



BANKWEST - STRATEGIC PARTNERSHIP



BANKWEST – THE BRIEF



What was the brief for the partnership?

The Bankwest strategic partnership was developed to provide the leading Student Account proposition in the marketplace.

Bankwest as a challenger brand and with large scale eastern states expansion activities has fantastic alignment with Student Edge.

Student Edge members are encouraged to upgrade to a co-branded Debit card or Debit MasterCard® proposition. Now with one card the students of Australia can shop online with their own money and get big discounts on big brands when they flash their Student Edge Debit MasterCard®. The Bankwest Student Edge Debit MasterCard® is available only with the Bankwest Student Account, which already offers no monthly fees, unlimited electronic transactions and access to Australia's largest ATM network.

Students can either sign up in branch or double opt-in as part of the Student Edge sign up process.

Student Edge ensured the success of this partnership through the use of inventory across the board, including but not limited to: Logo placement, landing pages, competitions, web banners, social media, direct mail etc.

BANKWEST – THE MEDIA



Application Form

Benefit Partner Page

CLICK HERE TO JOIN NOW! IT'S FREE

MEMBERS LOGIN

Email:

Password:

☐ Remember me! [Explain password](#) [LOGIN](#)

FRIGHT NIGHTS 2-4 Nov 5pm-9.30pm
In association with **Coca-Cola**

Disney's FRANKWEENIE
GET 50 GUESTS RECEIVE A FREE DOUBLE MOVIE PASS
IN CINEMAS OCTOBER 25

All event tickets receive a discount movie voucher thanks to **HOYT'S** (© 2012 Disney Terms & Conditions apply)

THE LATEST POLL

What sort of deals would you like to see from your mobile phone network provider?

Deal Type	Percentage
Discounted pre-paid vouchers	11%
Cheap(er) calls & texts	54%
Free calls for emergencies	21%
Free(er) broadband	8%

« Previous Next »

BANKWEST – THE MEDIA



Competition Page

Student Account

Use one Debit MasterCard® to get your cash and discounts!

Student Account

Discounts

How do I get one?

Use one cool card to get your cash and discounts!

As a student, we know you want to drive your dollars further. So we've created a student account that does just that! For starters, we've teamed up with Student Edge to give you discounts on all your favourite brands. Just flash your bank card at places like McDonald's, Hoyts, Domino's Pizza and City Beach to get awesome discounts.

On top of that, you pay no monthly fees and can make as many electronic withdrawals as you want, all for free! You also have the choice of a black or pink bank card! As if that wasn't enough you also have Debit MasterCard® access so you can shop online, over the phone or overseas. Be the first of your friends to buy your movie and gig tickets online!

Apply online today, it's quick, easy and secure!

- ✓ sweet discounts
- ✓ choice of black or pink card
- ✓ no monthly account fees
- ✓ EFTPOS, ATM, internet banking
- ✓ no minimum opening balance
- ✓ Debit MasterCard access

Apply Now

1 Quick to complete

1 100% secure application process

Student Edge Debit MasterCard is a registered trademark of Student Edge. McDonald's, Hoyts, Domino's Pizza and City Beach are registered trademarks of McDonald's International Incorporated, Hoyts International Incorporated, Domino's International Incorporated and City Beach International Incorporated. BR is a registered trademark of Bankwest. Wagamama and Rusty's are registered trademarks of Wagamama International Incorporated and Rusty's International Incorporated. Student Edge is a registered trademark of Student Edge. Debit MasterCard is a registered trademark of MasterCard International Incorporated. All rights reserved. © 2012 Bankwest. All rights reserved.

Landing Page

you are located in: TAS, VIC, WA, NT, QLD, SA, ACT, NSW, NT, QLD, SA, ACT, NSW

Click here to win an iPad

futureinyourhands.com.au

home discounts jobs what's on comps education & training

Sweet giveaways and competitions all year round.

Free stuff!

Join now

Click here to join - IT'S FREE!

Members Login

Email:

Username:

☐ Remember me ☐ Forget password

AMERICAN PIE: REUNION

WINNING APRIL

Win double passes to American Pie: Reunion

What is the greatest reunion place to be and why? Tell us and you could win one of 25 in essence double passes to [American Pie: Reunion](#) in cinema April 2.

[\[more\]](#)

Win 1 of 3 Apple packs

Win 1 of 3 Apple packs from Bankwest!

