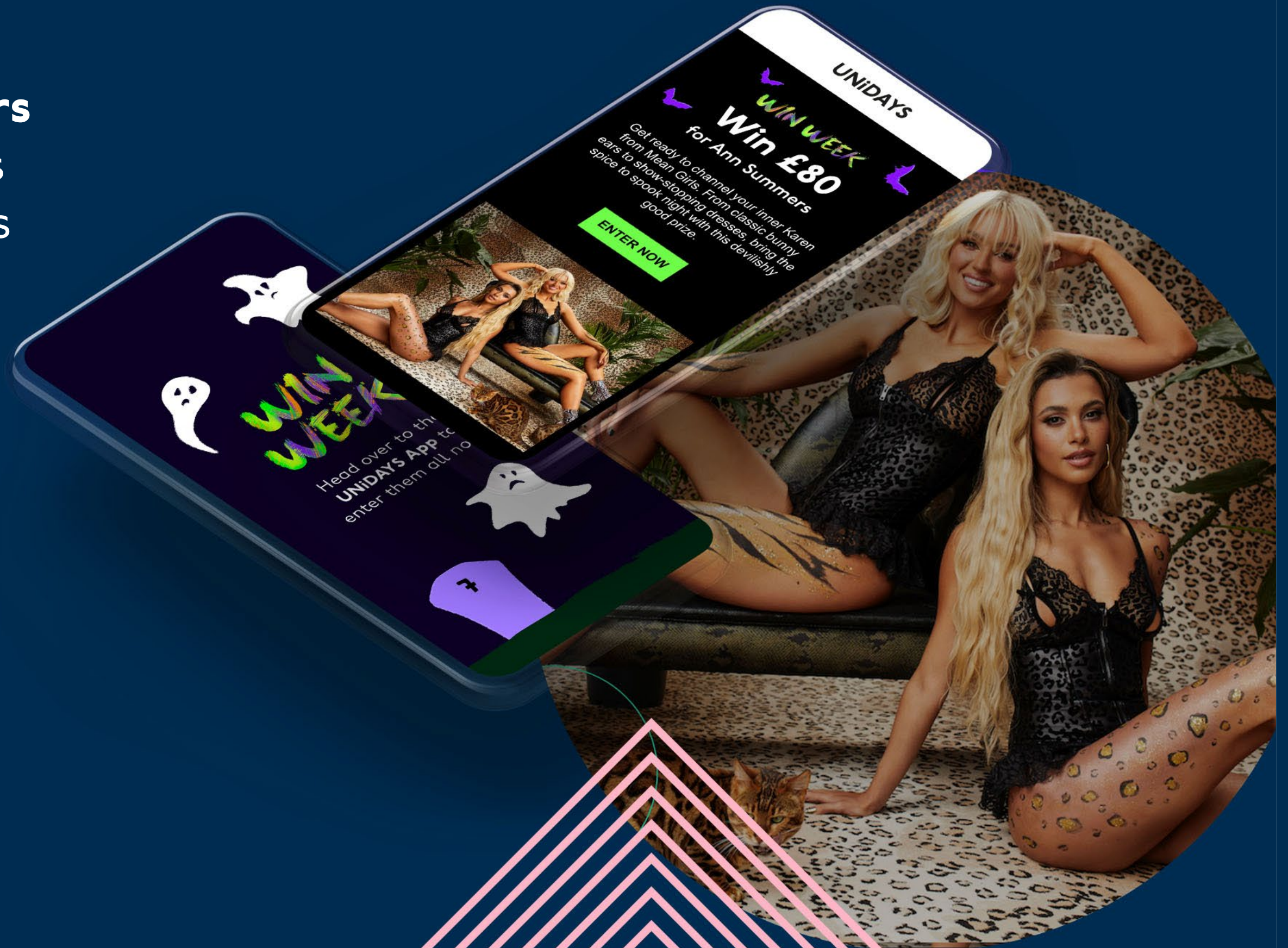


# The UNiDAYS x Ann Summers Halloween campaign boosts brand awareness and breaks giveaway records by 92%

## The Challenge

After achieving a successful 38% boost in sales and 107% increase in new customers YoY during their Freshers campaign with UNiDAYS, Ann Summers set their sights on further boosting brand awareness amongst its Gen Z audience.

Every October, the much-loved Halloween Win Week campaign takes over UNiDAYS, offering students opportunities to win big with their favourite brands. In 2022, Ann Summers took this opportunity to ride the waves of its partnership success during Freshers to create an engaging media campaign at this key moment in the student calendar.



## The Solution

UNiDAYS and Ann Summers collaborated to develop a targeted strategy to effectively reach this Gen Z audience. The campaign included on-network impressions and targeted CRM to 277k students.

The messaging leveraged key Halloween themes and the exclusive opportunity to win an £80 shopping spree at Ann Summers.

## The Results

**260k**

On-network impressions

**58k**

Giveaway entries,  
+43% sign-ups WoW

**+8%**

YoY revenue increase

**+8.5%**

Increase in new  
engagements YoY



Our partnership with **UNiDAYS** allows us to reach new heights against our engagement and revenue goals. Our targeted messaging and CRM strategy generated enormous success, as we received the highest number of new programme members with the Halloween Win Week campaign. We're excited to collaborate further on future campaigns.

— **Digital Marketing Manager,**  
Ann Summers

