

StudentBeans

SAVE MONEY, EAT BETTER

Unlock Gen Z Appetites and Boost Your Brand.

Engage with the dynamic world of Gen Z by getting involved in our “Save money, eat better” campaign. Join us in curating the hack no one talks about; learning to cook proper food. We help students living out of home for the first time level up their game with basic skills to get by and affordable recipes to thrive in the kitchen on a student budget.

REACHING GEN Z

#1

Leading Student Brand

1M

Social Followers

4M

Students in our Database

CAMPAIGN HIGHLIGHTS

YouTube Shorts Sponsorship

Showcase your brand in our ‘cooking hacks’ and ‘recipes that got me through uni’ YouTube Shorts series, reaching Gen Z where they actively seek inspiration (4 shorts per week).

Monthly App Product Rail

Feature your products in our monthly app product rail, strategically positioning your brand as an essential ingredient in the kitchen of Gen Z students.

Premium Brand Hub Integration

Elevate your brand’s visibility with this content sitting on your own Premium Brand Hub, ensuring your association with budget-friendly cooking content is at the forefront of Gen Z engagement.

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