

New Balance AU leverages UNiDAYS creative expertise to drive 35% uplift in online sales

## The Challenge

New Balance AU aimed to boost brand awareness, drive sales and engage 1.1m student and graduates across Australia.

The challenge was to create a strategic campaign that would resonate with the target Gen Z audience and generate excitement, all while showcasing the styles and products unique to New Balance AU.

In response, UNiDAYS created the 'Choose your MC' campaign to achieve these business objectives for New Balance AU.





## The Solution

To appeal to different types of student, four personas (MCs) were created, each representing a different reason to love New Balance AU footwear: The Sneakerhead, The Fashionista, The Activist and The Runner. Each MC had a unique style, personality and associated product offerings, underpinned by a limited-time 30% Off discount.

To cut through the noise, attention-grabbing imagery, video and animation were utilised across onsite, app, email and paid social media, positioning New Balance AU products as aspirational yet accessible.

## The Result

**+79%**

Increase in total order value during the campaign period

**+804%**

Year-on-year uplift in online impressions

**+25%**

Increase in brand awareness



We couldn't be happier with the outcome of our collaboration with **UNiDAYS**. It was exciting to see so many students engaging with our brand to successfully drive sales, engagement and brand awareness. We look forward to continuing our partnership with **UNiDAYS** to reach even greater heights in the future.

— **ALEXANDRA LESMES**

Strategic Partnerships Coordinator at New Balance AU

