



# DEPARTMENT OF EDUCATION



Department of  
Education

# DEPT. OF EDUCATION – THE BRIEF



## **What was the brief for the campaign?**

The Department of Education's 'It All Starts at School' campaign ran from January to December 2011.

The aim of the campaign was to increase high school student's attendance, as well as generate awareness of the importance for young people to attend school on a regular basis. The program was aimed at students in Years 8 to 10 across ten high schools in WA.

## **How did Student Edge ensure the success of this campaign?**

Student Edge proposed the use of its membership via the creation of a bespoke 'It All Starts At School'-Student Edge membership card, as well as a range of media channels including experiential school visits, on-site branding and member communication including eDM, SMS and direct mail. Additionally, Student Edge proposed the support of commercial partners (endorsed by the Department of Education) to support both the delivery of prizes and vouchers and also in-store experiences.

## How did Student Edge ensure the most defined geographic targeting for this campaign?

This campaign was targeted directly at high school students (years 8-10) in 10 Western Australian secondary schools nominated by the Department of Education.

The inventory used was:

- Welcome letters
- Co-branded Student Edge cards
- Edge Pocket Guides
- On-site banners
- On-site skins
- 40 experiential school visits
- Vouchers and prizes
- Dedicated page on-site
- Competitions
- Targeted dedicated eDM
- Targeted dedicated SMS



# DEPT. OF EDUCATION – THE MEDIA



## MAKE THE MOST OF STUDENT LIFE WITH YOUR STUDENT EDGE CARD!

First Name Surname  
Address  
Suburb State Code

[NAME], CONGRATS ON JOINING STUDENT EDGE!

Now that you have your brand spankin' new Student Edge card you can start saving money right away. Your Student Edge membership gives you Big Discounts on Big Brands and full access to [itallstartsatschool.com](http://itallstartsatschool.com) where you can check out all the latest:

- Discounts & hot offers
- Comp's
- Jobs and heaps more student stuff

We will also keep you in the loop with the latest discounts and comp's by sending you email and SMS updates and the occasional surprise in your letterbox!

Your Student Edge crew



The small print: keep hitting [itallstartsatschool.com](http://itallstartsatschool.com) for new discounts and ones that may change or vary by state. Also, stores may ask for valid student ID in conjunction with your Student Edge card.

\*Specially supporting students:



[studentedge.com.au](http://studentedge.com.au)

**What are you missing out on?**

**YOU** are part of an **exclusive group** of students from **TEN SCHOOLS** in WA.

**WIN** fantastic prizes and access to **AMAZING** behind the scenes experiences.

**Heaps of freebies** – you never know when Student Edge will visit your school and who they will bring with them. But if you **aren't at school** you'll miss out!

**IT ALL STARTS AT SCHOOL**

 Department of Education

[itallstartsatschool.com](http://itallstartsatschool.com)

Welcome Letter  
2,238 distributed



# DEPT. OF EDUCATION – THE MEDIA

2,238 cards distributed

**IT ALL STARTS AT SCHOOL**  
itallstartsatschool.com

PROUDLY SUPPORTING STUDENTS

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

Logos of participating partners: CITY REBEL, SHOP ONLINE, STU, REBEL, HOYTS, BOOST, VIDEO EZY, AMF, Noodle Box, Cash & Carry, Jeanswest, sumoSalad, porta.com.



**EDGE POCKET GUIDE**  
studentedge.com.au

**THINKING ABOUT YOUR FUTURE?**  
Over 120 different jobs and careers in building and construction – work, learn and earn at the same time!

**GOING TRAVELLING?**  
Upgrade to a Student EdgeISIC card.  
✓ Exclusive travel deals  
✓ Photo identification  
✓ 41,000 discounts worldwide, plus national Student Edge deals

**UPGRADE NOW**  
studentedge.com.au/isic

**Open Your Mind Day**  
Sunday 7 August  
10.00am - 4.00pm  
www.murdoch.edu.au/OpenYourMind

**Murdoch UNIVERSITY**

**love a job that works for me**  
With over 6,000 people working at McDonald's across WA, you're a most valuable asset to make new friends.  
Apply at mcdonalds.com.au/careers

**buy any soup & get 50% off a 2nd soup**  
Offer valid until 31 August 2015 between 2pm and 4pm. Offer is valid at SumoSalad stores located in WA. Offer only on full priced soups. Excludes hot bowl, bowl or soup or fewer, plus to be first to try. Limit to one coupon per customer per day. Not available in conjunction with any other offer. Not redeemable for cash.

