

sportscene 10% Student Discount Campaign

A case study by **Student Village** 2015



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The Approach

Sportscene approached **Student Village** to push their profile with youth in the launch of its 10% student discount offering across South Africa



Sportscene wanted **Student Village** to...

Inform students of their campus's nearest Sportscene store

Create a cool experience on campus that creates an affinity with the brand

Drive sign ups of the new discount card

Build a database of students

Drive sign ups of the new discount card

Concept and application



Student Village was geared up to get students ready to shop and to drive the Sportscene brand up within student ranks.

Some of the tactics incorporated included: Social Media, Prizes, Fun Activities, Promotions, Call to action, entertainment and activation stands.

Student Village made use of its resources to create a mind-blowing activation space where students got amped to get stuck into the Sportscene brand, using key tools as drivers for the bigger picture.

Student Village welcomed students to the fun side of Sportscene with some fun activities:

Converse
Chuck
Taylor
Selfie
Stand
The
Sportscene
e Wall

Funked Up
Hop
Scotch



Results

The expectations were high but **Student Village** exceeded them. See them for yourself...



Extreme
client
satisfaction

Students
loved the
experience of
always
winning
something

Across the 10
campuses,
16 000
discount card
holders
signed up

7200 of card
holders
signed up,
went in store
within the
month



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