As a student, we know you want to drive your dollars further so we've created a student bank account that does just that! For a limited time, you can also win 1 of 3 Apple packs! Each prize pack includes a MacBook Air, iPod Touch and a \$100 iTunes voucher.

Simply apply for the [Bankwest Student Edge Visa MasterCard](#) by 26 August 2012 for your chance to win!

enter

WIN 1 OF 6 FREE PLACES TO THE USA

Win 1 of 6 free places on the Work & Travel USA program!

Work and live anywhere in the US for up to 12 months! Simply tell us if you could work and travel anywhere in the USA, where would it be and why? You could win 1 of 6 free places on the Work & Travel USA program thanks to Student Placement Australia New Zealand and CSEB.

WIN A 10 DAY

Win a 10 Day Greek Sailing Adventure

Which Greek island is your favourite and why? Just tell us in 25 words or less and you could win a 10 Day

Student Edge in Future

of the future

60,000 people like Student Edge

Science, Sport, Tech, Music, Arts

Science, Sport, Tech, Music, Arts

BANKWEST - THE MEDIA

Edge Pocket Guide
60,000 distributed

Flash your Student Edge Card and SAVE!
Visit studentedge.com.au for the latest discounts, jobs, what's on, study info, hot offers & comps.
*All offers are subject to change. *Student Edge Card offers may vary by state, see website for full terms & conditions. Discount partners reserve the right to ask for valid student ID. Last updated January 2011.

Prostly supported by:

entertainment		food	
HOYTS \$10.00 movies*	AMF Bowling 2 games & shoe hire for \$15 per person*	Beech Juice 14 U & 14 THEM. 2 medium smoothies for \$10*	Sume Salad 10% off store wide*
Video Ezy Rent one get one free*	Pot Black 10% off pool table hire*	McDonalds Free medium drink with any purchase over \$3*	Damiano's Pizza 10% off your entire meal*
78 Records Free 78 Records stubby holder or bag*	WASP Paintball \$50 for \$30 rounds*	Chicken Treat 10% off storewide*	The Coffee Club Buy one frappe, get one free*
Character Creations 10% off costume hire*	Timezone Load \$20 of credit and get 5 free games*	Red Rooster 10% off or Rooster Roll & \$50m drink for \$4.99*	One For The Road Free next size drink upgrade*
Adventure World \$10 off entry price*	Baskins 14% off test books*	Pasta Cup \$9.95 regular pasta & sauce*	Dumby's 10% off bread products*
Allans Music Billy Hyde 10% off RRP*	WAPL 2 for 1 entry, plus 1 free Football Budget*	Madroon Buy 1 get the second 50% off* or 25% off single cup*	Palais 88 \$10 off when you spend \$80 or more*
Rockface \$15 entry*	Captain Cook Cruises One way travel for \$12 Return \$20*	Shake's Up Buy one get 50% off the next, or 20% off for one!	Cash and Carry Free entry for Student Edge members*
Kartworld Buy one, get one half price*	Savage Adventures 10% off*		
clothing & fashion		automotive	
Blue Spirit Jewellers 20% off selected gold and silver jewellery*	Star Surf & Skate 10% off all clothing & 5% off accessories*	DVG 10% off servicing at any DVG location*	Gr8 Driving Academy 10% off a lesson*
Zanerobe 10% off storewide*	Transit Clothing 10% off storewide*	RAC Free2go RAC Standard Roadside Assistance offer*	Ultra Tune 10% off the price of a service*
Zu 10% off any full priced item*	City Beach Surf See studentedge.com.au for this month's offer*	Auto Masters \$25 off the menu price!	Elite Driving 10% off first lesson*
Betts \$10 off any purchase over \$50*	Jeanswest 10% off storewide*		
Steel Blue 10% off Steel Blue boots at Work Outlets stores*	Intangible 20% off storewide*	travel	
nib Insurance 5% off regular rates*	Gym Alliance 10% off a gym passport and no joining fee*	Retravision \$10 off when you spend \$100*	STA Travel See studentedge.com.au for this month's offer*
Australian Lifesaving Academy WA 10% off any first aid course*	Red Cross 20% off first aid course*	Fotoskin 20% off any Memorabilia Item Online*	ytel mobile Free texts, calls and IM from ytel to ytel accounts*
SurfSchool.com 10% off surf lessons*	Just Spectacles 10% off frames & get another pair 10% off*	Winthrop Up to 10% off Apple & Acer plus free instant glove*	Peracom \$799 Lightweight i3 Notebook Package*
health & fitness		technology	



