



SUN SMART – DARK SIDE OF TANNING

student **EDGE** .Com.au



Cancer
Council
Australia

SUN SMART – THE BRIEF



What was the brief for the campaign?

The Sun Smart 'Dark Side of Tanning' campaign was developed to raise awareness of the risks caused by being in the sun. As well as to encourage young people to 'slip, slop, slap, seek & slide'.

The campaign was targeted at 12-24 year-olds from Western Australia.

How did Student Edge ensure the success of this campaign?

Student Edge used a range of inventory to carry out a successful campaign. These included:

- eNews top 5 listing x 2
- Major Competition (with homepage listing)
- Targeted SMS x 2
- Facebook alert

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SUN SMART – THE MEDIA



Major Competition
 8,197 impressions
 438 comments

Facebook
 8,900 views



SUN SMART - THE MEDIA



SMS Sent to members
(Boxing Day & Australia Day):
10,000 delivered

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issue 124

Hi "[NAME]", think you're the most pleasant person around? If you are then you're in for a chance to grab **Santa's sack**. This week we at the Edge we've got a whole bunch of new comps on top of that. City Beach also extends its 50% off **not** offer so get in now for some great surf gear in preparation for the sweltering summer. Don't forget to donate to the **Salvation Army Santa Stocking Appeal**.

THIS WEEK'S TOP 5 DEALS

- Grab Santa's Sack**
- SunSmart goodie bag** up for grabs
- Glorious experience**
- \$250 Voucher**
- City Beach is still making waves**

Do a 15min survey & go in the draw to win \$300 cash!

FEATURED JOBS

- Industrial Training Institute**
- McDonald's**
- One For The Road**

WHAT'S ON THIS WEEK

- The Salvation Army Santa Stocking Appeal
- St George Bank Movies by Burwood - Dinner
- Movie at Rosemead Oval
- St George Bank Movies in Strling - Inception

TOP STUDENT COMMENTS

"I have two older sisters who are unidentical twins. People always think that I looked more like the older sister - most people think we're the twins. When I went back to my home town without my sisters, a couple came up to me and told me that I was going to get married on a specific date! I never thought anything of it and just brushed it aside. Later on in the year, my sister got married on the exact same day that the couple mentioned. Tropic"

WANT TO STUDY IT? CLICK HERE

GO FOR THE JOB

ACT

KEYS 2 DRIVE

If you're on your L's then you and your parents/supervisor are entitled to a free driving lesson thanks to Key2Drive. **BOOK YOUR FREE LESSON NOW!**

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2 x
eNews
Top
Five
Listing
283,640
recipients

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issue 127

Hi "[NAME]", a Student Edge poetic spectacular:

Exclusive Sanctum 3D screening. A ball dress and excessive preening. A SunSmart pack that ain't no dud. are all up for grabs. **The Queensland flood, can be donated to** so don't delay. Get cheap flights to London and fly away.

THIS WEEK'S TOP 4 DEALS

- Sanctum 3D Exclusive Screening**
- The Ultimate Fashion Experience**
- London from \$1299**
- SunSmart goodie bag** up for grabs

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Click here to see the online version!

Full of vouchers goodness!

JOB / CAREERS

- Dental Nursing Australia**
- Student Edge**

LOOKING AT GOING TO UNI? WIN \$100 FOR COMPLETING A SURVEY!

WHAT'S ON THIS WEEK

- SLAM! Volleyball Festival
- World Sports Expo
- Due Date Screening - \$6 Tickets

TOP STUDENT COMMENTS

"Our car would not start, then I realised the hand brake was on! I saved the day!" -**Maria D on Smarter than the Average Bear**

"Kidney McCloud. It's mysterious, and a little different." -**Maria H on Name Your Stage Name**

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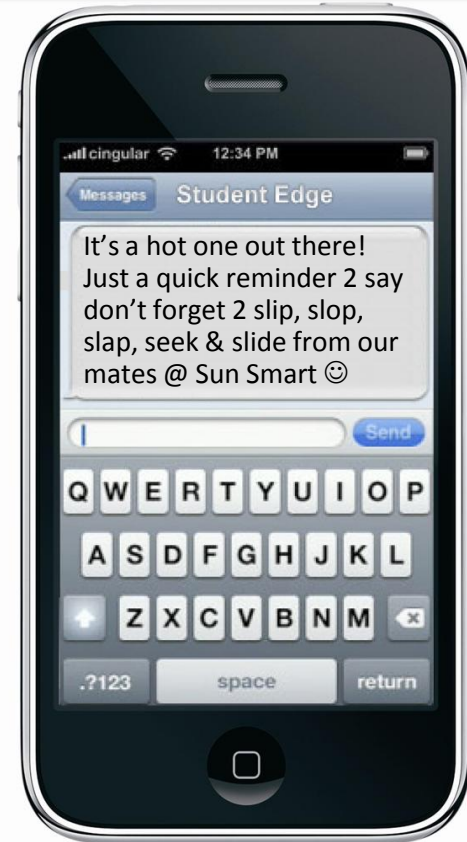
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SUN SMART – THE RESULTS



Student Edge delivered sensational results!

- eNews top 5 listing x 2: **283,640 recipients, 767 clicks**
- Major Competition (with homepage listing): **8,197 impressions, 438 comments**
- Targeted SMS x 2: **10,000 recipients**
- Facebook alert: **Seen by 8,900 people who 'liked' Student Edge**



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



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