

# Festive fair



Recreate the magic of the **festive season**  
with a full-funnel campaign from Pion.



**PION!**

# Why festive?

Create memorable moments and connect with your audience during the most-magical shopping period of the year!

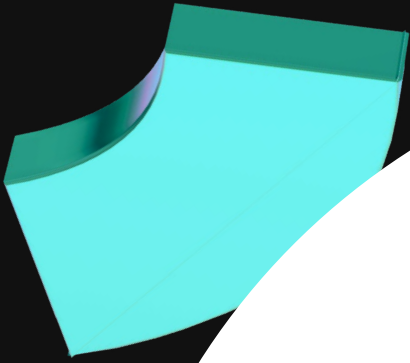
## Festive fair

Our theme ignites feelings of chestnuts roasting and mulled cider brewing with heart-warming deals across our website and app. Student Beans is transforming into the merry marketplace of dreams, delivering the gift of discounts to users this holiday season.




92%

OF STUDENTS SAID THEY WERE MORE LIKELY TO SPEND DURING THE HOLIDAYS WITH A STUDENT DISCOUNT



89%

OF STUDENTS ARE BUYING GIFTS FOR THEIR FAMILIES DURING THE HOLIDAYS



11.4M

OVER 11.4 MILLION SESSIONS DURING THE FESTIVE PERIOD



# Unwrapping consumer trends and behaviours

The best gift this season? The gift of insights! Use our 'Ask a Gen Z' panel to understand what's driving students' holiday shopping, or dive deeper with a bespoke research project to learn more about your unique audience.

Utilise this research to understand your key market or your campaign's effectiveness 4-6 weeks before launch, guiding your strategy. **From £5k.**



“

**Pion's invaluable research provided direct access to our client's target audience, delivering fair and detailed insights. This research has equipped our client with an accurate understanding of market opinions and evidence to support strategic decisions.**

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Anything is possible



# Unleash festive creativity IRL

Captivate your consumers with an immersive campaign that leaves a lasting impression, ensuring you remain top of mind during a busy holiday period and long after...

Think snow-topped campus activations, cosy in-store experiences, or tinsel-covered digital billboards to bring the magic from online to in person.

Run your experiential and OOH campaigns 4-6 weeks before the festive season to build brand awareness, just in time for the peak period. **From £20k.**

