

Maynards Village Rewards Engagement

The Ask

- Maynards is loved by students across South Africa. But how does a brand stay connected to students, both during a time of Covid and when students are fully immersed in the digital world?
- Student Village was tasked to put together an engagement strategy and campaign for Maynards' core target audience

The Result

- In the first 2 months, Maynards has reached more than 545,000+ students with more than 36,000 engagements (engagement rate of 6,7%, or 3,5X industry average)
- The Village Rewards channel, has grown at 238% in 2 months, including a 10 pages/visit and an average of 7min/user/session

How We Did It

- Student Village had to adopt a fully digital approach, because of the Covid pandemic, and made use of a variety of digital channels, including social media, influencers and our student Whatsapp army
- The foundation of the campaign was the creation of the Village Rewards digital activation channel, to overcome the challenge of campus activation not being permitted. This channel encourages daily and weekly engagement for students through fun challenges, quizzes and epic rewards

