



CASE STUDY – YOUNG PEOPLE WITHOUT BORDERS



FOUNDATION FOR
Young Australians



**YOUNG PEOPLE
WITHOUT BORDERS**



YPWB – THE BRIEF



What was the brief for the campaign?

- Foundation for Young Australians' goal is to link and support like minded organisations and individuals where young people's sense of inclusion and connectedness to communities will significantly increase. Hence, partnering with Student Edge to power and support the initiative of Young People Without Borders and promoting the awareness of taking a gap year.
- Young People Without Borders aim to engage young people considering their options in year 12, encourage a gap year to explore their passions in social issues, find out what excites them and get them involved in their passion. They volunteer in their local communities and Asia Pacific to start making a difference.

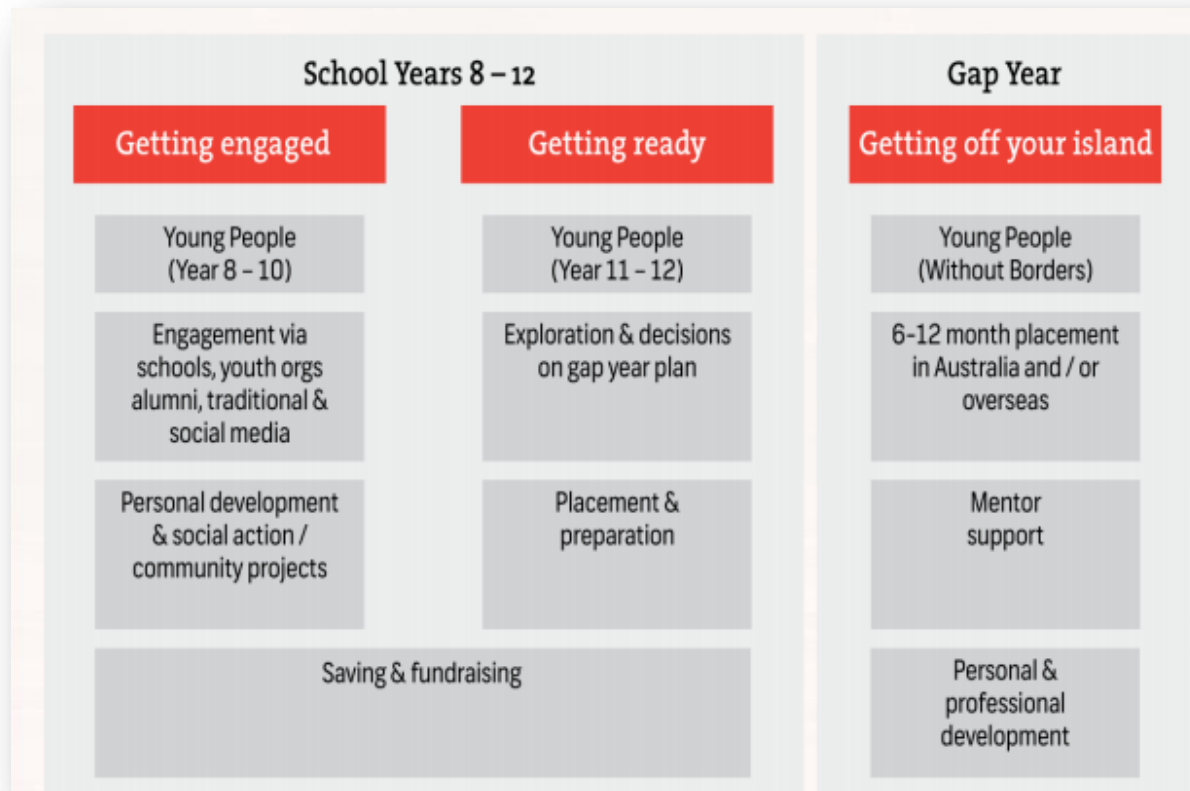
How do Student Edge ensure the success of this campaign?

- Student Edge provided FYA with a range of media promotional products i.e. onsite banners, skins, dedicated eDMs, co-registration, competitions, experiential visits etc. to communicate the message nationally to our members that this campaign is targeted to.

YPWB – TARGETING



- National.
- General media for (eNews, custom feature, online banners, experiential visits) for 13-17 years old.
- Specific media (e.g. Co-reg, Targeted eDM, Competition) for 17+ year olds.



