

How Holland & Barrett became the #1 brand for engagements in January '24 with a UNiDAYS partnership

The challenge

For students, January is the 'Black Friday' of Health & Fitness—they seek to renew their goals as the new year rolls around and Holland & Barrett wanted to be right at the front of their minds during this key period, both to acquire new student customers and increase conversion with previous customers.



UNiDAYS x Holland&Barrett CASE STUDY

The solution

In early January '24, we rolled out our very first Health & Fitness specific campaign, 'Hello Health'. This was designed to infuse energy into the category through the creation of meaningful, Gen Z-specific moments that our pureplay H&F partners could be a part of.

Holland & Barrett was included across multiple touchpoints inclusive of the Hello Health landing page, UD Meta channels and campaign CRM (NL + push), offering enhanced exposure during this key industry moment. We also negotiated for H&B to receive an added value Solus Email (worth £5,500), which generated impressive results.

To keep the momentum from Hello Health, we incorporated Holland & Barrett into our January Loan Drop campaign. This is the first key moment of the academic year and yielded lots of additional brand exposure from the UNiDAYS audience.

The result

#1 BRAND in health and fitness for January engagements

+129% uplift in MoM engagements

£110K campaign TOV



CAMPAIGN PERFORMANCE

+2.5K
new redemptions
in January

+16%
above average
email open rate

x13
estimated return
on investment