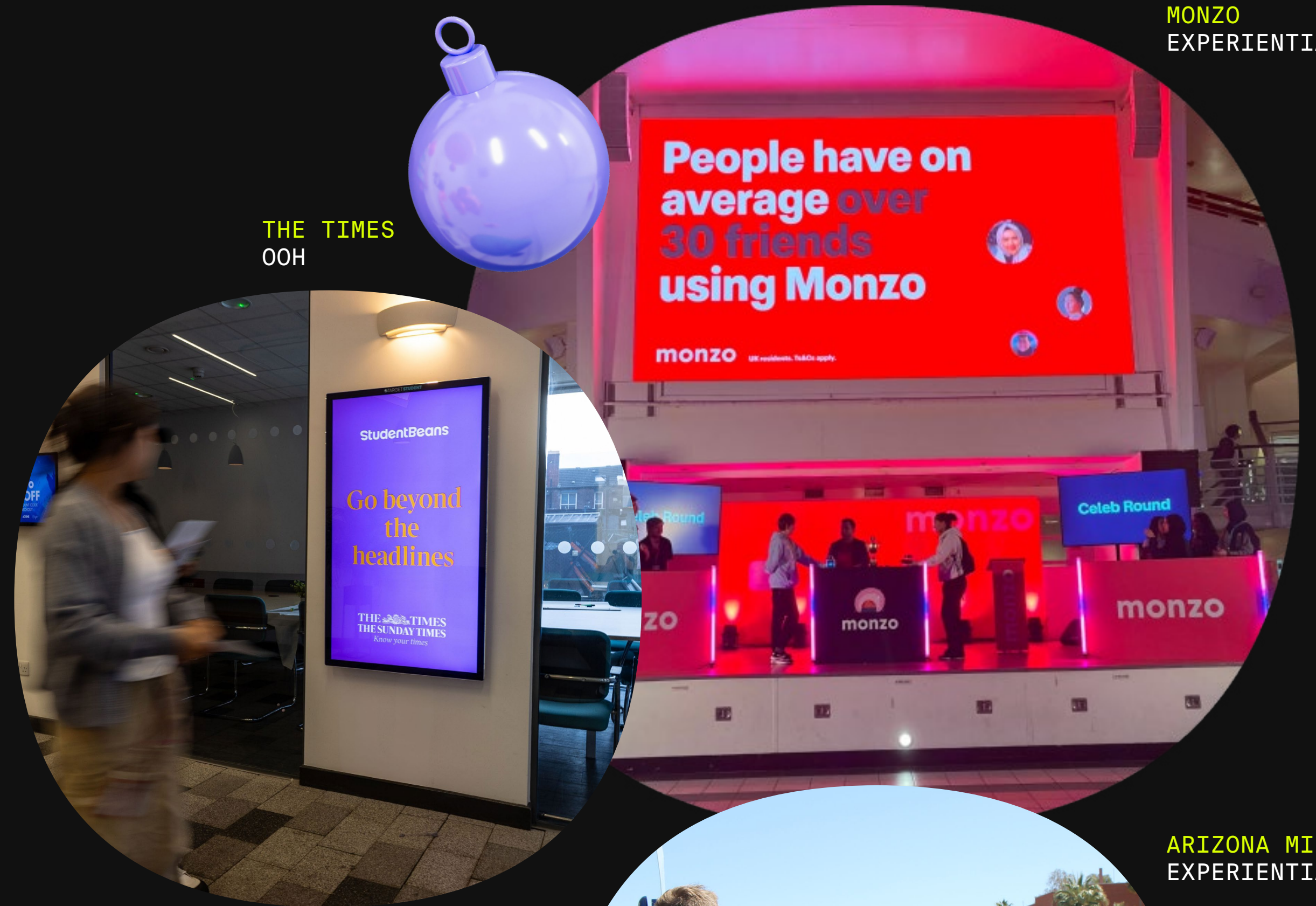
68%

OF STUDENTS WANT FESTIVE MARKETING TO BE CREATIVE

52%

OF STUDENTS START THEIR HOLIDAY SHOPPING IN OCTOBER OR NOVEMBER

MONZO EXPERIENTIAL



THE TIMES OOH

ARIZONA MILK EXPERIENTIAL





# Creating festive magic

Investing in creator partnerships this festive season allows brands to harness the authentic, engaging content that truly resonates with audiences. Creators add a unique flair and personal