**HOT offers**  
Get even more value from Student Edge with our exclusive weekly studentedge.com.au hot offers

www.sumosalad.com **SUMOSALAD**

Edge Pocket Guide  
2,238 distributed

# DEPT. OF EDUCATION – THE MEDIA



## Website Skins



Public education  
Discover a world of opportunities

Blake McCarthy

Australian Apprentice of the Year 2009



Public education  
Discover a world of opportunities

Chantal  
Humberstone  
Lead Choreographer



Banners – Mrec & Leaderboard  
impressions 379,249

## **School Visits [40 in total]**

### **Term 1**

The format for the Term 1 visit was an interactive presentation to students hosted by Jeremy Chetty introducing the program, explaining the benefits and also included a guest presenter – youth mentor Dave Gunter. Students were engaged with a thrilling personal story from Dave which followed with questions and prizes.

### **Term 2**

This presentation was to remind and reengage the students with the real benefits of attending school. It also featured a video of encouragement from Dave Gunter.

### **Term 3**

Similar to Term 1 & 2 this presentation focused on delivering formal acknowledgements. It also included prizes and vouchers (as outlined in the following slide) to the students that had demonstrated a real and significant improvement in attendance.

### **Term 4**

The format for the term 4 visit was a 'mini carnival'. Student Edge provided games (ping pong toss, tug of war, sumo suits) and partners such as; West Coast Eagles, AMF Bowling, Perth Heat & WAFL provided activities for the students as well.





# DEPT. OF EDUCATION – THE MEDIA



## Vouchers & Prizes



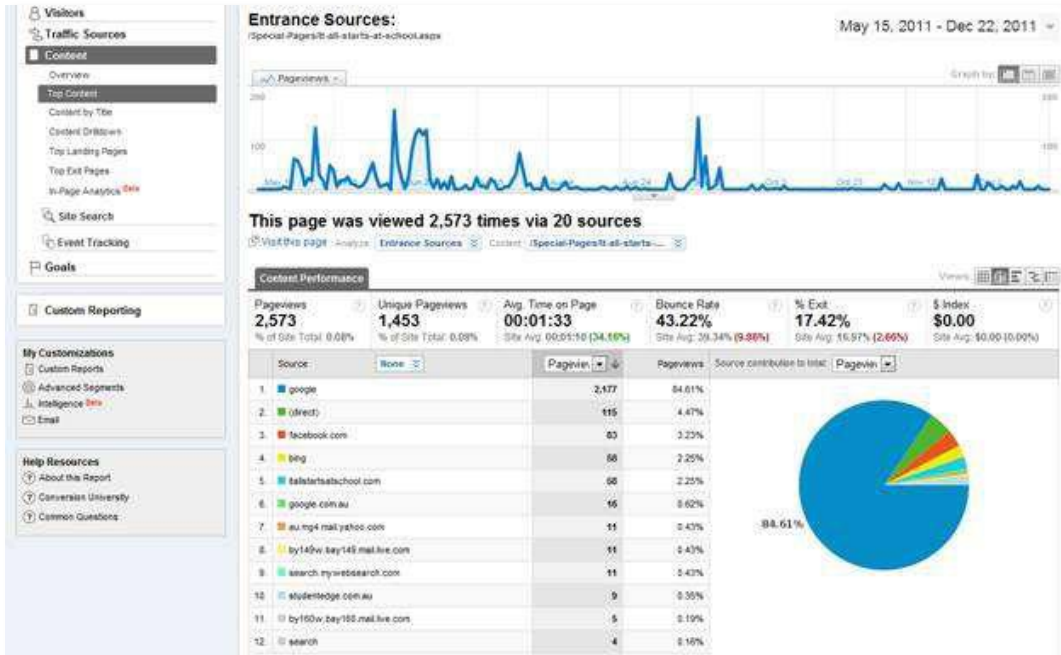
Organisation	Description	QTY	\$ Value
Smiggle	Gift card	30	\$ 600
Eb	Gift card	30	\$ 600
Jay Jays	Gift card	30	\$ 600
Boost Juice	Gift card	90	\$ 630
Student Edge	Goodie Bags	10	\$ 200
Fremantle Dockers	Tickets & Prize pack merchandise	10	\$ 1,400
Perth Glory	Prize pack merchandise	10	\$ 1,000
Royal Show	10 X Double Passes	20	\$ 240
Retravision	iPod Nano	10	\$ 700
Sony BMG	Albums	5	\$ 150
Transperth	\$50 smart rider credit	10	\$ 500
Apple	Itunes vouchers	10	\$ 200
Sony Films	300 Green Lantern, 300 Smurfs tickets	600	\$ 6,000
Rebel Sport	Gift card	10	\$ 500
<b>TOTAL</b>		<b>865</b>	<b>\$ 13,320</b>

