



## Student Beans ID Application Marketing Report

SORIN ALEXANDRU DOBRE - 000850605

KHUYEN DUC TRAN - 000847902

WALEED AHMED - 000846464

WILAIWAN BOONTHANUD - 000848636

NISAPORN WONGTHAI - 000808108

LUKE MARTIN – 000850378

UNIVERSITY OF GREENWICH  
MANAGING DIRECT AND DIGITAL MARKETING

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# 1 Executive Summary

This marketing report has been fabricated to propose and implement a new creative marketing campaign for the recently introduced ID application for student beans. With a budget of £100,000 we aim to achieve 150,000 app downloads, with 50,000 verified users. Alongside this, we plan to greatly increase the awareness of the app to both our new and existing target market audience.

In order to accomplish the aims and objectives of the report, we firstly have to identify an appropriate target market based on a marketing segmentation, targeting and positioning analysis. Thus, we have specifically targeted students aged 18-24, within the top 20 highest populated universities in London (appendix 4). From this, our market research allows us to get a better understanding of the current social trends within the student lifestyle, permitting us to tailor our campaigns to their desires. Once a target market had been established, we undertook a marketing audit, consisting of; SWOT & TOWS analysis, PESTEL analysis, Porter's five force and competitor analysis. This market analysis drew our attention to the continuous increase in mobile technology and the velocity of social media marketing. In conjunction to identifying the opportunities within the current market, we were able to decipher methods in which we can utilise said opportunities through our campaigns. In cooperation with the strengths and opportunities of Student Beans' current situation, further investigation identified the potential threats that can impact the company and so its new application. Alongside, the obvious threat of competition, Student Beans must be prepared for new entrant or substitute products within the Market, for example: companies that provide individuals with a service that compares the best deals from the top deal websites. Using this information, the proposed campaigns are based on added value incentives, providing students with additional value from SB's services. Thus, the key aim of the marketing audit was to justify whether the aims and objectives of this marketing campaign were specific enough, realistic, and easily measureable and of course achievable within a given time frame of September 2015 to June 2016.

We have proposed two creative campaigns to achieve our objectives. Firstly, we will introduce a weekly 'Bean Quiz' which consists of 3 themed questions, based on the categories Student Beans provide via its website, with weekly incentives such as; an additional 5% off of a current discount. This quiz will run from September to the end of November, followed by a special Christmas edition in December. The Christmas quiz will be implemented at the peak of our campaign. Because of this, there are less prizes but for greater value, as displayed in 5.1.2. For these prizes, new partnerships are proposed with; British Airways, Hard rock café and Novotel Tour Eiffel Hotel. For the Christmas month, the quiz will consist of 5 questions per week, with the prizes presented on Christmas day. In conjunction to the online marketing campaign, we will propose a physical campaign that is also available through the application entitled; the bean point scheme. It requires user app activity for consequential incentives, based on the notion that points are gained when discounts and deals are redeemed; the amount of points will directly reflect the discount redeemed. For example; if a user redeems a code for 10% discount, the students will receive 10 bean points. From this we will present rewards based on the amount of points one has, the reward value will be greater when users have more points (5.2). Through the aforementioned campaigns, one of the key beneficial attributes for

the students is the concept of added value. The methods proposed present students with more options, rewards and convenience within their university experience. This in turn, alters their perception and expectations of student beans, putting them ahead of competition; thus, presenting Student Beans with a competitive advantage

As a result of the marketing audit, the positioning of the aforementioned marketing campaigns have been developed around the identified opportunities and trends of the market and in turn the following marketing channels are proposed; social media, email, newsletter, flyer distribution, posters and roller banner stands (Halls of residence and on campus). Firstly, we specifically chose social media due to the fast increasing trend of increased social media and mobile activity within students. In conjunction, we understand that social media is an easy and cheap marketing channel that can ensure high awareness level which can result in a greater percentage of interactions and downloads via direct marketing and online conversations. Similarly, our email and newsletter channels derives from two new partnerships; UCAS & NUS. We predict that the collaboration with UCAS will be effective due to their grand student database. Utilisation of this database can give us a much greater range to our target audience as it is the leading site for university applications. Likewise, NUS provide an e-newsletter sent out to hundreds of thousands students monthly. Therefore, the benefits of being involved with these two companies are evident. In combination, offline methods of marketing channels are just as important. For that reason we propose; posters, roller band stands and flyer distribution be implemented throughout selected university campuses and halls of residence, which will provide unmediated information about the ID application and its benefit. While, presenting a QR code for direct access to the app; Once again, providing ease and convenience for the students.

We have assigned a higher budget for the social media marketing channels as we believe Facebook and Twitter are the core networks to acquiring our main download rate, therefore a budget of £42,000 has been allocated for a download return of 58,080. Secondly, the new collaborations with UCAS and NUS are deemed important because we pay for their services at their recommended price. Based on this notion, a total of £29,800 is assigned to these two channels, in order to reach an additional 28,500 student downloads; making the total downloads for our online marketing campaigns 86,580. From this we have a remaining budget of £28,000 to acquire 63,500 downloads via the aforementioned offline marketing methods. We know that flyer distribution, posters and roller banners are much cheaper methods of marketing, yet, take longer to execute due to the physical distribution. Therefore, as a collective, our budgeted offline marketing methods equate to £27,711 with a forecasted return of 49,500 downloads. Understanding that the total number of downloads falls short at 135,080; and before re-evaluating our marketing methods, word of mouth and online conversations have to be considered and monitored in an attempt for additional downloads. Once completed, we projected an additional 14,992 downloads were obtained from the final channel, resulting in the marketing campaigns successfully reaching original targets of 150,000 app downloads.

In conclusion, by utilising the market research correctly, we are able to produce an online and offline creative marketing campaign that presents student beans' audience with new desirable incentives, which in turn results in to the acquisition and retention of student users for the newly introduced iD application. As presented by this report, a target of 150,000 downloads is exceeded, with over half of them classified as verified users. Moreover, future propositions and strategies are suggested in order to continue the success of the application.

The flowchart in appendix 11 displays the process of the entire marketing report in a simple fashion. Alongside this, In order to get a better understanding of the individual customer needs and wants, we came up with a customer journey map based on needs & wants, interaction & execution and emotional response displayed in appendix 13.

