

# Freshers Box 2023

## Where Campus Meets Brand Magic!



### HIGHLIGHTS AND RESULTS

- 3 Month Campaign
- Top 10 SA Campuses
- 15 000 Boxes
- 31 000+ Activation Footfall
- 165,000 Campaign Samples
- 3 Million Hybrid Connections
- 720 Students Employed in 2023
- R200K in Student Bursaries & Prizes

### CLIENT TESTIMONIAL

**Carmen Mohapi, Aware.org, Managing Director**

The team are a pleasure to work with - amiable, creative and have a really great network within the student space. Communication is superb and they truly behave like partners.

### CONTACT

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### AT A GLANCE

Freshers Box, our annual tradition, once again rocked the campus scene across South Africa. Our mission? Simple, yet electrifying! We aimed to connect brands with the vibrant student community right where they thrive - on campus! This time, our superstar lineup of ABSA, DStv, Gautrain, Maynards, NikNaks, Lipton, KFC, Kellogs, Cotton On, Diageo, and Samsung filled the legendary Freshers Boxes with epic goodies!

### OBJECTIVE

Our main goal was to bridge the gap between brands and students. We wanted to provide an exciting platform for brands to engage with students, and for students to discover and connect with these awesome brands. We also aimed to gather valuable student data. To grab a Freshers Box, students had to sign up and share their details, allowing us to build connections and stay in touch!

### SOLUTION

We set out to visit 10 campuses across South Africa, each brimming with Freshers Boxes filled with branded goodies. By physically going to campuses with Freshers Boxes, we made it super easy for brands to directly reach students and for students to experience these brands firsthand. Our data collection strategy ensured that we could maintain connections with students and tailor future campaigns to their needs and preferences. Leveraging social media, we created an electrifying buzz that got students excited and engaged from the get-go. We didn't just connect; we also supported our partner brands, maximizing the benefits for everyone involved.