MAKE THE MOST OF STUDENT LIFE
DISCOUNTS / JOBS / WHAT'S ON / YOUR SAY / COMPS

STUDENTEDGE.COM.AU

PROUDLY SUPPORTING STUDENTS

Discount Partners reserve the right to ask for valid student ID.
Participating partners subject to change | hit www.studentedge.com.au for all discounts

Back of Card Logo

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Website Footer Logo

BANKWEST - THE MEDIA

eDM
60,000 recipients

Having trouble viewing the email? [click here](#)

enews special

home discounts jobs entertainment study-skills student issues what's on comps

Hi "[NAME]", enjoy fuss-free banking and access to more discounts and freebies with the Bankwest Student Edge Debit Card. Plus, [sign up today](#) and get a FREE \$50 music download voucher!

bankwest

FREE \$50
music download voucher

[Find out more](#)

"[NAME]", get one card that hits all the right notes.

Your Student Edge card gives you big discounts all year round. But now you can get even more by upgrading to the Bankwest Student Edge Debit Card. You'll get instant access to your cash with a fuss-free bank account, plus all the freebies and discounts you've come to know and love from Student Edge.

Upgrade to the Bankwest Student Edge Debit Card before 21 March 2011 and get a FREE \$50 music download voucher from [theesong.com](#)

Plus you could WIN 12 months as a Music Industry Insider

Upgrade today and you'll get an entry in the draw to WIN 12 months of free gig tickets, exclusive merchandise, a shiny new Apple iPad plus the chance to meet artists. It's the music experience of a lifetime, valued at a very cool \$15,000.

[Don't miss out!](#)

Upgrade before 21 March 2011 for your FREE \$50 music download voucher plus the chance to WIN 12 months as a Music Industry Insider.

Bankwest Student Edge Debit Card

One card. Sweet discounts. Happy Banking.

No monthly fees
Unlimited electronic transactions
Discounts and giveaways all year round from Student Edge

[Find out more](#)

EMI **theesong**

Important things you should know: The Bankwest Student Account is issued by Bank of Western Australia Ltd ABN 20 084 424 410. You should consider the Product Disclosure Statement (PDS) and whether the product is right for you. A PDS is available from your local Bankwest store, from [bankwest.com.au](#) or by calling 13 17 10. The Bankwest Student Account is for full time secondary, tertiary and TAFE students, apprentices and trainees only. Joint accounts are not available on the Student Account. **Bankwest Music Industry Insider Competition:** The promoter is Bankwest, 100 St Georges Terrace, Perth WA 6000, authorised under 10101 179, number 1370383, 27/10/2008, VIC 175, number 1370383/01/000. Competition closes 23/03/11 at 11:59pm AEST. Draw date 23/03/11. Winner will be contacted by phone and announced online at [bankwest.com.au](#). Apple is not a participant in or sponsor of this promotion. Apple and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. **\$50 Music Download Voucher:** Offer ends 23/03/11. The voucher is redeemable from [theesong.com.au](#) until 23/04/11 and entitles the account holder to download up to a maximum of \$50 worth of music within 90 days of redeeming their voucher. Full terms and conditions available at [bankwest.com.au/bankwest](#)

Student Edge - 2011 - Home of the student | [www.bankwest.com.au](#)
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Student Edge, Suite 2400 Rialto St, Subiaco WA 6008
[Click here](#) to unsubscribe to Student Edge emails

Student Edge

Want to win 12mths as a Music Industry Insider? Simply take out a Bankwest Student Edge Debit Card at any Bankwest store before 21/3/11 & you'll also go in the draw to WIN a year's worth of free gigs, unlimited music streaming, new band previews, exclusive merchandise, behind the scenes studio tours, an Apple iPad & loads more (valued up to \$15,000!). Follow the link to find out more details on the major prize!

Student Edge
[www.bankwest.com.au](#)

7,206 Impressions • 0.08% Feedback
March 3 at 9:06am • Unlike • Comment • Share

You and Dylan Ood Putland like this.

Facebook



THIS WEEK'S TOP 5 DEALS

PAUL Exclusive Student Edge Screening

"Own It" in 2min
Create a 2min video & tell the world how you "Own It" to go in the draw to win cool prizes thanks to National Youth Week '11.

VIDEO EZY 99c The Town rental
Rent The Town on DVD or Blu-Ray for only 99c when you flash your Student Edge card at participating Video Ezy Stores!

Paintballs at dawn
To go in the draw to win a student paintball pack for six people at WASP just tell us what gets your adrenaline pumping?