## 2 Company overview

### 2.1 Company Background

Student Beans is the one of the most popular discount media websites for students in the United Kingdom (Prince, 2012; Studentbeans.com, 2014). Student beans is an online platform, as well as an application for mobile devices that provides a variety of information, retail deals, vouchers and job opportunities for higher education students (Eder, 2014). The information provided on the website is interesting, up-to-date and a beneficial entertainment media that can be checked and followed every day at their convenience.

At first, the founders of Student Beans, James and Michael Eder, have identified that student life is definitely important to learn and gain more experiences from (Studentbeans.com, 2014). Therefore, in Birmingham in 2005, they ran a small business and created the website Student Beans. Today the website has become a well-known e-commerce platform for daily deals, reaching over millions of students every month (E2exchange, 2014). There are plenty retail deals and vouchers on offer, from important brands such as; Apple, Marks and Spencer, H&M, New Look and The Body Shop, Moreover, entertainment and food retailers are on offer; Cineworld, Dominos, Pizza Hut, amongst many others including travel and lifestyle.

After the successful launch of the website, Student Beans wanted to expand the organization via a mobile application known as the Student Beans iD app, a freemium app for iOS devices. In order to increase the number of downloads and active users, the iD app is soon to be released on Android and Windows phones. The company is currently fixated on developing more partnerships with local businesses and brands in order to gain more students' recognition in the United Kingdom through methods of creation, administration and passion (The Beans Group, 2014).

### 2.2 Mission Statement

"Make student life a little more awesome" (Studentbeans.com, 2014)

Alongside student discounts, the company also provides money saving advice for the young audiences in the United Kingdom (Denham, 2014; Studentbeans.com, 2014). Furthermore, the company collaborates with several well-known brands, providing entertainment categories from fashion to travel (Farbey, 2012; Denham, 2014).

### 2.3 Vision

"To infinity and beyond"

The founders of Student Beans had an idea and went with it. The passion and motivation they hold towards the brand helps them thrive to achieve their ultimate "big hairy and audacious goal" of 100 million users by 2035. Whilst sustaining their key mediating values; show that you care, celebrate mistakes, create fun and to deliver results that wow! (The Beans Group, 2014).

## 3 Aims and Objectives

### 3.1 Aims

1. Create Service Awareness
2. Customer Acquisition & Retention

### 3.2 Objectives

1. Create Service Awareness.

We aim to target Higher Educational (HE) students, a total of 373,870 including both undergraduates and postgraduates (London Higher, 2014) within the top 20 universities in London. After the first phase of our campaign, we hope to reach 90% of this number of

students, with them fully aware of the existence of Student Beans iD app by the end of Study term 1.

## 2. Customer Acquisition & Retention

We expect to reach 150,000 App downloads from HE students in London by 15th January (end of Study term 1).

By the end of June, SB also aims to sustain a 33% download rate after all campaigns have been executed.

Among all the students who have downloaded the app, we aim to reach a total a minimum of 50,000 verified users. The reason being, whoever takes part in our proposed campaigns, must be a verified user to use the application services.

In addition to the above mentioned aims and objectives of the marketing campaign, we would like to propose supplementary objectives that we hope to achieve with this marketing campaign:

- After the whole campaign, we expect to have 30% of HE students in London who consider Student Beans iD mobile app as their first choice of shopping discounts app for students.
- We propose to assess the opinions of SB's audience in relation to the ID application. From this, we aim to reach 50% of the HE students in London to agree with the statement that Student Beans iD offers "a good deal for students" by the end of the campaign.
- Finally, in recognition of the importance of peer recommendations and the influence of 'word-of-mouth' marketing, we hope to have a large number of Student Bean ID app users, talking about the service, both online and offline.

The aforementioned aims and objectives have been created based on the SMART objectives principle. With specific download and user figures that are realistic and achievable. Which we can then measure appropriately and fit to our designated time scale.

## 4 Marketing Audit

### 4.1 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>- Numerous awards and achievements such as Performance Marketing Award, Digital Business of 2013 and others</li><li>- Provide a wide variety of discounted categories</li><li>- Partnered with well known brands.</li><li>- The service does not include a registration cost</li><li>- The company provides job opportunities for registered students</li><li>- Soon to be available on all platforms</li></ul>	<ul style="list-style-type: none"><li>- Only based in the United Kingdom</li><li>- Website and application are not attractive</li><li>- Lack of brand awareness</li><li>- Launched only for iOS in the beginning</li></ul>

<b>Opportunities</b> <ul style="list-style-type: none"> <li>- The student spending amount on leisure has increased</li> <li>- SB has the opportunity to develop partnerships with well recognized companies &amp; brands</li> <li>- A large number of students currently own smartphones.</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>- Large amount of competitors within the market</li> <li>- Threat of new entrant</li> </ul>
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Source: (Mintel Oxygen)

## 4.2 TOWS Analysis

<b>SO Strategies</b> <ul style="list-style-type: none"> <li>• Use the awards gained to create new partnership</li> <li>• Use “no cost of registration” as well as the wide range of entertainment categories in order to attract more students</li> </ul>	<b>WO Strategies</b> <ul style="list-style-type: none"> <li>• Use the relationship with the actual partners to promote Student Beans in order to increase the brand awareness</li> <li>• make improvement for application in order to make it more catchy and user friendly and to differentiate it from the competition</li> </ul>
<b>ST Strategies</b> <ul style="list-style-type: none"> <li>• Use the brand position in the market, the awards, entertainment categories in order to face the existent competition, as well as to minimize the threat of the new entrants</li> </ul>	<b>WT Strategies</b> <ul style="list-style-type: none"> <li>• Strengthen the brand awareness, develop more advertising campaigns in order to achieve a brand identity as well as to gain market share.</li> <li>• expand outside UK for more opportunities</li> </ul>

Source: (Mintel Oxygen)

(Find explanation and application in Appendix 1)

## 4.3 PESTEL Analysis

Hamel (2014) claims the purpose of the PESTEL analysis is to determine the important external factors that can affect business; Political, Economic, Social, Technological, Environmental and Legal. The author then identifies that the model can be used as a strategic management tool from which managers can take advantage to brainstorm and structure company ideas. This being said, not all elements of the PESTEL model are relevant for our campaign. Therefore, the political and environmental factors will not be discussed in the following analysis.

