

Converse Kick The Debt

The Ask

- Being a popular brand amongst students, Converse took the decision to contribute R2 million towards student debt
- Student Village was tasked with marketing this campaign, and crucially, to shortlist and select students who met the criteria for receiving their portion of the R2 million

The Result

- Converse received a record 62 000 applications
- Student Village was able to fully vet all applicants within a 6 week period
- A final list of 100 deserving students were selected to have their debt kicked

How We Did It

- Student Village made use of its social media and student WhatsApp army to drive campaign hype, awareness and student sign-ups in order to have their debt kicked. This was part of a broader marketing strategy
- From there, each campaign week, our bursary team would sort through the many thousands of applications, using our experience and human centric approach, to shortlist students for final selection