touch to holiday campaigns, infusing them with the festive magic that embodies the spirit of the season.

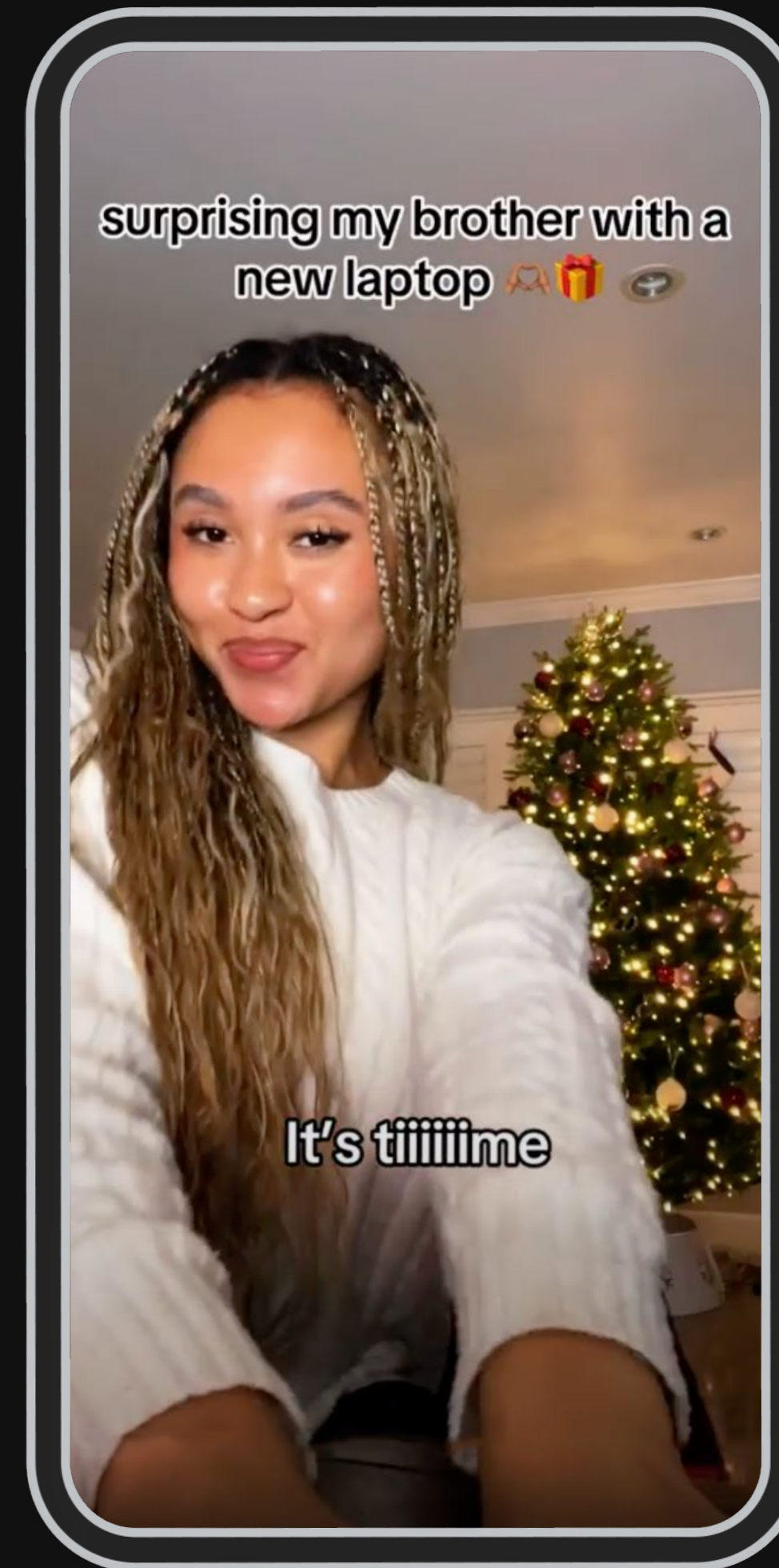
Expand your reach, build genuine connections, and create memorable moments that stand out in the crowded festive landscape. Generate a buzz around your exclusive festive deals, leverage an influencer 1-2 weeks before you go live, or run a campaign in the midst of peak to boost conversions. **From £20k.**