<b>Economic</b>	<p>-According to Trading Economics (2014), inflation rate has declined by 2.2%. Therefore, level of product pricing has decreased, proposing a potential increase in expenditure level. SB can take advantage of this by offering more valuable discounts for its target audience.</p> <p>-Conversely, Parliament Uk (2014) have identified an expected increase in student debt, with predictions of it reach £100 billion. Therefore, student beans must be aware that if debt is increasing, then potential spending could very well decrease, resulting in less demand for the SB service. This being said, SB could take advantage of this information by offering more appealing deals and discounts, allowing students to perceive that they are reducing their buying costs.</p> <p>-The amount of undergraduate Students currently working and studying totals 12,000 within the UK (Hesa, 2014). Conversely, the number of unemployment students totals 17,000. Likewise, the number of postgraduate students currently working comes to 4,000 and the unemployment figure reaches 4,900. These statistics help SB to identify the spending patterns of their target market, and allows them to adequately market the right users, the ones who will utilize the SB service the most.</p>
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<b>Social</b>	<p>The general attitudes of internet users show a positive attitude towards online shopping, where 12% think it's time consuming, 6% thinks it's boring and 20% perceive it as a fun/enjoyable process. As Student Beans has current partnerships with various retailers, they can target the percentage of online shippers by offering discounts (Mintel, 2010).</p> <p>Moreover, Mintel (2014) identified that 39% of consumers show interest for special offers before buying. This shows that there is a large amount of the market that can potentially be attracted by the business service</p> <p>A survey conducted found that 50% of the consumers, stopped buying the product if they found prices were increasing (Mintel, 2014). Here is a possibility for Student Beans as they can offer their service of discounts to help minimize customer costs.</p>
<b>Technological</b>	<p>There is a large usage rate of smartphone among the young generation (our target market), representing a big opportunity for SB, as their new platform is for mobile phones (Mintel, 2010).</p> <p>According to mintel (2010), only 13% of internet users claim that they know nothing about latest gadgets, thus it is important for student beans to take this in consideration and evaluate whether their system is easy enough to use for potential users, if not, then they should come up with technical explanation or guidance to make the user experience an easier and enjoyable one.</p> <p>Mintel predicts that the future of e-commerce will revolve around mobile phones, emphasizing on mobile applications, which provide reassurance that Student Beans ID app is heading in the right direction.</p> <p>Rose's (2014) research explored the statistical information on major social media. Facebook holds 31 million users and 80% of twitter users are active on mobile devices. Student Beans should take advantage of this and use it as an important tool in their direct marketing campaigns.</p>
<b>Legal</b>	<p>-The concept of providing misleading or incorrect information can count as a criminal offence, which can have major legal implications on a business. This being said, the heart of Student Beans' service is based on current information on discounts and deals. Therefore, SB must always be aware of certain implications on the business if misleading information is provided and always make sure their discounts are offered in the collaboration with its partners (Outlaw, 2010).</p> <p>-Consumers are eligible to withdraw from an offer if it has not been accepted online by the trader, therefore this presents the idea that Student Beans' users have more power over SB. Meaning SB need to apply appropriate strategies to sustain customer loyalty.</p>

#### 4.4 Porter's Five Forces

Porter's Forces	Application
<b>The threat of new entrant</b>	<p>Almost 400,000 people obtained a place at university in 2014, a rise of 3% compared to last year (Adams, 2014). These figures emphasize the sheer velocity of the market student beans are currently in. Therefore, the company must approach this new ID app with great creativity and caution. Student beans needs to make sure they can acquire new customers, sustain old customers and fight off competitors through a unique and different strategy that will establish barriers for new entrants when trying to match said approach. Medium power of new entrants as is not difficult to create an app, especially because is a freemium one. In the same time SB is already established and with an important customer data base.</p>



<b>Bargaining power of buyers</b>	Student beans can influence users through current and new business partnerships. This particular marketing plan will demonstrate the ability for Student Beans to have more control over its customers through a “locked in” loyalty strategy via the ID app (Schmid, <i>et al.</i> 2001.pp.362). High power of buyers as there is no loyalty programs provided.
<b>Threat of substitute product or services</b>	Customers will search the internet for the deals that they specifically want, if one website doesn’t have it, then they will find one which does. Therefore, Student Beans must develop a strategy that creates customer loyalty through offering customer specific deals that meet their desires, which creates additional value for the customers.
<b>Bargaining powers of suppliers</b>	One of the most important attributes to Student Beans is the partnership companies it works with. Many businesses will look to push deals and vouchers through websites such as Student beans and Groupon etc. Therefore, our marketing strategy aims to ensure that it can provide benefits for the partnership company, the customers using the deals and the website endorsing it (Student Beans). The upcoming marketing plan proposed takes this into account as it aims to develop customer retention through an ongoing online campaign. High power of suppliers. The better known the supplier's brand, the better the chance for SB to attract more users.
<b>Rival among existing competitors</b>	It is increasingly difficult to differentiate one’s products from competitors, in a sense, whoever offers the best deal with the most likeable companies are more likely to retain a high level of customers (Slade, <i>et al.</i> 2012). This being said, creating a marketing strategy that sustains customer involvement through regular tangible incentives can increase customer retention, by means of differentiating methods that offer appealing deals for the target markets, in order to meet company goals/objectives (Cabage & Zhang, 2013).

#### 4.5 Competitor Analysis

Competitor benchmarking analysis has been completed in order to find out how to better differentiate from the competition. The comparison between SB and Uni Days, our number one direct competitor, will cover aspects such as service, company and sales attributes.

