

The ultimate financial education experience



AT A GLANCE

Assupol Life and Student Village teamed up once again to bring youth the ultimate financial education experience. Here's the scoop: We hit 8 campuses across South Africa, spreading financial wisdom like confetti! This meant vibrant workshops buzzing with relatable speakers, hot topics, and entertainment that had students saying, "Who knew learning about money could be this fun?"

OBJECTIVE

The campaign's mission was to make money chats as trendy as the latest TikTok dance! We set out to flip the script on financial literacy, turning it into the ultimate cool kid on campus. With a sprinkle of fun, a dash of relatability, and a whole lot of passion, we aimed to show the youth that being financially savvy isn't just smart – it's downright boss-worthy! Because hey, who said money talks can't be as exciting as Friday night vibes?

ACTION PLAN

We teamed up with an all-star lineup of speakers and personalities to bring financial literacy to the forefront of campus life! From the financial gurus like Cedric Pila, Natasha Tax with Tash and Mapalo Maku, to the entertainment powerhouses like Ta-Fire and PD Jokes, we made sure every moment was as exciting as hitting the trending page on social media!

Our digital and influencer squads were on fire, spreading the word far and wide with hashtags that lit up screens everywhere. But we didn't stop there! We hit every channel from WhatsApp blasts to campus radio, making sure every student knew that Assupol was bringing the financial boss vibes to their doorstep. With the support of university departments and career services, we turned every campus into a hotbed of money-smart moves and future financial leaders.

HIGHLIGHTS AND RESULTS

- Reached 20 million peeps on social media – talk about making waves!
- Packed campuses with students hungry for financial know-how – we even had to bust out the overflow seats!
- Social media was poppin' with engagements – we trended like nobody's business!
- Prizes? Oh, you bet we had 'em! Making learning about money feel like winning the jackpot!

CLIENT TESTIMONIAL

Ndavi Nokerii (2022 Miss South Africa)

Great platform created to empower youth

- Important to equip youth the right tools
- Being authentic matters
- Immense impact on youth given the current country's economy

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