gen Z's daily routine by getting involved in our "What you need to win the day" campaign.

### REACHING GEN Z

#1

Leading Student Brand

1M

Social Followers

4M

Students in our Database

### CAMPAIGN HIGHLIGHTS

#### Instagram Carousel Sponsorship

Showcase your brand in the "good news" and "breaking news" carousel content on Instagram, resonating with Gen Z's desire for positive and uplifting content.

#### For You Tab Takeover

Lead mornings on the For You tab of the app explore page, capturing Gen Z's attention at the start of their day with your brand front and center.

#### Seasonal Drink Releases

Feature your brand alongside our seasonal drink releases, connecting with Gen Z's love for trendy and unique beverage experiences.

#### Your 9am Weekly Email Sponsorship

Become a key sponsor of the 'Your 9am' weekly editorial email, ensuring your brand's presence in the curated content that shapes Gen Z's mornings.

Authentic Gen Z Perspective | Interactive Storytelling | UGC | Tailored Brand Integration | Engaging Gen Z Audiences