

Maynards Kaboom My Campus



AT A GLANCE

Student Village & Maynards set out on a mission to tantalize taste buds and bring joy to campuses across SA. Picture this: a massive crate filled with a whopping 10,000 samples of Maynards sweets dropped off right on campus! It was a candy lover's dream come true.

CLIENT TESTIMONIAL

Brand Representative:
Siphamandla Bingwa

"Student Village has been a great partner on the Maynards Kaboom my campus youth activation. With an in-depth understanding of the youth market, they have executed the Maynards campaign successfully. Their insights and expertise have been invaluable, connecting the Maynards brand to the youth in a memorable and impactful manner".

OBJECTIVE

Maynards wanted to embark on a sugar-coated adventure like never before! Their mission was as sweet as their new jelly flavours; to go all out to make sure that every student out there gets a taste new Red & Black-berries, and Sweet & Sour Fruit Tubes.

SOLUTIONS

The Maynards Kaboom Campus Invasion kicked off! The first phase launched with a bang, pitting campuses against each other in an epic showdown on social media. The competition was fierce, and the energy was contagious as campuses vied for the top spot. We selected five campuses that emerged victorious, each experiencing the ultimate Random Acts of Kaboom activation.

Phase 3? Absolute FIRE! We visited the same winning campuses for a full-on Maynards experience packed with entertainment, VR games, prizes and some sweet treats. We worked with 30+ young vibrant influencers, and over 55+ promoters in amplifying the campaign from phase 1-3

HIGHLIGHTS AND RESULTS

- > 17+ million social media reach
- > 100K + Engagements
- > 50K + Samples Distributed
- > Dominated the trending charts at number 2!
- > 24Million+ Earned Media Value
- > Employed 30 + Young Influencers
- > Employed 55 + Student Promoters

CONTACT

jono@studentvillage.co.za