

KeenMind Exam Drive

The Ask

- KeenMind is an over-the-counter drug that helps one focus, remain calm under pressure and supports memory retention, benefits which are perfectly aligned with the needs of students
- Student Village was tasked with the digital marketing solution to drive overall brand awareness as well as campaign reach, with the ultimate objective of increasing sales

The Result

- KeenMind achieved incredible campaign awareness with a reach of more than 462,000+ during the 4 week campaign
- In addition, the campaign achieved more than 62,000+ direct engagements, which equates to an engagement rate of 13,6% (7X the industry average)

How We Did It

- Student Village adopted a 3-pronged approach, making use of its social media, targeted student influencers and the newly launched Village Rewards
- We applied this mix and linked it with relevant student content ahead of and during a key examination period. Content included mental health support, a very important topic amongst students
- Village Rewards allowed us to reward students who stayed engaged each week with the perfect reward -> Sorbet spa vouchers