Organisation	Description	QTY
Adventure world	2 for 1 offer	50
AMF Bowling	Buy one get one free	1000
Transit Clothing	\$10 Transit dollars	850
Video Ezy	Rent any new release for \$1.95	850
Jeanswest	20% off (4 weeks only)	950
Boost Juice	\$5 original smoothie (valid 2 weeks)	1000
Subway	\$2 off footlong (valid 2 weeks)	1000
Timezone	Load 5 get 5 free	1000
<b>TOTAL</b>		<b>6700</b>



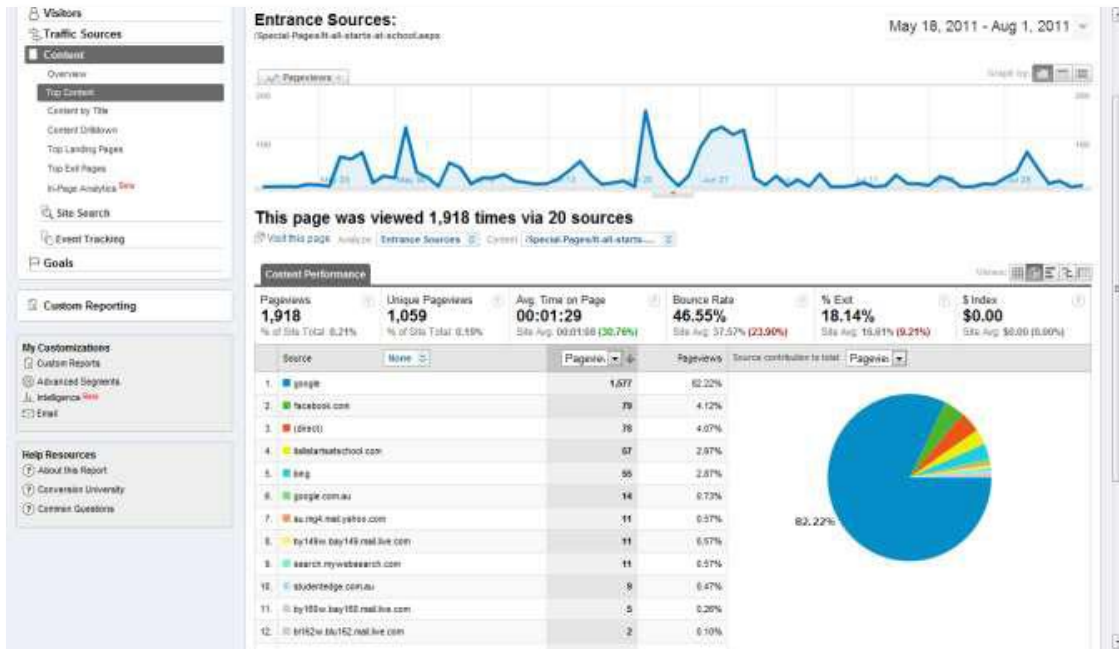


# DEPT. OF EDUCATION – THE MEDIA



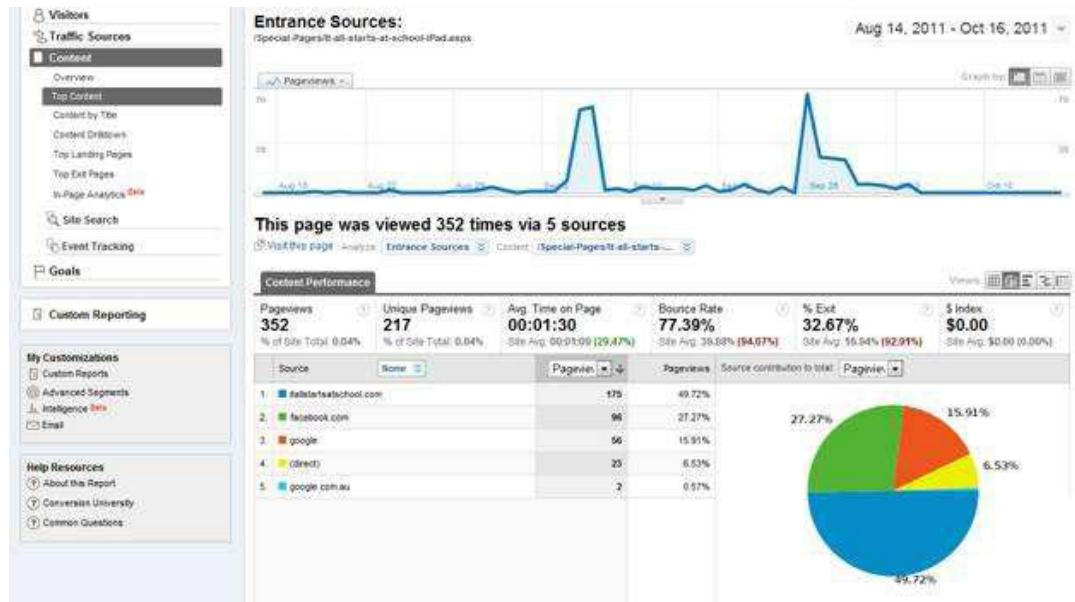
Dedicated page

# DEPT. OF EDUCATION – THE MEDIA



“Your Say” competition page – iPod pack

# DEPT. OF EDUCATION – THE MEDIA



Your Say competition page – iPad 2

# DEPT. OF EDUCATION – THE MEDIA

3,299 targeted SMS records

Date	Time	Recipients	Copy
21/5/11	2pm	489	<i>"What are you missing out on? Student Edge is visiting your school this week with heaps of prizes and giveaways."</i>
29/5/11	2pm	468	<i>"What are you missing out on? Student Edge is visiting your school this week with heaps of prizes and giveaways."</i>
23/6/11	4pm	1,074	<i>Tell us at <a href="http://itallstartsatschool.com">itallstartsatschool.com</a> and you could win an iPod and iTunes voucher.</i>
17/08/11	4pm	1,268	<i>Have your say on <a href="http://itallstartsatschool.com">itallstartsatschool.com</a> and you can win an iPad</i>



1,132 targeted eDM records

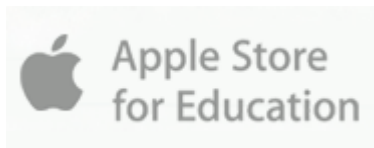