	<b>Student Beans (Student Beans, 2014)</b>	<b>My Uni Days (MyUniDays, 2014)</b>
<b>Service attributes</b>		
Performance	- Performance Marketing Award 2013 - Digital Business of 2013 at National Business Awards - Media Innovation Award 2014	No awards
Packaging flexibility	Over 7000 venues. The range of associated brands and offers is dynamic. Over 10000 offers online and in store	Clothing, technology, music, stationery, food and more. From the essentials to life’s little treats
Warranty	No warranties, since iD just connects the user with the retailer) which might provide or not warranties)	No warranties (same as iD)

Brand	<ul style="list-style-type: none"> <li>- established in 2005 in Manchester - youth media brand</li> <li>- Part of the Beans group, helps organizations and marketing professionals to better understand young people (report trend as they happen, host collaborative marketing events, deliver insights)</li> </ul>	<ul style="list-style-type: none"> <li>- established in 2011</li> <li>- available for student in the UK, Ireland, U.S, Australia, New Zealand &amp; Denmark.</li> <li>- free to join and easy to use,</li> </ul>
<b>Company attributes</b>		
Industry leadership	Millions of users in the UK (no specific number). The goal is to expand abroad and reach 100 million people a day. Therefore we are assuming they are industry challengers, trying to become leaders.	Over 4,3 users in the countries where it operates. According to them, the group is the biggest student platform in the world. Therefore we are assuming they are industry leaders
Distribution channels	<p>Through the website, social media and more recently through the app (iD)</p> <p>Facebook - 92453</p> <p>Twitter - 27614</p>	<p>Website , their app <b>UNiDAYS® App and social media</b></p> <p><b>Facebook- 456378</b></p> <p><b>Twitter- 41800</b></p>
<b>Sales attributions</b>		
Knowledge	Expertise in online commerce	No data found
Responsiveness	Quick response, as it is an online and mobile platform	Quick response, as it is an online and mobile platform
Customer orientation	Their motto is to "Empower Young people to thrive". More than that 2 of their values are "show that you care" and "create fun", proving the customer orientation. designed to " Make student life a bit more awesome"" (The Beans Group, 2014)	"Student life starts with UNiDAYS®". More than that, the nature of the app (applies as well for iD) makes the service customer oriented because of all the student discounts.
Follow through	SB is operating as an intermediary between students and retailers. Therefore we are assuming the only follow through is in regard to customer feedback to improve the service, since no additional service is required after the purchase.	The same as in the SB case
Presentation skills	<ul style="list-style-type: none"> <li>- User friendly and catchy website ,provides lots of useful information</li> <li>- detailed company description, history, story line and vision, mission, values</li> <li>- offers presented based on category</li> </ul>	<ul style="list-style-type: none"> <li>- user friendly, but very packed website</li> <li>- few information regarding the company culture and history</li> <li>- offers grouped on in-store/ out store or on gender</li> </ul>

## 4.6 Market Trends (Chaffey, 2014)

### 1. Content marketing:

Content marketing isn't a new concept, however, due to technological developments; companies must alter the approach taken with content marketing and more specifically media content to become more strategic. What companies lack in online marketing is the ability to captivate the audience's attention through content and audio-visual content. Therefore, the following marketing will highlight the importance of content, and manage to manipulate this idea, in order not only acquire Student Beans' user's attention but to sustain their engagement and involvement to help them through the purchase process. Chaffey (2014) suggests businesses must focus on the integration of different channels to help build customer value, this leads on to the second trend of Mobile.

### 2. Mobile Marketing: Access through smartphones and other mobile devices:

The next concept is mobile marketing. Due to the widespread use of smartphones and tablets, it is imperative that companies, especially e-commerce, are available on mobile devices, which Student Beans have already accomplished with the iD app. However, it is now important to take advantage of this mobile concept and ensure customer engagement through the use of smartphones. This is a tool that this campaign will use to reach the objective of creating a better customer experience with the app. This will then be monitored through a touch-point satisfaction and a social CRM approach, which allows Student Beans to accurately measure customer satisfaction and experience throughout the purchase process.

### 3. Big Data

Data is a trend/concept that can date back to traditional methods of marketing. Businesses will always try to acquire new information and data on customers, as well as the market and competitors. What this marketing campaign will attempt to achieve is the above, more data. Getting users to download the app and begin to make purchases as well integrate themselves into its content. From this Student Beans will be able to obtain more & new information on its members, as a tool to increase loyalty and retention.

### 4. Evaluation of content and social media marketing investment

Many researchers have developed an idea that measuring the return on social media investments isn't possible (Gitomer, 2012) and this has become a reoccurring trend over a few years. This being said, marketing campaigns executed for the Student Beans iD app will ensure a correct measurement of ROI for both physical and online campaigns. By doing this it will allow Student Beans to budget and forecast the future of the app appropriately, and will help to reach objectives.

## 4.7 STP Analysis

SB's market segment is constituted from students from all over UK. The brand grew popular since it was set up in 2005 and now, according to the brief (2014) millions of students are connecting with the platform either on the web, mobile or social platforms. Even though Students Beans iD was launched in January 2014, the platform was initially designed for iOS. In order to target an even bigger number of potential users, SB has decided to also launch iD on Windows and Android Mobile platform (IDM Student Competition Brief, 2015). This being said, their chances to reach 150,000 App downloads by 15 January has grown significantly.

We are assuming there are about 2.5 million students in UK. From this 25% enter the market yearly while 25% are graduating every year. According to The Guardian (2014), 412,170 students had confirmed a place at university or collage, this increase of 3% from the previous year. As the company already has a well-established target market, we will segment the market geographically to start with. Our focus we'll be on students living in London and greater London. There are various reasons behind this. First of all, there are about 373,870 students in the top 20 London universities, 69% undergraduates and 31% postgraduates (Higher Education Statistics Agency, 2014), which represent about 40% from our desired objective and makes the objectives reachable. More than that we assume

that students from the same region have the same spending habits or similar needs, which will facilitate SB to target them.

The second segmentation criteria is going to be based on age. We decided to focus on students from 18 to 24 years old. This is based on 3 years of an undergraduate degree with 1 year postgraduate and a potential gap years. Therefore, our segment for this campaign will be students living in London, with ages between 18-24 years. According to the National Union of Students (2014) the average living expenses for students in UK per week (since no data is available for London only) are around £177 a week. Here are included food, transportation, going out, clothes, mobile phone, course books, internet, toiletries and others (as found in appendix 2).

In order to better understand the segment, deeper research presents student lifestyle in the UK. Sedexo (2014) divided the concept of student lifestyle into 6 categories: housing, socializing, eating habits, how students spend their time and money, personal pressures and university facilities/ services (Appendix 3). Whereas, from a more technological point of view, according to Mintel (2013) 69% of the UK population owns a smart phone, from which, 86% have ages between 16 and 34 years old. From this we can assume that our target group (18-24 years old students) is technologically driven which increases the chances for Student Beans to target them with the Student iD app. More than that, the same age segment is more likely to download an app for every category of existing apps (Mintel, 2013).

