



Empowering futures with the absa ReadyToWork app



AT A GLANCE

ABSA South Africa teamed up with Student Village to supercharge their 2024 ABSA Ready-ToWork campaign, bringing all the vibes to our social media and our squad of young influencers! This year's mission? Empowering YOUTH with the skills and know-how to rock the modern workforce.

OBJECTIVE

Our mission? To connect with South Africa's youth (18-35) and boost ABSA App downloads, spread the word about cool new features, and build a tribe of brand advocates. We aimed to showcase how ReadyToWork can level up the lives of young people, and prove Absa's commitment to education and career success.

ACTION PLAN

Through a strategic digital blitz across platforms like direct emails, social media influencers, SMS, WhatsApp, and Student Village social media, we didn't just talk the talk – we walked the talk too. We wanted to not just boost app downloads, but also to spread the word about new features, grow a tribe of Absa enthusiasts, and shine a spotlight on our impact in youth education and employment. With Student Village's epic network and digital mojo, we crafted genuine connections with young minds, empowering them to dream big and to make it happen with ABSA ReadyToWork by their side.

HIGHLIGHTS AND RESULTS

- Social media reach skyrocketed to 1.4 million – we're talking big vibes and even bigger connections!
- With our influencer squad, we hit a whopping 5.1 million – talk about spreading the love far and wide!
- Over 5k clicks – yep, we had them clicking and diving deep into what we had to offer!
- Sent out 13,000 emailers
- And guess what? We cracked open an 8% emailer open rate – because who can resist our awesomeness?!
- Trending like pros – we lit up X a few times because when we do something, we do it big!

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