



DEPARTMENT OF COMMUNITIES - NATIONAL YOUTH WEEK 2011

IMAGINE.
13-22
APRIL
2012 **CREATE.**
INSPIRE.
NATIONAL YOUTH WEEK

student **EDGE** .Com.au

NYW 2011 – THE BRIEF



What was the brief for the campaign?

National Youth Week 2011 was held from the 1st of April to the 10th of April 2011, with the Student Edge/National Youth Week campaign running throughout February and March of 2011.

Campaign Objective:

To provide students aged between 12-25 years information and accessibility to the National Youth Week Film Competition.

How did Student Edge ensure the success of this campaign?

Student Edge proposed the use of a range of inventory, including: Website banners, a major competition, dedicated eDM, eNewsletter MREC, website skin, promo visits, 'What's On' listing and social media promotion.

NYW 2011 – TARGETING



This campaign was targeted at students aged 12-25 years old, Australia wide (focused in WA).

The inventory used was:

- On-site banners
- On-site skin
- Promo visits
- Competition
- Targeted dedicated eDM
- eNewsletter MREC
- 'What's On' listing
- Social media



NYW 2011 – THE MEDIA



The screenshot shows the student EDGE website with a navigation bar including links for home, discounts, jobs, entertainment, study & skills, student issues, what's on, comps, and your say. A top banner advertises '4G wireless broadband' with a 'student only offer' of a refurbished home gateway Wi-Fi device for \$149. Below this, a large banner for 'Sweet giveaways and competitions all year round' features a 'free stuff' tag. To the right is a 'join now' button and a 'Members Login' section with email and password fields. The main content area includes a 'this week's major comp' for Smiggle gift cards, a 'OWN IT! FILM COMP' (National Youth Week Film Competition) with a deadline of 01-10 April 2011, and a 'WIN 1 of 5 AWESOME PRIZE PACKS!' valued at over \$3000 each, featuring a JVC camcorder and a \$100 bill.

On-site skin
Impressions: 14,213

On-site banners
Impressions: 102,768

The banner features the text '“OWN IT” FILM COMP' in large, bold letters. To the right, it says 'WIN 1 of 5 AWESOME PRIZE PACKS' and 'valued at over \$3000 each.' Below this text is an image of a JVC camcorder and a \$100 bill. On the right side of the banner, there is a 'THANKS TO:' section with logos for sponsors including Net TV, Bankwest, and others, alongside a graphic of a person holding a paintbrush.

NYW 2011 – THE MEDIA

Targeted dedicated EDM
100,819 distributed



3 x eNews MREC
341,291 recipients

NYW 2011 – THE MEDIA



Promo visits - 2 visits during university O-Week



Student Edge

\$1,000 cash? A video camera worth \$1,999? Loads of other Student Edge goodies too?! HOW?! All you need to do is create a 2 min video and tell the world how you "Own It" to go in the draw to win!!



Student Edge - Win Free Stuff

www.studentedge.com.au

Create a 2min video and tell the world how you "Own It" to go in the draw to win cool prizes including a JVC Everio X Personal Camera valued at \$1,999 thanks to Retravision, a Bankwest Student Account pre-loaded with \$1,000 and a whole range of Student Edge goodies thanks to National Youth Week 2011...



Social media

- Regular Facebook 'blasts': February through March

Total amount of funding/in-kind contribution for the event/activity:

Student Edge were allocated \$2,000 in funding for the *Own It* film competition (\$10,000 from Youthbeyondblue and \$10,000 from the Office for Youth).

Additional support (circa \$20k) was provided via:

- Bankwest - weekly prizes as well as bank accounts with a value inside from \$500-\$1000.
- Retravisation – 5 x Video Cameras.
- Smarter than smoking.
- WAAPA – experiential once in a lifetime tour and meeting of WAAPA's 'Greats' including visiting international directors.
- Plus: support from Hoyts, Sony, Disney, Universal and our other partners.

NYW 2011 – THE RESULTS



| | |
|------------------------|-------------------------|
| eNews Mrec | •341,291 recipients |
| Social media | •8 likes and 7 comments |
| On-site banners | •102,768 impressions |
| On-site skin | •14,213 impressions |
| Promo visits | •2 O-Week visits |
| Competition | •161 entries |
| Targeted dedicated EDM | •100,819 distributed |

Student Edge delivered sensational results!

The National Youth Week 'Own It' film competition exceeded expectation regarding views and overall participation. In total there was over 5 and ½ days of continued viewing that equates to over 15,000 x 30 second traditional advertisements all focused on National Youth Week. In addition there were thousands of Facebook 'Likes'.



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



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