Looking at the strengths of the brand, the variety of categories it offers to the students (biggest among competitors). Moreover, looking at the factors influencing the student lifestyle, we can see that lots of them are closely linked to the categories Student Beans have to offer. By assessing all these factors, we can therefore conclude that the chosen segment is very attractive for Student Beans, meaning that iD can be used as a successful tool for students over UK, including London. To underline the conclusion, we are dealing with a price sensitive segment, with a steady but sure growth (The Guardian 2014).

## 5 Marketing Strategy

### 5.1 In App Campaign

In order to attract a large number of students to use the iD application, we decided to base our campaign on an interactive Quiz within the app, which presents students with greater and more attractive deals and discounts. This will not only encourage downloads, but allows the users of the app to interact more with its services for a chance to win weekly prizes, with a big Christmas prize in December. An important aspect of participating in the campaign is downloading the app and verifying one's account. If the account is not verified then users cannot take part.

The student iD is to be launched during fresher's fortnight, around the 15th of September. The Bean Quiz will consist in two phases: a continuous weekly one with small prizes at the end of each week starting from September up to the end of November and then a special December Bean Quiz with much more valuable prizes, presented on Christmas day. After Christmas the quiz will continue to run as before with weekly incentives.

#### 5.1.1 Weekly Bean Quiz

In order to keep our users active after downloading the app, we've decided to use a simple 3 questioned quiz accessible via the app. In order to make it more attractive, there are weekly topics that are closely related to the entertainment categories provided by Student Beans. We will use the existing partners for this to reduce the costs whilst offering greater discounts on top of ones already available; thus creating additional value for our app users. In order to remind the users about the quiz, weekly notifications will be sent from the app to advertise and encourage the students to engage. At

the end of every week 20 random winners will be chosen from the ones with the highest scores. Each user is allowed to take the quiz once a week to give everyone equal chances to win.

The topics/themes starting on the 15th of September are displayed in appendix 3.

### 5.1.2 Christmas Bean Quiz

We designed the Christmas quiz as the peak of our campaign, the last boom to attract a big number of users. This time around there will not be weekly winners, but 3 big winners at the end of the campaign. The quiz will consist of 5 questions per week, all related to Christmas topics: Christmas movies, music, traditions and ending with Santa week. Since there are no weekly winners, all the answers will add on for the big prizes.

**1st place:** a 3 day/2 night city break in Paris for two (accommodation at a Novotel Paris Centre hotel + 2 BA flights included - £427). We will use the partnership with British Airways to make this possible.

**2nd place:** 2 BA plane tickets to Paris (£172).

**3rd place:** 2 New Year's tickets to a top London event for New Year's Eve (Hard Rock Café £100).

This time the winners will be chosen from the ones with most correct answers on the Quiz & highest level of app interaction. Therefore the more you used your iD for discounts in December, the more points you will get; which will increase your chances to win the big prizes!

We are hoping that the prizes will encourage students to use the app actively, both as a source of entertainment, but also to engage for chances to win. More than that, we believe that this will facilitate the world of month, allowing iD to grow in popularity and gain even more users.

The Bean Quiz campaign will be promoted through various channels: social media, on campus promotions as well as direct mail.

## 5.2 Physical Campaign

Loyalty schemes are a marketing method that rewards customers for their purchases, which in turn increases customer-retention levels, loyalty and ultimately improves profitability. Garcia (*et al.* 2013) claimed that loyalty schemes help to create a genuine relationship with consumers built on trust and satisfaction. Based on this premise, to further expose the Student Beans ID application, a physical campaign will be implemented that promotes the use of the app and consequential incentives based on app activity. In addition to user incentives, the app is convenient and easy to use so that it can be a straightforward and enjoyable experience. The app will maintain a loyalty scheme based on the accumulation of points gained when discounts and deals are redeemed; the amount of points will directly reflect the discount redeemed, for example, if a user redeems a code for 10% discount, the students will receive 10 bean points. From this we will present rewards based on the amount of points one has, the reward value will be greater when users have more points.

Students can collect or instantly redeem their points as they want, and based on that, students can get rewards in the redemption of the points on the following structure defined.

Points	Rewards
50	Free pad of paper from W.H. Smith
100	£10 Voucher for stationary – W.H. Smiths, Paperchase, Eurooffice
150	2 free large Drink at Cineworld
175	Free 11 – 15" laptop case from Amazon (worth up to £20)
200	50% Voucher off of selected restaurants (Nandos, Frankie and Benny's, Zizzi's, Pizza Hut)
250	1 Free National rail, tube or coach card for travel in London for a weekend

275	70% discount on any fashion retailers partnered with student beans
300	6 month membership at Pure Gym
350	Free mobile phone handset for contract users
400	Weekend train ticket to anywhere within the United Kingdom

We plan to implement this new campaign alongside our big Christmas quiz. The main reason is app usage motivations. We want students to get the most out of the app and the quiz. Therefore, every time they complete a weekly questionnaire, not only do they stand a chance to win the ultimate prizes but they will also accumulate bean points that can go towards the aforementioned rewards. The bean point campaign will be a continuous campaign throughout the year in order to promote and sustain user activity for the application. We have specifically chosen seven distribution channels that have been carefully decided based on a SMART principle, to meet our objectives.

## 6 Marketing Channels

### 6.1 Online Marketing

#### 6.1.1 Email Marketing

##### 1. E-Newsletter via partnership with NUS Media (Sample Newsletters can be found in Appendix 14)

NUS has a national reach of over 7 million students in higher and further education and 600 student unions across the UK (NUS Media, 2013). Consequently, NUS has a rich student database, consisting of up to 500,000 student emails, of which we can take advantage of in order to reach our target market. Therefore, in our email campaign, we propose to create a partnership with NUS Media to promote Student Beans iD app with an aim of generating 150,000 App downloads. NUS offers a wide variety of promotional channels. We have thoroughly considered all on offer and decided to go with their NUS E-Newsletter service. The newsletter sponsorship starts from £650 to £ 1,500, with skyscraper and advertisement space available each month and for specialist themed distribution (NUS Media, 2013). When working with NUS, we aim to utilize their database explicitly by specifically identifying what universities we want to promote the iD App to. The campaign aims to target the top 20 biggest universities in London based on the number of students (Appendix 4) as they account for over 90% of the number of university students throughout London which is 403,750 (Appendix 5).

