

CASE STUDY

WOZA LGE 2026

MOBILISING SOUTH AFRICA'S CAMPUS GENERATION

Youth civic participation is a problem. Student Village took it on with a bold, cross-channel approach targeting SA's campus generation.



THE BRIEF

Youth civic participation is a problem. Student Village was briefed to create awareness and drive engagement with the Local Government Elections (LGE) among South Africa's campus generation.



THE INSIGHT

Young people don't lack interest—they lack relevant information, accessible touchpoints and trustworthy voices that speak their language.

We needed a strategy that would meet them where they are.



THE SOLUTION

A bold, integrated, multi-channel campaign that combined mass reach with personalised and peer-to-peer engagement to inform, inspire and activate students to participate.

THE EXECUTION

Every channel played its role in building awareness, trust and action across the student journey.



RADIO

Built mass credibility and trust across campuses.



CAMPUS TV

Created visual presence and cut-through on campus.



EMAIL

Converted with precision and strong performance.



INFLUENCERS

Drove peer-to-peer trust and authentic conversations.



SOCIAL

Proved that quality content and relevance beat volume.

THE RESULTS

The numbers speak.



12.6M+

TOTAL IMPRESSIONS



1.2M+

TOTAL REACH



919,595

CAMPUS TV SLOTS DELIVERED
(vs 476k expected—47% overdelivery)



29.04%

EMAILS SENT @ OPEN RATE
(vs ~21% industry average)



703K+

CAMPUS RADIO STATIONS



R8.7M

EARNED MEDIA VALUE



Every channel played its role: radio built mass credibility, TV created visual presence on campus, email converted with precision, influencers drove peer-to-peer trust, and social proved that quality beats volume.



The result wasn't just reach—it was meaningful youth engagement powered by an integrated, insight-led media ecosystem.

