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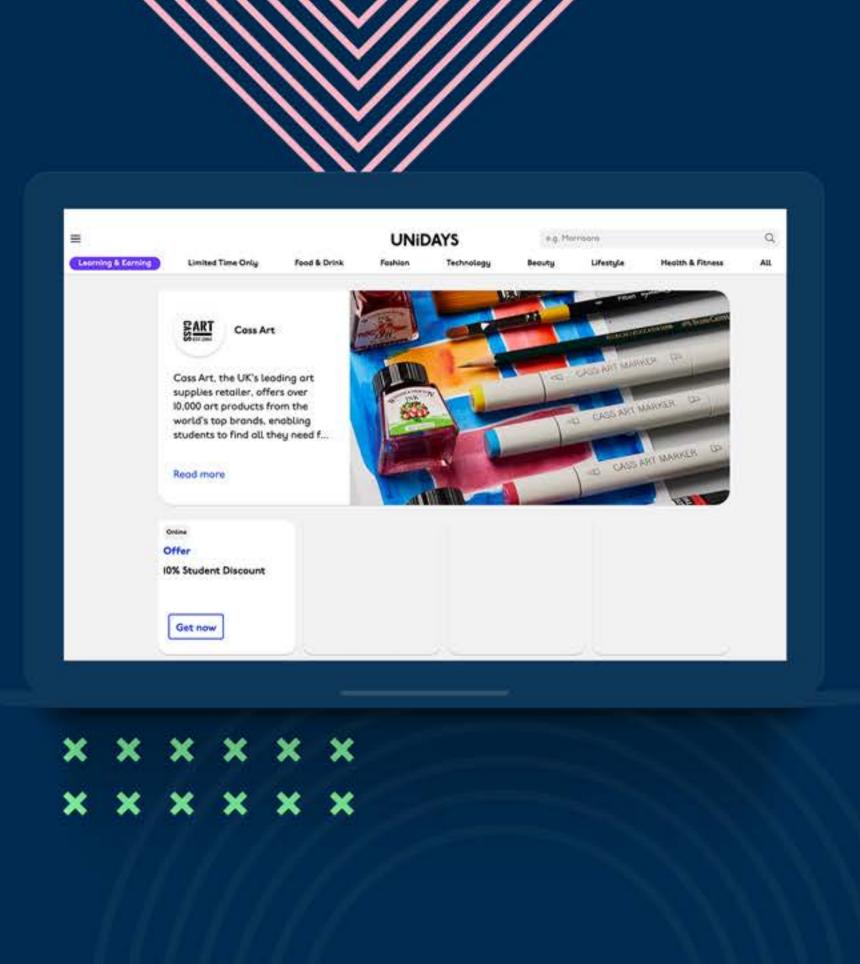
Cass Art paints success, achieving 117% ROI with **UNiDAYS** Freshers' media campaign

The Challenge

Cass Art, a leading supplier of art materials, wanted to kick off Freshers' 2023 with a bang amongst the student community in the UK. Their goal? To increase their brand presence amongst creative students, boost new customer sales and generate a positive ROI at speed and scale. With Freshers' recognised as the peak season for brand discovery by Gen Z students, it was crucial for Cass Art to cut through the noise and target students seeking to kit themselves out with quality art supplies ahead of the new academic year.

chat@myunidays.com

The Solution

To tackle this challenge head-on, Cass Art joined forces with **UNiDAYS** to launch a student-centric media campaign that would raise awareness amongst **UNiDAYS**' 7m+ strong verified student community. Leading the way with a multi-channel campaign, **UNiDAYS** leveraged segmentation to target relevant students through email, push notification technology and featured slots in **UNiDAYS**' app marketplace—specifically targeting users browsing the learning and education area of the app. Having faced challenges with previous partners when it came to the brand's categorisation across marketplaces, **UNiDAYS** enabled Cass Art to be front of mind of students, delivering a dedicated space on the platform for the brand to showcase their products.

Combined with an impactful boosted offer across all products during the campaign, this approach empowered Cass Art to effectively maximise their brand visibility among a vast student audience during a heavily targeted period at the peak of Freshers' season in the UK.

The Results

+756% Redemption uplift

+697% Sales uplift

+379% Engagement uplift

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