Made for walkin'
To go in the draw to win a pair of Argyle Boots thanks to Steel Blue just tell us your idea of comfort in 20 words or less.

Bankwest Student Edge Debit Card
Free \$50 music download voucher, plus the chance to win 12 months of freebies as a Music Industry Insider when you sign up.

[Find out more](#)

FEATURED JOBS

WA Museum
Want to volunteer at the AC/DC Australia's Family Jewels exhibition for one day a week? If you do, contact us NOW! (18+)

Strandbags
At Strandbags, we invest in our staff, offering training and development, plenty of...

Alphones
Alphones is always looking for enthusiastic, capable and motivated retail staff.

[view all discounts](#) [print discount list](#) [ideas & feedback](#)

WHAT'S ON THIS WEEK

Rihanna, Burswood Dome 12/03

Sculpture by the Sea 2011 03/03 - 22/03

Mandurah Crab Fest 2011 12/03 - 13/03

Modern International Dead 19/03 - 03/04

TOP STUDENT COMMENTS

"The iPad so that I can access all my readings and take all my notes wherever I am, beach, bus or bath!"
- Ashley H on New Generation technologies

"It was invisible, I would spy on people to see what problems are and act as their conscience, and tell them what's the best thing to do."
- Leslie Y on Griff the Invisible

School Formal Photo Contest

FERRARI FORMULA R
Click here for more details

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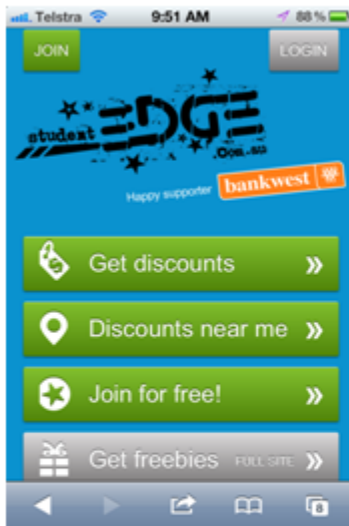
PROUDLY SUPPORTED BY **bankwest** **Curtin University**

enewsletter
415,896 delivered

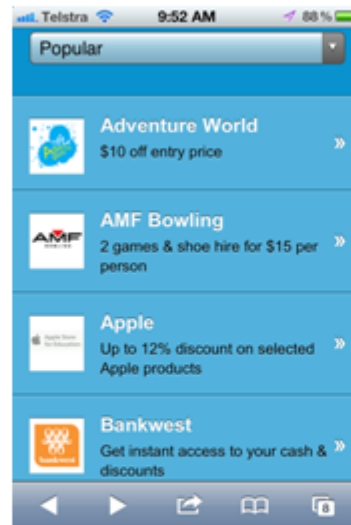
BANKWEST – THE MEDIA



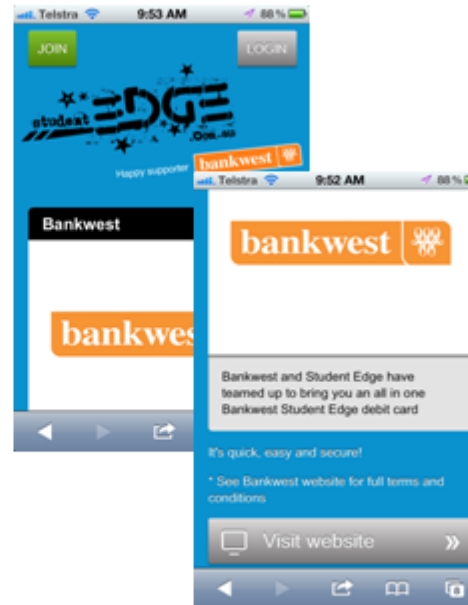
Header Sponsorship



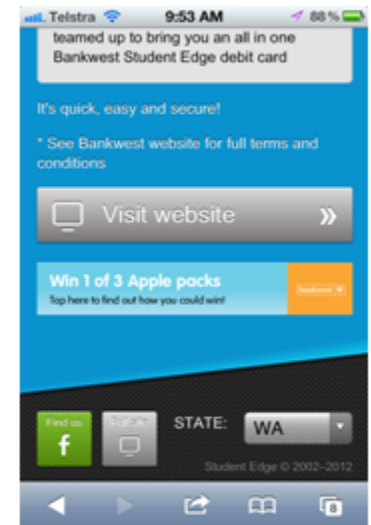
Partner Listing



Partner Page



Banner ROS



Mobile Website

BANKWEST – THE MEDIA



Debit Mastercard



Debit card

BANKWEST – THE MEDIA



Mrec Banner

Bankwest Student Account
One card. Global access.