The E-Newsletter service is charged on the basis of the full cost of sponsorship which is £ 1,500 for sending up to 500,000 emails (NUS Media, 2013). However, we have a different number of target students, therefore, based on their quoted cost we can come up with different costs more applicable to our target market. Appendix 6 best illustrates our plan on sending out E-Newsletter to students of the 20 biggest universities in London with the costs accordingly.

In order to create widespread awareness among university students in London, we aim to target the 20 biggest universities in London, as mentioned above, with a total number of students of 373,870. October and November are concerned with reminding students of iD Application, thus we suggest to split the top 20 biggest into 2 halves; top 8 and the rest from 9 to 20, in order to be more cost-effective. December is the peak of our campaign. Therefore, we would prefer to spread out information with

regards to Student Beans iD promotion and special prizes to all 20 universities. Finally, January is our last effort to prompt students of the App; nonetheless, we will promote to the 8 biggest London universities that hold a total of 198,210 student, which exceeds our targeted downloads number.

## 2. Email Solo Advertiser from UCAS Student Database (Sample email can be found in appendix 15)

With years of experience building relationships with students and having worked with some of the UK's best known brands, UCAS are a reliable option for Student Beans in outreaching to future students. UCAS have a grand student database of 1 million email addresses which can be filtered segmentation methods. In more detail, UCAS has over 100,000 pre-applicants who are researching their university options, 90,000 'mature' students, 700,000 applicants through UCAS each year and over 100,000 applicants from outside of the UK (UCAS Media, 2012). Therefore, we aim to cooperate with UCAS to utilize their student database at the price of £0.20 per email, for sending our self-designed promotional emails, entitled 'Email Solo Advertiser', to our target market. In return, our email will help to promote UCAS' service. As a result, by filtering the student database from UCAS, we came up with the execution plan of sending out Email Solo Advertiser as illustrated in appendix 7.

Within limited campaign budget and the high cost of buying student email database, we propose to send our promotional emails to students in the 5 most populated universities within London, as they account for a great number of target users. Furthermore, in order to avoid sending repetitively promotional emails, we will chose a different university to send promote to at the beginning of each month starting from September.

### 6.1.2 Social Media Marketing

The use of social media marketing is perfect for Student beans as they currently have a prominent presence on both Facebook and Twitter (Facebook: 92k / Twitter: 27k). Prices vary between the two social media sites as they maintain different usage methods. Prices are attached to the promotion of both posts and accounts and a company must pay a price per interaction with one of the above, this notion is known as Cost per Click (CPC). In addition, Facebook also offers opportunities to promote businesses, products or services through website banners and posters. For this specific campaign we have decided to strictly focus on the promotion of posts and tweets as our budget must also cover other marketing channels.

#### 6.1.2.1 Twitter: £17,824

The price range to promote a tweet varies between £0.32 and £1.28 depending on the amount of targets (Penna Powers, 2014). From this, we have set a budget of £0.50 per tweet promoted. Student beans currently tweet approximately 3 times a day, therefore we propose 2 additional ID specific tweets will be posted and promoted at 1pm (typically lunch time) and 6pm (dinner) daily, and in December they will be specifically promoting our Christmas quiz campaign. For a five month campaign this will equate to 200 ID app specific tweets for student beans. Therefore, if we set a budget of £0.50 per tweet with 2 tweets a day, this equates to £1 a day, £5 a week and £20 a month. Because the bulk of our campaign will run from September to January, the total cost of promoting our 200 tweets in the time period is £100.

Alongside this, we aim to promote student beans' twitter page 3 times a week, as one of our key aims is to create awareness. The typical price to promote an account ranges from £0.50 - £2.50. Therefore,



we have set a budget of £1 per account promotion. From this we can work out that promoting Student Beans' twitter account 3 times a week comes to £3, that is £12 a month and so £60 for the duration of the 5 month campaign. Equalling £160 strictly for promotional methods via twitter. Another cost of advertising via twitter is the price of interaction as mentioned above. Thus, we have worked out the price per interaction for the 200 tweets during the campaign, based on Student beans current following. What we had to take into consideration is the level of difficulty of estimating accurately how many people will actually interact with both our campaign and our social media activity because many external factors to do with the macro environment and social media users are out of the company's control. Therefore, our twitter advertisement will be targeted to current student bean followers who don't presently have the app. As it is a new addition to the company, we believe we can persuade a lot of student beans' following to download it. This being said, Student Beans currently have a following of 27,600 people. Therefore, if we predict that 1% (276) of those users interact with 1 tweet a day, multiplied by the 200 tweets throughout the campaign, it comes to 55,200 interactions for all of our promoted tweets. With a budget of £0.32 per interaction, multiplied by the amount of interactions during the campaign alongside the cost of promotion. The overall cost for our twitter campaign is £27,760.

1% of 27,600 = 276 x 200 tweets = 55,200 interactions

Cost per click = £0.32 x 55,200 interactions = £17,664

**Twitter campaign total - £17,664 + £160 = £17,825**

#### 6.1.2.2 Facebook: £24,360

Facebook currently hosts around 1.2 billion active users per month (Lee, 2014). This statistic alone proves that it is a good idea that this campaign be heavily promoted through this social media channel as well as Twitter and other offline methods. Student beans currently posts on average 6 posts a day. We propose that an additional 1 posts be posted a week, specifically conveying information about the student ID App, with a link to its social media pages. We will chose to promote via the studentbeans.com Facebook page as they have a following that reaches 92,000, so can be seen as more reliable and recognisable compared to the Facebook page for the actual ID app which has a following of about 3,000 people. Therefore, we will use the company's page to reach our aims of creating greater awareness. The additional posts per week will be a boosted posts. Facebook presents a system where one can chose the age range of their target market with a price to meet that range through 1 boosted post. As a result, we have chosen to boost the ID related post to a maximum of 180,000 Facebook users (exceeding our aimed app downloads amount) aged from 18-24, at a price of £390 (per post). By doing this, our 5 month campaign will consist of 20 boosted ID related posts at a total price of £7,800, with the potential to be seen by up to 3.6 million Facebook users. Similar to twitter, Facebook promotions also involve a cost per click (CPC) notion but at a cheaper price. Our budgeted CPC equals £0.23. So, we once again base our predictions on the following of the student beans' Facebook page of 92,325 followers. We predict that maybe 1% (923) of that number will interact with 1 of our ID related posts through a like, share or comment. Therefore, 923 people interact with 20 posts through the campaign, which equals 18,460 interactions, this number is then multiplied by the CPC budget of £0.23 with an end cost of £4245.8.

