



**PARTNERSHIP
OPPORTUNITIES**

CASE STUDIES



BURWOOD | GEELONG | WARRNAMBOOL | ONLINE
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NATIVE CONTENT AND TARGETED MEDIA

Client: TAC and Vanessa

Award: Best Marketing Campaign - TAG, Campus Link Award 2020

Objective:

- Promote the TAC's (Transport Accident Commission) Safe Driving campaign messaging to Gen Z and Millennials through the fun and engaging 'Vanessa' brand.
- Run a comprehensive and long-term campaign to Deakin students across a variety of marketing channels.

Campaign Period: Four months


Implementation:

- An always on approach was utilised providing media across a four-month campaign period.
- Focus on digital advertising with artwork changing monthly across social, eDM, website, blog and more.
- Integration of on-campus activations throughout campaign period including at OWeek, Wellness Week and Welcome Back Week.
- On-campus assets to compliment digital including Ooh Media Digital Screens and posters on campus.

Results:

- Campaign Reach: 362,309
- Social Reach: 55,517
- Email open rate: 48.7% (7,775 students opened)



 Deakin University Student Association
June 8, 2019 · 🌐

Swapping memes with your mate might be a great distraction from that essay that's due tomorrow but when you're behind the wheel, you'll need to hold fire. Before you drive, switch your phone on Do Not Disturb and you'll be good to go. 🙌

[Transport Accident Commission \(TAC\)](#)



3,808
People Reached

64
Engagements

Boost Post

DATABASE BUILDING

Client: New Balance

Objective:

- Run three competitions for students that build the New Balance database and engage students on social media.

Campaign Period: Three competitions across four months.

Implementation:

- Competitions promoted across social (Facebook and Instagram) and email marketing.
- Email tile advertising utilised to collect data.
- Social Media promotion was utilised to boost reach and engagement.

Results:

- Email Open Rate (average across three emails): 48% (5,469 students per email)
- Email database sign-ups (from three eDMs): 807 database sign-ups
- Social Media Reach from three competitions: 38,723
- Social Media engagement from three competitions: 3,834



MEMBER DISCOUNT PROMOTION

Client: Schnitz

Objective:

- Drive Deakin students into Schnitz Geelong and Burwood stores to utilise their student discount.
- Drive Deakin students into Schnitz stores for the Deakin Free Chip day.

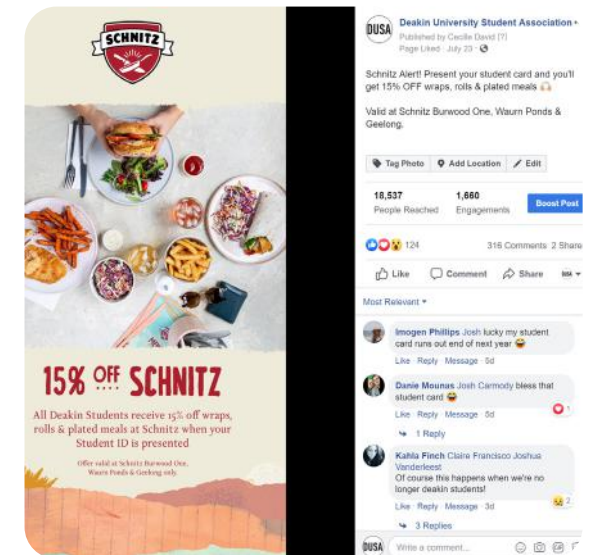
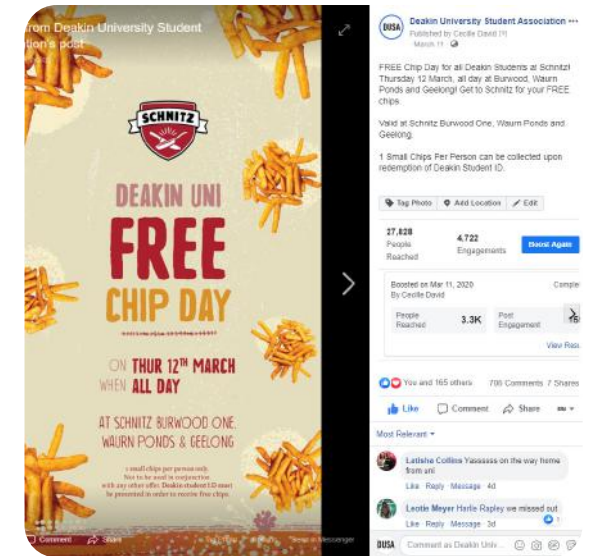
Campaign Period: Year-round student discount, additional digital promotion across month of OWeek (March).

Implementation:

- DUSA worked with Schnitz to promote their 15% off Deakin student meal deal through a variety of digital and on-campus marketing channels including email marketing, social, posters and Ooh-Media digital screens.
- To drive traffic in-store Schnitz held a free chip day for Deakin Students.
- To promote the free chip day, chip eating competitions were held at three campuses during OWeek Market Days in 2020 to build hype and engagement. Further promotion through social media and MC messaging on the main stages at OWeek events.
- Promotion of the 15% offer occurred in-store at the free chip day. The aim was to get the students into stores once, educate them about the discount offer, and they will come back... and they have.

Results:

- Social media reach: 40,024
- Social media engagement: 5,217
- Email open rate: 56.8% (6,156 students)
- Free Chip Day attendees: 942 across three stores



OWEEK ACTIVATIONS ON CAMPUS

SAMPLING ACTIVATION

Client: Remedy Kombucha

Objective:

- Distribute samples of Remedy Kombucha to students at Deakin University.

Campaign Period: One day on campus at OWeek

Implementation:

- Branded marquee on campus set-up to distribute samples to students.
- 4,000 samples distributed on campus.
- Social Media used to drive traffic to the activation on campus.
- MC plugs utilised to boost activation traffic and competitions on the main stage

helped to create hype and build brand engagement.

Results:

- 4000 samples of Remedy Kombucha distributed
- Social media reach: 19,004
- Social media engagement: 1,313
- Event attendees: 4,500



ONE WEEK ACTIVATIONS ON CAMPUS

BRAND ENGAGEMENT & AWARENESS ACTIVATION

Client: Bunnings

Objective:

- Engage students with the Bunnings brand by allowing them to challenge a mate (or a stranger) to a 5-minute DIY challenge.

Campaign Period: Two days on campus, Welcome Back Week

Implementation:

- A DIY activation set-up in a shipping container on the Burwood campus.
- Students challenged each other to a five-minute DIY challenge to build a plant hanger.

Winners of the challenge took home a \$20 voucher.

- Challenge ran for four hours (per day) across two days.
- Social media posts utilised to drive traffic to the activation.
- MC plugs at event utilised to drive traffic and boost engagement.

Results:

- 202 students through the activation (2 students every 5 minutes)
- 101 Bunnings vouchers distributed to students (more than anticipated!)
- A line all day at the activation
- Social media reach: 24,821
- Social media engagement: 1,597

