



Interstellar adventure

Give students an intergalactic experience this
Cyber Week with a full-funnel strategy from Pion.

PION!

Why Cyber?

Cyber Week has a gravitational pull for students as one of the biggest shopping moments of the year. Don't miss out — propel your brand into the stratosphere of success with Pion.

Interstellar

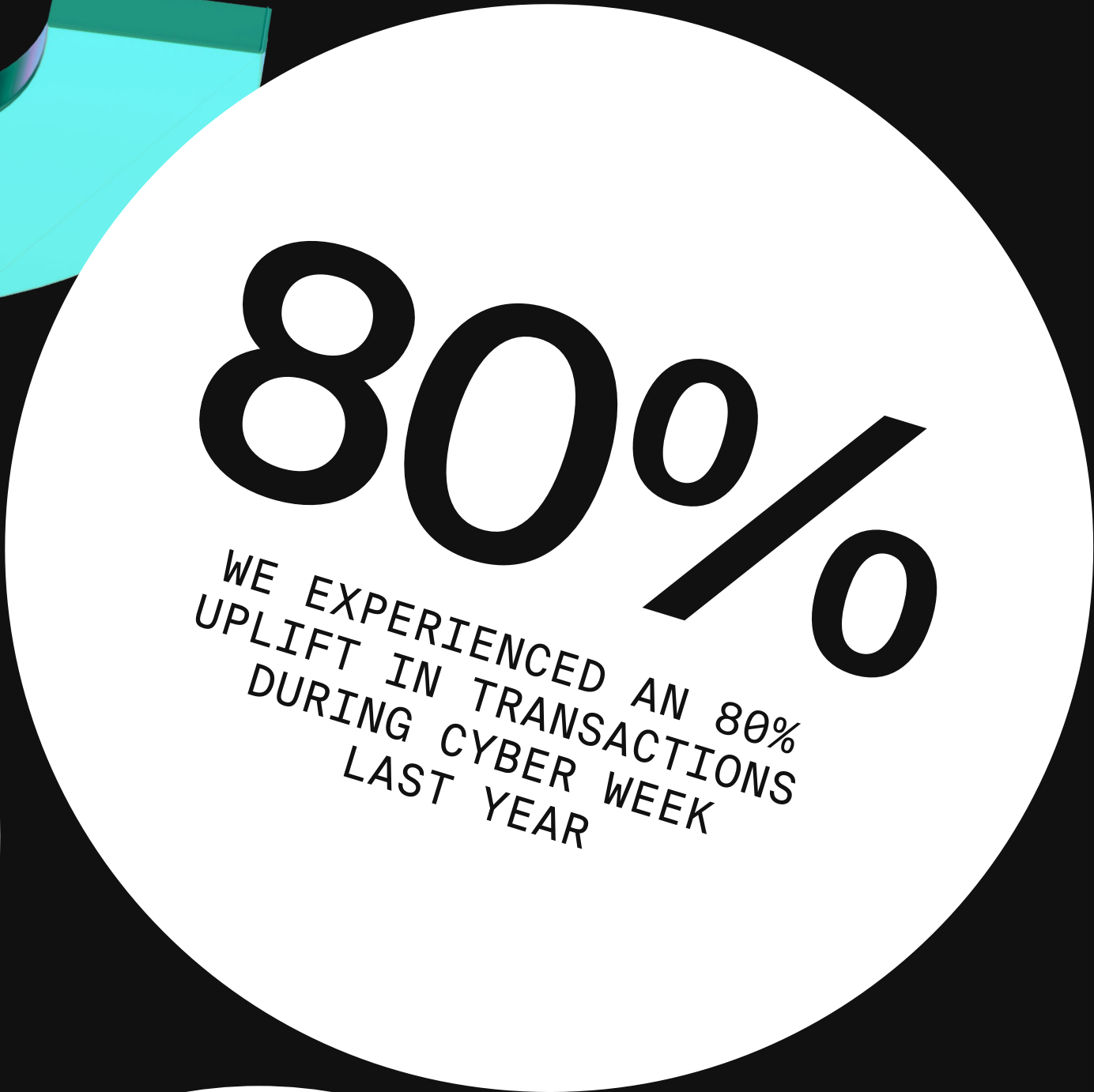
At Pion, **we provide users with incredible discounts from top brands**. And this Cyber Week our website and app are taking users out of this world with our galactic theme!

So, join our interstellar campaign with extraordinary experiential activations, star-studded creator campaigns and skyrocket conversions with on-platform media.



