



# STA TRAVEL #MYMZANSIROADTRIP

A CASE STUDY BY **STUDENT VILLAGE** 2017



A case study by Student Village 2017



## THE CHALLENGE

STA TRAVEL IN ASSOCIATION WITH BAZ BUS, SHOT LEFT AND VARIOUS OTHER PARTNERS, COLLABORATED WITH **STUDENT VILLAGE** TO ENCOURAGE STUDENTS TO EXPLORE THE BEAUTY SOUTH AFRICA HAS TO OFFER!



# OBJECTIVES

ENCOURAGE STUDENTS TO TAKE A SHOT LEFT AND EXPERIENCE SOUTH AFRICA

GIVE STUDENTS A CHANCE TO PACK THEIR BAGS AND TRAVEL ON THE SPOT

ENCOURAGE STUDENTS TO TRAVEL BY SHOWING THEM HOW AFFORDABLE IT CAN BE



# THE ROLL OUT

STUDENTS WERE EAGER TO TAKE PART IN ALL THE ACTIVITIES ROLLED OUT ON CAMPUS, FOR A CHANCE TO WIN A ROADTRIP AROUND SOUTH AFRICA

STUDENTS HAD NO IDEA IN THE BEGINNING OF THE ACTIVATION THAT BY THE END THEY WOULD BE PACKING THEIR BAGS AND HITTING THE ROAD ON THE SPOT

EXCITEMENT BREWED AS 6 LUCKY STUDENTS FROM DIFFERENT CAMPUSES WERE TOLD TO PACK THEIR BAGS AND JOIN #MYMZANSIROADTRIP.



# THE ROAD TRIP

THE 4-DAY MZANSI ROAD TRIP KICKED OFF IN PRETORIA AND MOVED TO DURBAN, AFTER WHICH THE NEXT STOP WAS GRAHAMSTOWN AND FINALLY CAPE TOWN

STUDENTS ON THE TRIP GOT TREATED TO AN EXHILIRATINGLIST OF EXPERIENCES INCLUDING BUNGEE JUMPING, ABSAILING AND SANDBOARDING, CANOOING, SURFING, A BOAT CRUISE, A TRIP TO AFRICANYON AND HIKING THROUGH NATURES VALLEY



# SOCIAL MEDIA

THE ELEMENT OF SURPRISE PROVIDED PLAYFUL WAYS OF ENGAGING WITH AUDIENCES BEYOND THE GROUND.

TWITTER, FACEBOOK AND INSTAGRAM WERE THE KEY CHANNELS FOR #MYMZANSIROADTRIP

Tweets Tweets & replies Media

**Student Village @SVillage · 13m**  
 TUKS trip winners & MC @Karabo\_n having the time of their lives ALREADY with @STATravelSA & @BazBus. Major FOMO #MyMzansiRoadTrip #ShotLeft

**Student Village @SVillage · 24h**  
 We took a #ShotLeft 2 Cape Town with @statravelSA & @BazBus & its incredible. Experience the adventure. Experience Mzansi. #MyMzansiRoadTrip

**Student Village added 4 new photos.**  
 Published by Sam Kaase [?] · 47 mins · €

We took a #ShotLeft to Cape Town with STA Travel & Baz Bus - the ONLY way to backpack South Africa! & its incredible. Experience the adventure. Experience Mzansi. #MyMzansiRoadTrip

504 people reached Boost Post

**Karabo Ntshweng @Karabo\_N · 4h**  
 Tuks! 4 of you could be joining me on the #MyMzansiRoadTrip! With @StaTravelSA. Head to the Student Centre 4ur chance to win! #ShotLeft

**Anna-Belle @shesaisda · Mar 6**  
 Hanging out with @statravelSA today! Flu can't get me down...k jokes it can but anyways! #MyMzansiRoadTrip

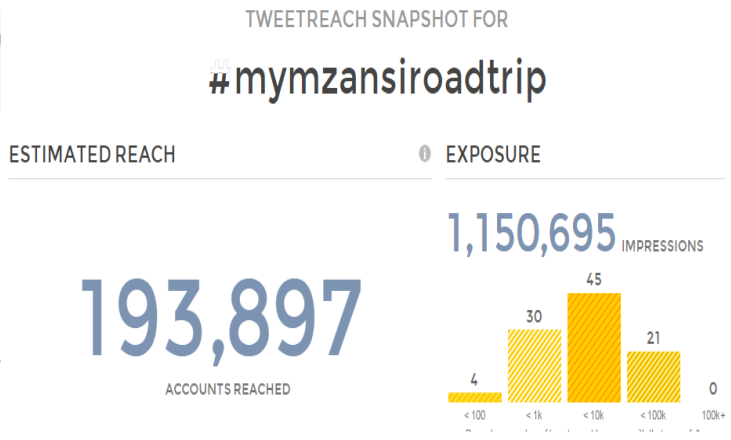
TOP LATEST PEOPLE PHOTOS VIDEOS NEW

**Trendinalia ZA @trendinaliaZA · 2m**

- #TshwaneOpen2017
- #MyMzansiRoad Trip
- The Internet
- Luis Enrique
- Las Palmas

2017/3/2 11:14 SAST #trndnl trendinalia.com/twitter-trendi..

