

Student Edge Drives 100,000 Young People to Chatime Stores



Background

Chatime is a global brand with more than 100 stores across Australia, serving a unique range of fully customisable tea drinks complete with assorted toppings.

Though Chatime has gained a loyal local following, they wanted to engage more deeply with students (secondary and tertiary) nationally, a key demographic for the brand. They also wanted to work with a single organisation who could maximise reach to students at all levels.

Campaign Period

1 September 2017 - 31 August 2018

Objectives

- Spread the word of our ongoing Student Edge offer ("2 for \$8.50 reg fruity/milky iced teas") to drive awareness and increase foot traffic and sales revenue.
- Create a co-branded relationship via in-store and onsite point of sale.
- Promote new Chatime store location launches (and re-launches) throughout the year, with an emphasis on the stores as a go-to destination for young people.

Implementation

- Promotion on Student Edge homepage and via a dedicated Deal page, as well as prominent placement in our Deals section.
- Social media promotion via Facebook and Instagram on Student Edge and Chatime platforms.
- Dedicated emails to Student Edge database promoting Deal, in tailored SE tone of voice.
- Co-branded in-store digital Deal promotion.
- Promotion of new store openings through SMS and eDM, targeting members located near store locations.

Member Feedback

“ THANK YOU SO MUCH FOR THIS DEAL I LOOOOOVVEEEE CHATIME SOOO MUCH!!!!

Tiana K

“ Oh my god this deal is so good, me and my boyfriend must use it like 3 times a week haha

Jordon J

“ I love when you bring up food deals like Chatime bro I love this!!!!!!!!!!!!!!

Elissa B

“ Yesss this is one of my favourite and most used deals!

Molly B

100,000

Number of members who used the Chatime deal

\$310K

Amount members saved using Chatime deal

#1

Most popular deal on our App
98k+ App Screen views