- No monthly fees
- Free access to Bankwest and Commonwealth ATMs
- Big discounts at McDonalds, Hoyts, Apple and more

[Apply Now](#)



bankwest

student **EDGE** .Com.au

home discounts jobs what's on comps your say education & training

MAKE THE MOST OF STUDENT LIFE!

[view discounts](#) [what do i get?](#) [join now!](#)

this week's hot offer
ASOS
EXCLUSIVE ASOS OFFER
\$20 Off ASOS - Limited Time Only

this week's major comp
Win 1 of 3 Apple packs

join now **Click here to join - IT'S FREE!**

Members Login
Email:
Password: [go](#)
☐ Remember me [Forgotten password](#)

Win 1 of 3 Apple packs
For your chance to win check out [bankwest.com/studentedge](#) for details


the latest poll
Who would you like to see as Prime Minister?
[Vote](#)

card discounts

bankwest

Website Skin

Bankwest Student Edge
Debit MasterCard®



bankwest

[Apply now](#)

Tile Banner

Leaderboard Banner

Win 1 of 3
Apple packs



bankwest

BANKWEST – THE MEDIA



10
School Visits

Focused on informing student from years 10-12 about the Bankwest/ Student Edge card, as well as prizes & giveaways



BANKWEST – THE RESULTS



MEDIA	PRODUCT	DATE	IMPRESSIONS	CLICKS
eDM	4050 - Web - Banners	6/02-15/03/2011	235,057	922

MEDIA	PRODUCT	DATE	RECIPIENTS	OPENS	CLICKS
eDM	4045 - Dedicated eDM; 15-24yo	6/02/2011	60,000	12,176	4,080

MEDIA	PRODUCT	DATE	RECIPIENTS
eDM	4045 - eNews #129 - Top 5 Listing	17/02/2011	142,774

MEDIA	PRODUCT	DATE	RECIPIENTS
eDM	4045 - eNews #130 - Medium Rec	3/03/2011	141,640

MEDIA	PRODUCT	DATE	RECIPIENTS
eDM	4045 - eNews #131 - Medium Rec	10/03/2011	59,018

MEDIA	PRODUCT	DATE	RECIPIENTS
eDM	4045 - eNews #132- Medium Rec	17/03/2011	72,464

MEDIA	PRODUCT	PERIOD	IMPRESSIONS
Online	Home Page Listing Comp	21/02 – 28/02/2011	49,193

MEDIA	PRODUCT	PERIOD	IMPRESSIONS
Online	Competitions Page Listing	6/02-15/03/2011	31,785

BANKWEST – THE RESULTS



MEDIA	PRODUCT	PERIOD	IMPRESSIONS
Online	Home Page Listing Hot Offer	15/02 – 22/02/2011	83,523

MEDIA	PRODUCT	PERIOD	IMPRESSIONS
Online	Hot Offers Page Listing	6/02-15/03/2011	25,649

MEDIA	PRODUCT	ISSUE	PRINTS
Print	4060 - Edge Pocket Guide - internal	Jan - March	60,000

MEDIA	PRODUCT	DATE	FANS
Online	4050 - Web - Social Media - FB	3/03/2011	11,568

PRODUCT	PERIOD	Schools
School Visits	6/02-15/03/2011	10

Top Schools Visited	Attendance
Woodvale SHS	1500
Aquinas College	1400
Darling Range	1000

BANKWEST – THE RESULTS



Student Edge delivered sensational results!

- Over 30,000 Student Edge Bankwest cards are now in students pockets across Australia

‘Student Edge provides a unique opportunity for us to communicate and engage with the youth market. We are proud to sponsor Student Edge in providing free access to discounts, competitions and community support for students and young people. In addition to offering real benefits for students, Student Edge provides a unique differentiation for our brand and our student proposition’

Jarod Avila

Head of Retail Deposits and WA Executive



GET AUSTRALIA'S INNOVATORS IN STUDENT MARKETING WORKING FOR YOUR BRAND!



p: 1300 THE EDGE (1300 843 334)
d: 08 6489 1114

Perth: 454 Roberts Road Subiaco
Melbourne: 49-51 Wellington St, St Kilda
Sydney: Tower 2 201 Sussex Street CBD