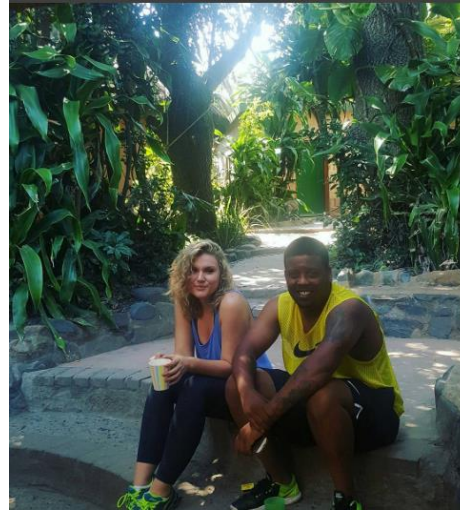
Translate from Spanish



# INFLUENCER ENGAGEMENT

WORKING WITH SOCIAL MEDIA AND YOUTH INFLUENCERS, KARABO NTSHWENG, ANNABELLE OF SHE SAID SA AND OH\_ITS\_CAIT, STA TRAVEL GOT TO SHARE THE EXPERIENCE OF THE ROAD TRIP WELL BEYOND THE LUCKY STUDENTS IN THE GROUP

ALL INFLUENCERS SHARED THEIR PERSONAL EXPERIENCES AND GOT THEIR AUDIENCES CURIOUS TO GIVE STA A TRY



oh\_its\_cait  
Coffeebay

96 likes

oh\_its\_cait It's a tough job, but someone has to do it 🌿

#MyMzansiRoadtrip #STAtavel #Bazbus #Shotleft #Tuksfm

fifi\_cm Yes ghell!

travelloapp You have some great shots! travelwisestudent Hey, cool shoot! Thank you for sharing!



oh\_its\_cait

114 likes

oh\_its\_cait Frolicking in Lesotho 🌿

@angelokarabo

#MyMzansiRoadtrip

karabo\_n Best pic ever this one 📸

oh\_its\_cait @karabo\_n No you're the best pic ever 😊



karabo\_n  
Sentinel Peak

430 likes

karabo\_n Finally getting a chance to share some of the incredible moments from the past few days while I was on the #MyMzansiRoadTrip with @statravel & @shotleft! This was taken at Sentinel Peak in the Drakensberg right at the beginning of what would turn out to be the most intense, yet beautiful 7 hours ever.

karabo\_n @angelokarabo

beef\_himself Looks amazing! Need to do it! Please bring it back with you when you come back to Gauteng...

kido\_m Qwa Qwa my beautiful hometown julia.travelling Woow I love all the greens in it 🥰

zintle\_buwa Yoh Kari 🐱🐱🐱

statravel Amazing! 📸

zwanephyndy Beautiful

Karabo Ntshweng @Karabo\_N · Mar 6

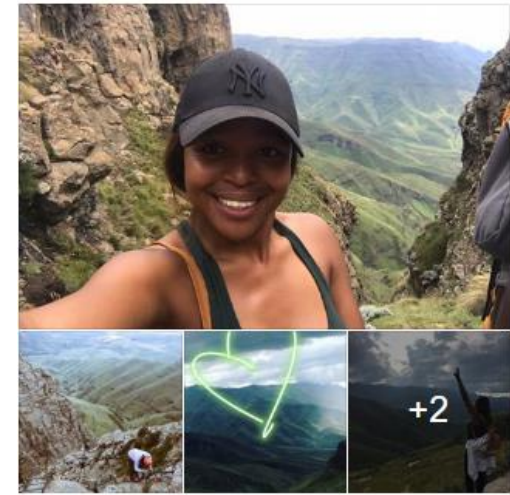
Had the most incredible time on #MyMzansiRoadtrip over the last few days! Thanks to @statravelSA @shotLeft & @Bazbus 4all of the Epicness!



Baz Bus, STA Travel S Africa, Student Village and Sho't Left

Karabo Ntshweng added 5 new photos — at Tugela Falls

Hiking up to Tugela Falls in the Drakensberg! It got really tough at some point but what an incredible experience #MyMzansiRoadTrip



Like Comment Share

159

Jonas Snao Htazo wish to join in on that #MskMzansiRoadTrip 🥰

Meluleki Mzwandile Thandokuhle Sithole beautiful

Pamela Madiya Ntshinka Awesome



# RESULTS

**#MYMZANSIROADTRIP REACHED 133,248 STUDENTS ACROSS 5 CAMPUSES IN SOUTH AFRICA**

**THE CAMPAIGN TRENDED, GIVING EXPOSURE NOT ONLY TO STA, BUT ALL THE PARTNERS INVOLVED INCLUDING BAZ BUS AND SHOT LEFT**

**IN MEDIA, THE CAMPAIGN HAD THE POTENTIAL REACH OF 64,800 STUDENTS AND AN ADDITIONAL 138,700 THROUGH THEIR ONLINE PLATFORMS**







**CONTACT STUDENT VILLAGE**  
**TELEPHONE: 011 885 3918**  
**EMAIL: SALES@STUDENTVILLAGE.CO.ZA**  
**ADDRESS: 19 WEST STREET, HOUGHTON, 2198, JHB**  
**PO BOX 432, MELROSE ARCH, 2076**