89%

OF STUDENTS WILL BE LOOKING FOR SPECIAL OFFERS THIS CYBER WEEK



80%

WE EXPERIENCED AN 80% UPLIFT IN TRANSACTIONS DURING CYBER WEEK LAST YEAR



69%

OF STUDENTS WILL BE PURCHASING HOLIDAY GIFTS DURING CYBER WEEK



Our research galaxy

Ensure your Cyber campaign is grounded with in-depth insights. Consumers are complex but we've spent 15 years helping our brands get to know them with our insights offering.

This Cyber Week, ensure your campaign resonates, before investing time and money by testing its creativity and effectiveness with us in a way that works for you - qualitatively or quantitatively.

Execute your research 2-3 months ahead of campaign launch, **starting from £5k to maximise impact.**



“

Understanding how to adapt to and engage with the constantly evolving world of Gen Z is incredibly insightful.

RMPEnterprise

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Out of this world experiences...

As shoppers navigate the digital frenzy of Cyber Week, impactful real-world touchpoints like eye-catching billboards and engaging in-person events provide a unique opportunity to stand out.

Generate the ultimate brand awareness with on-campus activations throughout Cyber Week, shopping centre lock-ins on Black Friday and digital billboards throughout November!

Run your experiential and OOH campaigns in the lead-up to the peak period to drum-up support, or go live during peak to create an unforgettable moment. **All from £20k.**