81%

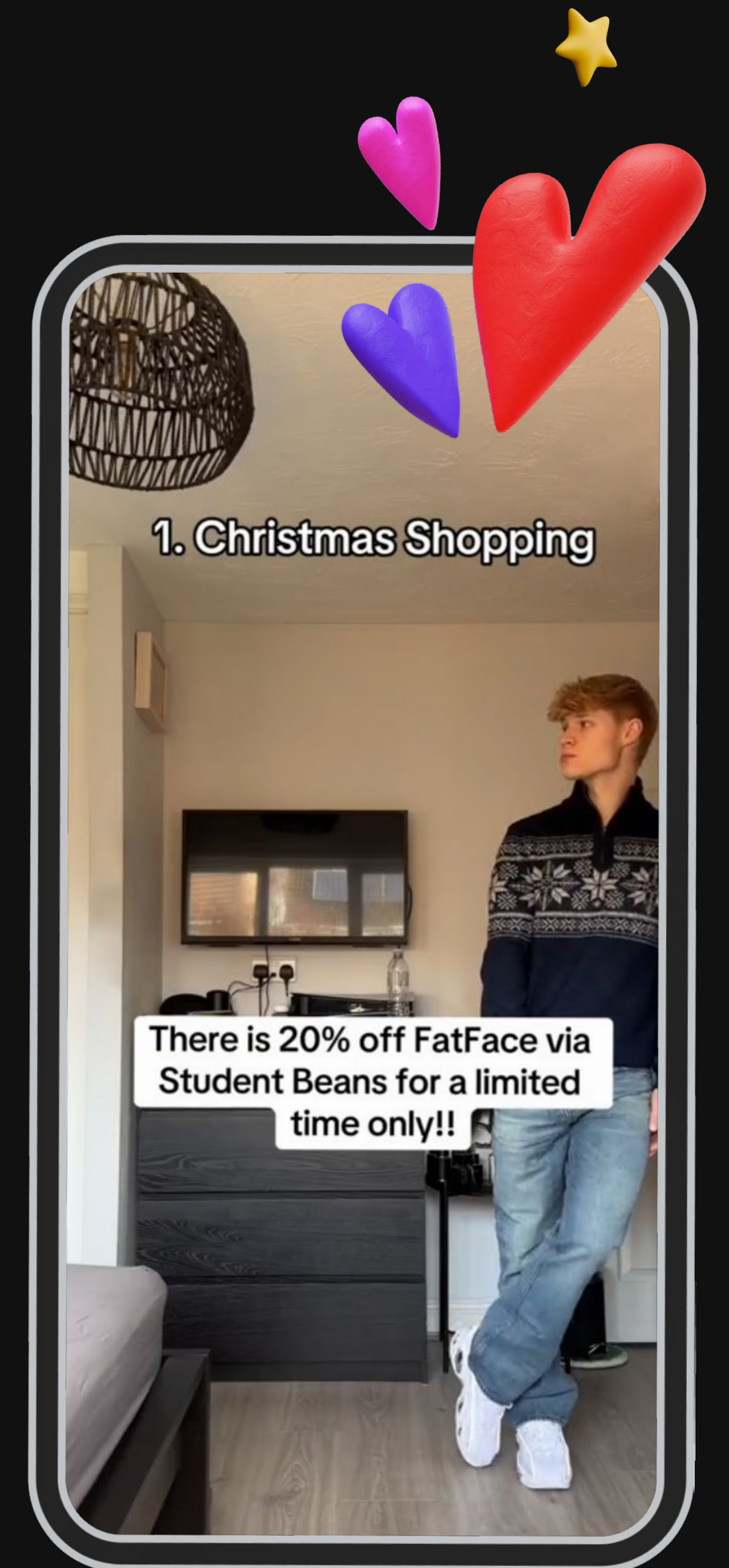
OF GEN Z SAY THEY PREFER TO FOLLOW INFLUENCERS WHOSE VALUES THEY SHARE

30%

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



TIKTOK  
@HONEY\_ROBINSON



TIKTOK  
@GEORGEARMSTRONG333



# Spread holiday cheer across socials

Students spend on average **3 hours a day on social media** and during the festive period, they're actively seeking inspiration and new products. There's no better way to get their attention than by showcasing your festive deals where they're most engaged.

Create a memorable holiday narrative that visually captivates and resonates with loyal Student Beans users through branded content. Then, leverage first-party data in a paid social campaign to precisely target the right audience.

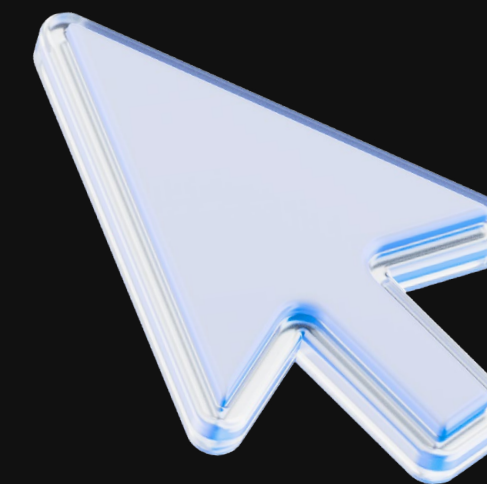
Start early with teaser campaigns, holiday countdowns or sneak peeks of your festive offers 2-4 weeks before the season. Once your offer is live, drive conversions with exclusive offers and gift guides through a targeted paid social campaign.

# 4M

REACH UP TO 4 MILLION IMPRESSIONS ACROSS SOCIAL CHANNELS

# 86%

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



The screenshot shows a web browser displaying the Student Beans Blog. The page features a header with navigation links for 'Culture & Trends', 'Fashion', 'Food & Drink', 'Health & Fitness', 'Money', 'Student Life', 'Tech', and 'Travel'. The main content area shows a photograph of two people in athletic wear on a soccer field. Below the image is the article title 'The Ultimate adidas Christmas Gifting Guide' and a sub-headline 'Don't panic! There's still time to buy someone something AMAZING this Christmas.' The article text discusses the benefits of the adidas student discount and provides a list of recommended products.

The advertisement features a close-up of a young woman smiling while holding a pink package of Rael Beauty's 'MIRACLE PATCH'. A purple circular graphic with white clouds and stars is overlaid on the image, containing the text '15% STUDENT DISCOUNT StudentBeans Rael'.

The advertisement shows a collection of Sephora beauty products, including bottles of perfume and skincare. A purple graphic at the bottom right of the image displays the text 'UP TO 20% STUDENT DISCOUNT LIMITED TIME ONLY' along with the Student Beans and Sephora logos.




# From holiday sparkles to sales

During this peak shopping period, users are actively searching for deals. Strengthen your relationship with them using a personalised email, newsletter or push notification campaign, increasing the likelihood that they'll choose your brand when shopping.

With increased traffic to our website and app during this peak period, ensure your audience converts by running an impressions campaign when your offer goes live.

By leveraging these tools, you can seamlessly guide consumers from interest to action with our conversion media.



**36%**  
UPLIFT IN TRANSACTIONS  
DURING THIS PERIOD





# 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.