At the conclusion of each term, twenty students who demonstrated an increase in attendance were provided the opportunity to attend the workplaces (4) of Student Edge's partners where they participated in workshops that provided the opportunity to experience what it is like to work in that organisation.

These once in a life-time experiences provided students with an understanding of where education and career opportunities intersect.

Partners involved:

- Apple
- Nova FM
- Boost Juice
- Hoyts



# DEPT. OF EDUCATION THE RESULTS



## Student Edge delivered sensational results!

Extensive research was carried out during the development of the 'It All Starts at School' campaign, with students from Years 8, 9 and 10 from five of the ten participating schools participating in focus groups.

Parents and school staff also participated in focus groups and discussions to gain an understanding about the reasons for non-attendance at school. Evidence from teachers and year coordinators indicated the program had a positive effect on students, particularly those considered 'at-risk'.



Department of  
**Education**

Welcome letter	• 2,238 delivered
Branded Student Edge cards	• 2,238 delivered
Edge Pocket Guide	• 2,238 delivered
On-site banners	• 379,249 impressions
On-site skins	• 4 weeks
School visits	• 40
Vouchers and prizes	• 7,565 distributed
Dedicated page on-site	• 40 weeks
Competitions	• 2,270 page views
Targeted dedicated EDM	• 1,132 distributed
SMS	• 3,299 sent



**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**