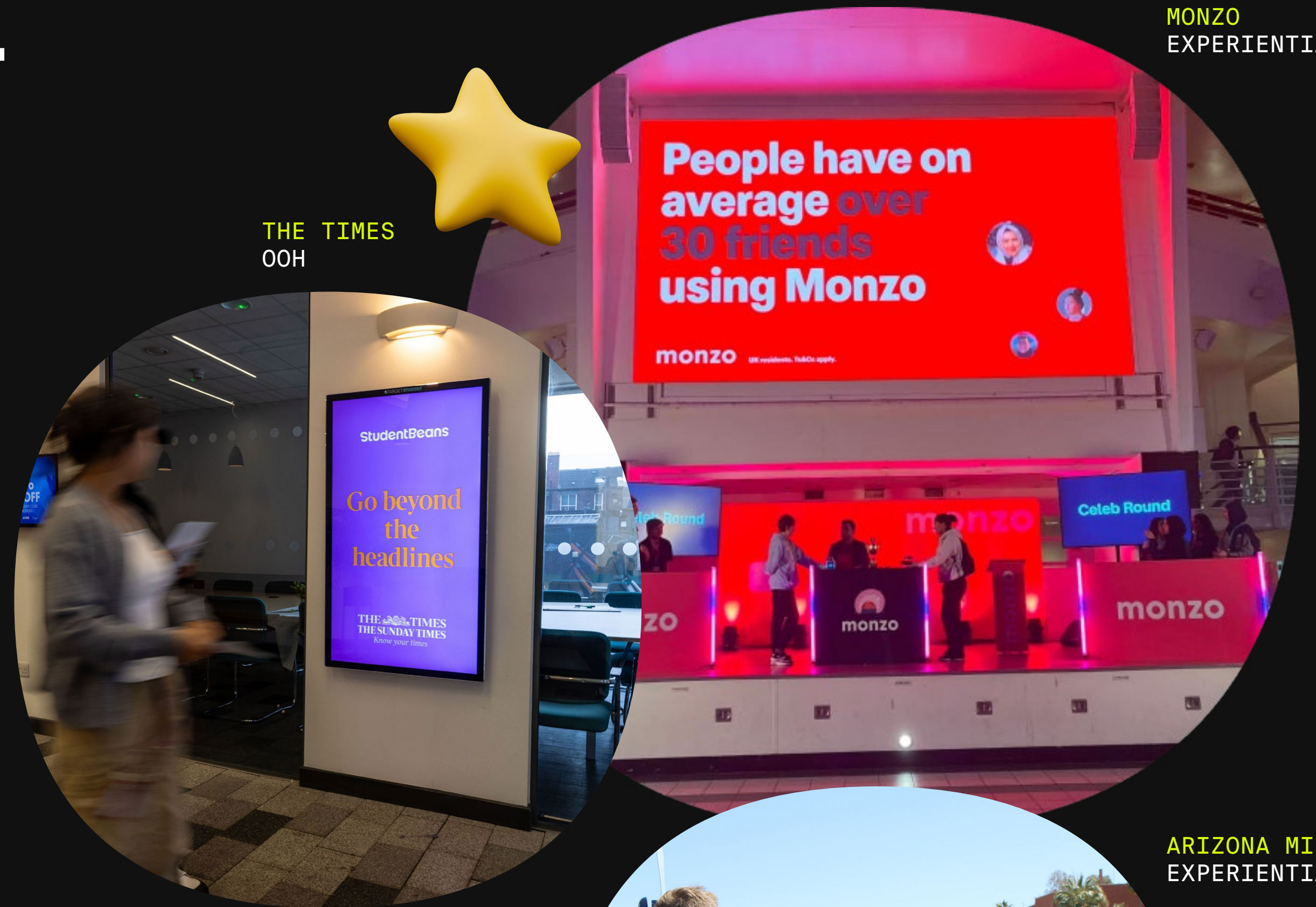
62%

OF STUDENTS SAID THEY WERE LIKELY, OR EXTREMELY LIKELY TO PURCHASE FROM A BRAND AFTER ATTENDING AN EVENT THEY HAVE HOSTED

36%

OOH CAMPAIGNS SEE A 36% INCREASE IN ATTENTION PAID TO SUBSEQUENT ONLINE ADS

MONZO EXPERIENTIAL



THE TIMES OOH

ARIZONA MILK EXPERIENTIAL



Star power: elevate your brand with creator campaigns

Harness the star power of influential voices to amplify your brand's reach during Cyber Week. Our hand-selected creators bring authenticity and a dedicated student following, making them the ideal partners to create genuine connections.

Working with creators during Cyber Week is a unique opportunity to tap into their engaged audiences when student's shopping activity is at its peak.

Leverage a creator's influence to generate a buzz about your upcoming deals 1-2 weeks ahead of the peak period, or run a campaign in the midst of Cyber Week to boost conversions. **From £20k.**

81%

OF GEN Z SAY THEY PREFER TO FOLLOW INFLUENCERS WHOSE VALUES THEY SHARE

30%

OF GEN Z TRUST TIKTOK CREATORS MORE THAN CREATORS ON OTHER PLATFORMS



TIKTOK @THATRELATABLESTUDENT



TIKTOK @HOLLYANDDIEGO

Galactic reach on socials

Launch a teaser campaign with branded content 1-2 weeks ahead of Cyber Week, to capitalise on the loyal Student Beans social audience and generate excitement about your deals.