180,000 potential reach x 20 posts = 3,600,000

2% of 3,600,000 = 72,000 interactions over 20 posts in 5 months

72,000 x 0.23 = £16,560

**Facebook campaign total - £7,800 + £16,560 = £24,360**

In conclusion, promoting our media campaign for the ID application will cost approximately **£42,184**



## 6.2 Offline Marketing

In order to create greater awareness for the Student beans app, we will provide information via offline marketing channels alongside our online methods. This offline strategy plans to distribute thousands of flyers across top London dormitories, universities campuses and libraries so we can reach our target wherever. Our flyers will consist of information specific to the ID app, highlighting the key benefits of downloading the application. In conjunction with this information, and our vibrant eye-catching leaflet design, displayed on the flyers will be a QR code (Quick response code) that will navigate students directly to the app. As mentioned before, we plan to provide students with convenience and enjoyment during their university experience. The promotional methods we have chosen to use are; flyer & leaflet distribution, promotional posters and on campus promotions. Our flyer distribution campaign will be active throughout September when students are first settling into their new accommodation. Whilst this is live, we will position our student bean representatives in the top 10 London universities, with a role to promote our application during the 'fresher's fair' which takes place in all universities within the beginning weeks of September. Finally, we will situate A3 promotional posters in the months of September, October and December in highly populated areas within the universities. The 10 universities we have chosen to promote at are based on the amount of student based at each site, they are as follows; King's College London, University of Greenwich, Kingston University, University College London, Middlesex University, London Metropolitan University, London South Bank University, University of East London, University of the Arts London, University of Westminster.

### 6.2.1 Halls of Residence

1 Dormitory per university: 10 university used.

Flyer distribution: 3,000 per university at £0.25 apiece.

Promotional Posters: 2 A3 in lobby of dorms + 1 A4 at elevator in dorm building.

Months: September (after fresher's – towards the end of the month), October and December.

Cost: Size A3 approximately £15 per month

Size A4 approximately £10 per month

Therefore, the total cost of dormitory advertising comes to **£8,624** as shown in appendix 8.

### 6.2.2 On Campus

**Flyer Distribution:** During fresher's fair we plan to distribute Student bean flyers in order to create brand awareness and catch attention of both new and existing students and so potential app users. Thus, we estimate that we need to distribute around 5,000 flyers per university within our 10 targeted campuses.

Flyer distribution: 5,000 per university at £0.25 apiece.

**Roller banner stand:** We plan to place roller banner stand in December only, to promote the big Christmas quiz campaign. The roller banner stands will be located at the main entrances of libraries and in front of student union centers.

Roller banner positioning: 2 at the main entrance of university library, 1 in front of student union.

Month: December

Cost: approximately £125 per stand per weeks

**Posters** (Sample posters found in appendix 16): Likewise with the dormitory posters, we also plan to locate them around university campuses at beginning of the September, October and December. Our December promotion will be based around our Christmas campaign. We are increasing the number of posters used in comparison to our dorm promotion simply because we can potentially reach more students throughout the university campuses.

Promotional Posters: 2 A3 at library entrance + 1 A3 in university cafeteria, 2 A4 in the students union, 1 A4 situated at the main university library and 2 A4 within the university main building.

Months: September, October and December

Cost: Size A3 approximately £25 per month

Size A4 approximately £20 per month

As a result, the total cost for our on campus advertising comes to £21,199.60 as shown in appendix 9. [Online and offline marketing channel timeline is displayed in appendix 11]

## 7 Financial Forecast

### 7.1 Marketing Budgets

	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Total
<b>Online Marketing</b>						
Facebook Costs	£4,872	£4,872	£4,872	£4,872	£4,872	£24,360
Twitter Costs	£3,565	£3,565	£3,565	£3,565	£3,565	£17,825
Email Solo	£5,292	£5,289	£5,236	£5,105	£4,708	£25,630
E-Newsletter	£1,100	£650	£650	£1,100	£650	£4,150
<b>Offline Marketing</b>						
On Campus Flyers	£12,500					£12,500
Dormitory Flyers	£7,500					£7,500
On Campus Posters	£53	£53		£53		£160
Dormitory Posters	£17	£17		£17		£51
Roller Banner Stand				£7,500		£7,500
Employee wage	£2,080					£2,080
<b>Competition Prizes</b>						
Hotel for 2 nights					£300	£300
Plane Tickets x 4					£344	£344
NYE event tickets				£100		£100
						<b>£102,500</b>

### 7.2 Response rate

Marketing Channel	Distribution Rate (Sept - Jan)	Student Reach	Interaction / click rate %	Interaction / Click rate	Download %	Download Total
<b>Twitter</b>	200	27,600	1%	55,200	40%	22,080
<b>Facebook</b>	20	3,600,000	2%	72,000	50%	36,000
<b>Email</b>	128,150	128,150	34%	43,571	35%	15,250
<b>Newsletter</b>	5	373,870	35.40%	132,350	10%	13,235
<b>Dorm Flyer</b>	30,000	30,000	30%	9,000	30%	9,000
<b>On Campus Flyer</b>	50,000	50,000	25%	12,500	25%	12,500
<b>Dorm Posters</b>	20	186,500	5%	9,325	5%	9,325
<b>On Campus Posters</b>	80	186,500	5%	9,325	5%	9,325
<b>Roller Band Stand</b>	30	186,500	5%	9,325	5%	9,325

<b>Word of Mouth / Online Conversations</b>	136,040	136,040			11%	14,992
						<b>151,032</b>

