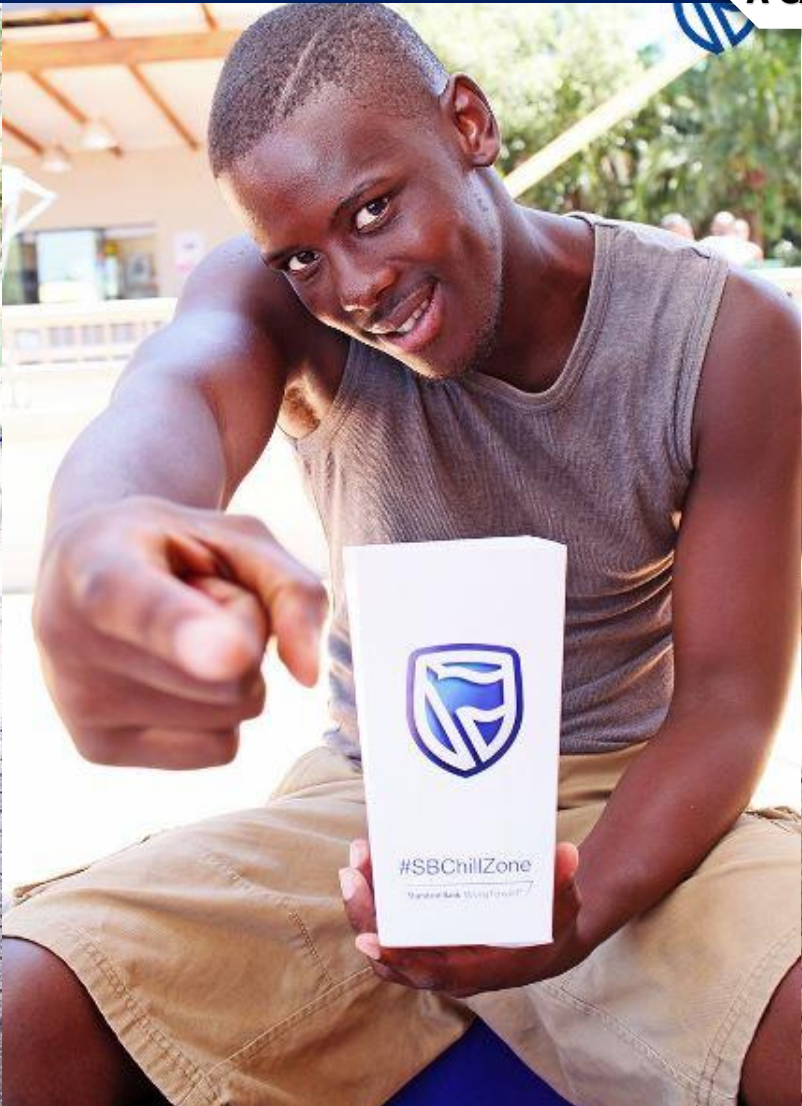




STANDARD BANK GETS BACK TO COOL ON CAMPUS

A CASE STUDY BY **STUDENT VILLAGE** 2016



A case study by Student Village 2016



THE CHALLENGE

STANDARD BANK,
KNOWN AS A
BRAND FOR THE
OLD SCHOOL,
NEEDED **STUDENT**
VILLAGE'S
EXPERTISE IN
HELPING THEM TO
BECOME THE NEW
COOL KID ON
CAMPUS



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OBJECTIVES

**DRIVE SIGN UPS FOR THE STUDENT
ACHIEVER ACCOUNTS**

**OUTWIT THE COMPETITION AND WIN
YOUTH OVER ON SOCIAL MEDIA**

**MAKE STANDARD BANK THE COOLEST
BANKING BRAND ON CAMPUS**



THE ROLL OUT

1. STUDENT VILLAGE CAME UP WITH A PLAN TO CREATE A CHILL ISLAND DURING THE MOST EXCITING TIME ON CAMPUS FOR NEW STUDENTS – O-WEEK!

2. STUDENTS COULD ONLY UNLOCK ACCESS TO THE ISLAND BY ENGAGING WITH THE BRAND USING A DESIGNATED HASHTAG ON THEIR SOCIAL MEDIA.

3. THE FUN FACTOR: ON THE ISLAND STUDENTS COULD INDULGE IN SLUSH PUPPIES, POPCORN, AND GAMES.

4. WECHAT SUPPORTED THE CAMPAIGN AND STUDENTS ON THE ISLAND COULD USE THEIR WECHAT WALLET TO TRANSACT ON A MYRIAD OF ITEMS INCLUDING AIRTIME.



RESULTS

STANDARD BANK CEMENTED THEIR COOL
AND GOT ALL THE ATTENTION!

OVER 10 000 STUDENTS ENGAGED WITH
STANDARD BANK ON THE ISLAND AND AN
UNEXPECTEDLY HIGH NUMBER OF
ACCOUNTS WERE OPENED AS A RESULT.

THE CAMPAIGN TOOK PLACE ACROSS 7
CAMPUSES NATIONALLY AND TRENDED ON
TWITTER AT MULTIPLE CAMPUSES.

RESEARCH AFTER THE CAMPAIGN
SHOWED THAT STANDARD BANK WAS THE
NUMBER 1 CARD IN WALLETS, PUSHING IT
TO THE FIRST SPOT COMPARED TO THE
PREVIOUS YEAR

THE CAMPAIGN TRENDED A WHOPPING 12
TIMES IN SA ACROSS FOUR OF THE
CAMPUSES





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