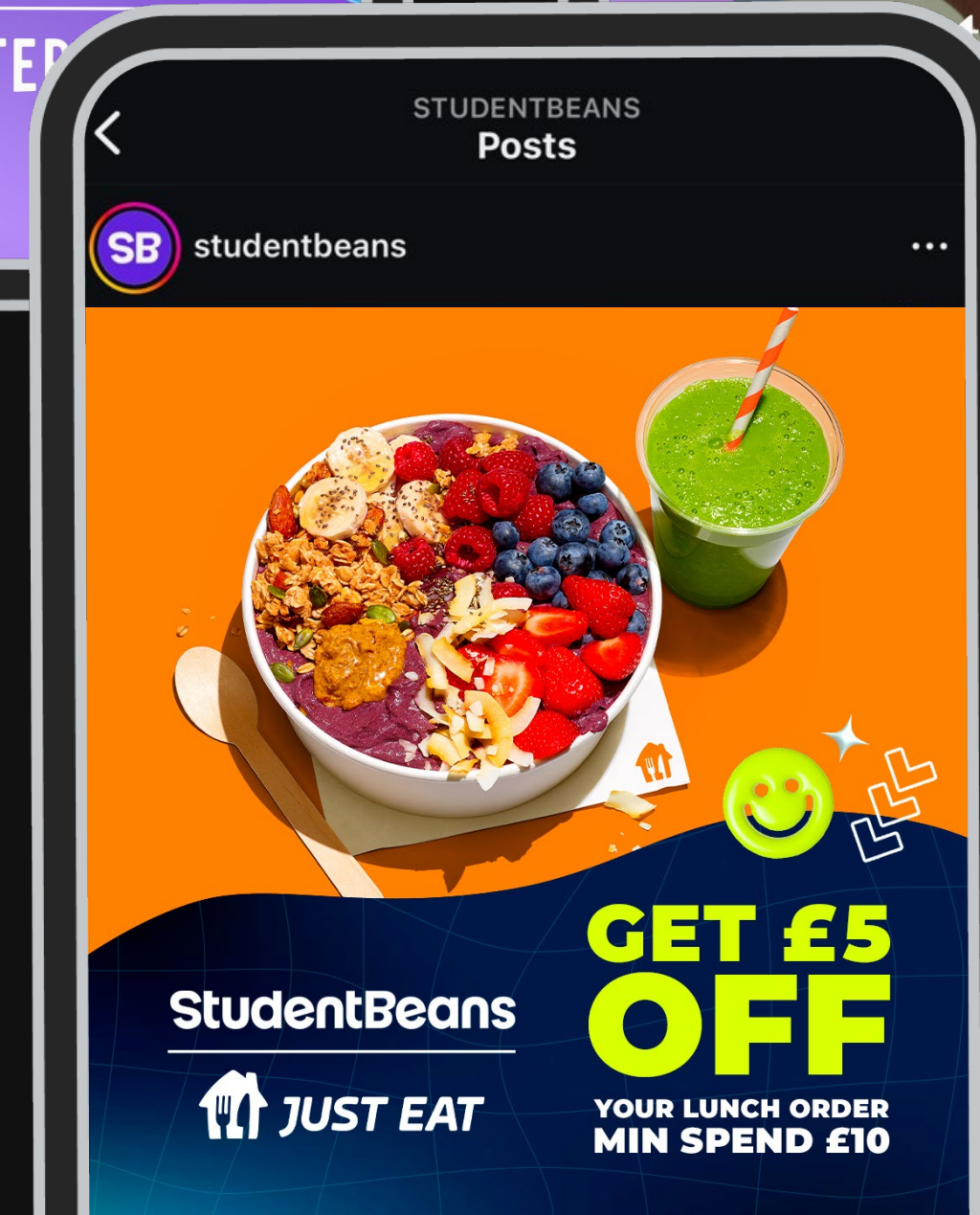
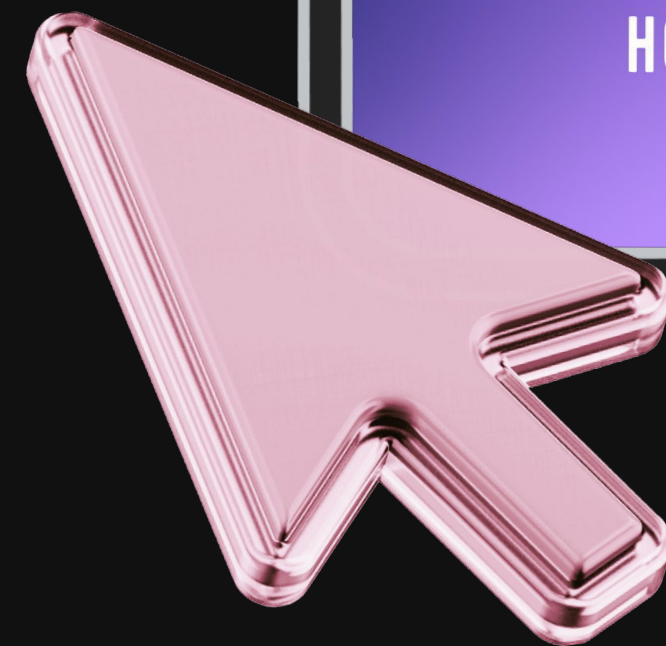
Then drive conversions with time-sensitive paid social ads to capitalise on heightened shopping activity during Cyber Week. Our first-party targeting abilities mean brands can reach and engage their audience more precisely, creating compelling content that stands out amidst the Cyber Week frenzy. **From £2.5k.**

4M

REACH UP TO 4 MILLION IMPRESSIONS ACROSS SOCIAL CHANNELS

86%

INSTAGRAM IS THE TOP CHANNEL FOR GEN Z WITH 86% HAVING AN ACCOUNT



Skyrocket conversions

Nurture your users with email, newsletter and push notification campaigns and drive them towards conversion during peak shopping period. Cyber Week brings increased traffic of high intent users to our website and app, when they are at their closest point of purchase, so ensure you're their first choice with on-platform impressions.

Share your Cyber deals on our marketplace, **from £2.5k.**



77%

OF STUDENTS SAID THAT THEY'RE MORE LIKELY TO BUY DURING CYBER WEEK IF THERE'S A STUDENT DISCOUNT AVAILABLE

48%

LAST CYBER WEEK, SESSIONS ON OUR WEBSITE AND APP SOARED BY 48%



PION.!



[WEAREPION.COM](https://www.wearepion.com)

Get in touch with the Pion team today to discuss your Gen Z marketing goals and find the solution fit for your brand.