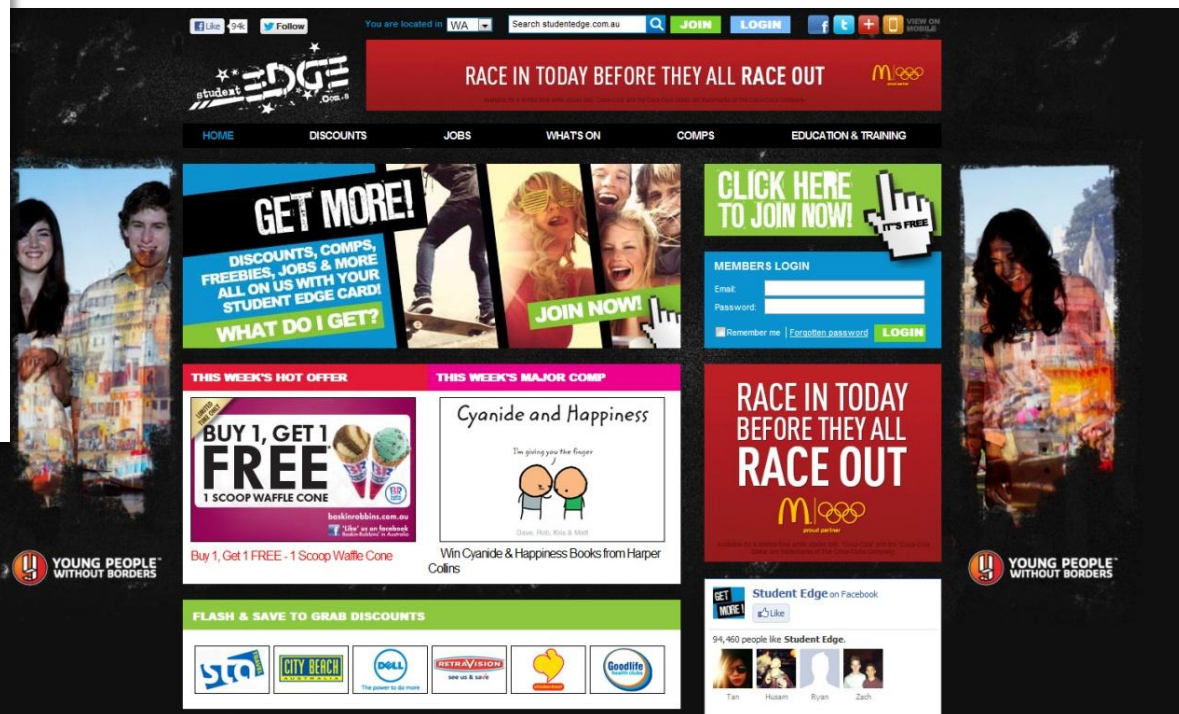
YPWB – THE MEDIA



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For privacy and email information see our [privacy policy](#). This enews was constructed tirelessly at the Student Edge Office, Suite 2/460 Roberts Rd, Subiaco WA 6008. Contact us at edgecrew@studentedge.com.au or 1300 THE EDGE (1300 843 334). You would make the Edge dog very sad, but click here to [unsubscribe](#) to all Student Edge emails. © 2011 Student Edge Pty Ltd

Webskin



eDM
61,000
recipients

YPWB – THE MEDIA



eNews Custom
Feature



Join Young People Without Borders today and get recognised and rewarded for doing great things! Travel the world, make new friends, get amongst it. It's the ultimate journey of discovery for all young Australians!

☐ Yes I would like to join YPWB

[Click here for Terms & Conditions](#)

Co-Registration
3,628 members



**Join the movement.
Get amongst it.
Make a difference.**

Young People Without Borders is the ultimate journey of discovery for you to explore, learn, get amongst it and give back to the world.

SIGN UP NOW

Support our partners to keep Student Edge free

Competition
746
comments



Win a \$500 travel voucher!

If you had an opportunity to do some volunteering in Asia, where would you go and why? Tell us in 25 words or less and you can win a \$500 travel voucher!

enter

YPWB – THE RESULTS



YPWB Website

- YPWB Unique visits: 17,189
- Unique Visits from studentedge.com.au : 788

YPWB Database

- YPWB total members: 4154
- No. of Student Edge Co-Registration members: 3628

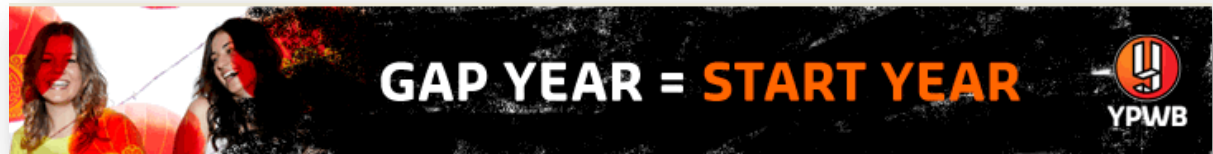


Competition

- Win a \$500 travel voucher
- Comments:746

YPWB Banners

- Medium REC & Leaderboard
- Impressions: 118,000 +





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



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