As displayed in the tables above we have broken down the costs of marketing the ID app campaign across 9 different channels, based on the original budgeted figure of £100,000. As noted, we exceed the budget by £2,500 due to the cost of prizes and employees. However, as our campaigns are set to continue to run until the end of the year and longer if possible, with a steady download rate, we can ensure breakeven point can be calculated within a shorter time period due to the nature of our campaigns. Moreover, from these costs and distribution rates we are able to forecast the potential number of students reached and thus download percentages based on interaction rates. As shown above Facebook and Twitter have the highest download percentages because they are our main marketing channels throughout the campaign and have the biggest reach potential of individuals aged between 18-24, at a total of 3,627,600 people. Alongside this, all posts and tweets executed are boosted posts rather than standard promotions, therefore we can work towards our aims of awareness. From this we have estimated that a total of 127,200 interactions will be made across our online posts, proving that over 100,000 people are interested in the app; thus, presenting the two download percentage rates of 40% for Twitter and 50% for Facebook, totalling 58,080 downloads for these media channels. In relation, monitoring the email and newsletter distribution channels are a lot easier as they are conducted through Student Beans' new partnerships NUS and UCAS. NUS claim they have a 35.4% click rate from students for their newsletters. Therefore, when targeting 373,870 students, a total of 132,350 students will read the newsletter and click on further services advertised. Consequently, from these figures we predict that we will have a 10% download rate equalling 13,235 downloads from this new partnership. Likewise, UCAS claim they have a 34% click through rate. So, we used the same method for our email marketing, but took into consideration that this method is a lot more personal in comparison to the newsletter, therefore we forecast a much greater download percentage rate at 35%, totalling 28,485 for our new partnership channels (email & newsletter). For the offline marketing channels, we understand that download percentage for will result in a lot less downloads due to factors such as; user convenience, student personalities, student moods amongst other external factors that we can't control. Whereas, online methods allows students time to make decisions and deal with downloading the app and researching the company at their own will on their own time. This being said, we carefully designed our flyers for the convenience of the students accessing the app, by presenting a QR code that directs the students straight to the application. Based on this notion, with 80,000 flyers distributed into the hands or rooms of students, we forecast a total 27% download rate resulting in 21,500 additional downloads. The last marketing methods used are posters and roller banners. These channels are predominately used to create awareness for the app and its services. Therefore, we anticipate the lowest download percentage rate out of all channels at only 5% per poster and roller banner location (Dorm & on campus). Based on the aforementioned student figure of 186,500, 15% of them will take the initiative to research the student beans' website and application themselves; thus downloading the app, bringing the total downloads to 136,040. Finally, once all marketing channels are complete, we must reflect on the power of word of mouth marketing and online conversations. To work out the effect this can have on the app downloads, we identify the total number of downloads (136,040) and estimate a percentage of this number that will either tell their friends or colleagues physically or online. So, we made a prediction that 11% of users will convey the benefits of downloading the app and in turn will result in more downloads for the company.  $11\% \text{ of } 136,040 = 14,964$  additional downloads, resulting in a total of over 151,000 downloads in the 5 month campaign.

The peak of our marketing campaign will come to a close at the beginning of January 2016. This being said, both our point scheme and weekly quiz initiatives will continue to run up to June 2016. Due to this, we can assume that word of mouth marketing and online conversations will have a continuous influence on the app download rate, though we understand that percentage will decrease over the following months. Consequently, the table below forecasts the continuous monthly download percentage rate for additional word of mouth marketing.

Table: Predicted word of mouth download rate.

	Campaign Downloads	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Download rate (%)		11%	8%	7%	5%	3%	1%
Additional Word of Mouth			1,197	1,131	865	545	187
Word of Mouth Downloads		14,967	16,164	17,295	18,160	18,705	18,892
Total Number Downloads	136,040	151,032	152,229	153,360	154,225	154,770	154,957

### 7.3 Verified users

As mentioned in our objectives and campaign brief, individuals who want to take part in the weekly quiz, Christmas quiz and point scheme campaign must verify their student beans account through the ID application. The reason for doing so is for moderation purposes. If we can monitor user usage rates in relation to our campaigns, it will allow us to present the winners of the quizzes with their prizes. Moreover, it allows student beans to keep an accurate record of acquired points throughout the point scheme campaign. Therefore, from 151,032 total downloads we estimate that well over half of these downloaders, if not more, will verify their accounts in order to access the services of the ID application. This gives us a minimum number of 75,516 verified accounts. This provides evidence that using our selected marketing methods, we are able to meet the aims and objectives accurately, within the provided time limit.

Using the figures above, we are able to calculate the single price per download. This can be done by getting the total number of downloads – 154,957 divided by the total cost of the campaign - £102,500 which equates to £1.51 per download.

## 8 Evaluation and Control

### 8.1 Marketing Objectives

As mentioned above, we start the campaign with a target of 150,000 downloads by the beginning of January, with 33% of those downloads represented as verified users; totalling 50,000 users. In order to create brand awareness for the company and the ID application, this report proposes two creative campaigns which not only address awareness but promotes user usage and downloads acquisition. The methods to which we went about reaching the aforesaid aims were through 3 online marketing channels and 3 offline; Social media, Email, Newsletters, Flyers, Posters and Banner Stands. From utilisation of these approaches, on top of conducting a situation analysis for the company, it allows us to accurately measure and control the return on our investment (downloads) and make appropriate marketing changes in order to precisely meet the report targets, which were achieved. Moreover, the knowledge and information we are able to gather over the course of this campaign can help us further monitor the download and retention rate of new and existing users after the initial campaigns have been completed.

## 8.2 Financial objectives

In order to properly execute the campaign a budget of £100,000 is assigned for advertising purposes. Therefore, with careful consideration, the report breaks down the total allocated budget into appropriate subsections for the utilisation of both online and offline marketing channels, as displayed in 6.2. We believe that taking this direction to the budget was the most effective method for the task. The main reason being; although it is an online business, the actual application is accessible by mobile devices, so, we understand that more often than not students will have their mobile ready at hand to simply download the service. The report emphasises the importance of student convenience, thus; we set a large section of the overall budget on the offline channels. Once the overall targets are met, the company spending on the application advertising will be suspended, presenting a greater download total than targeted. Which in turn, results in additional verified users.

## 8.3 Growth

From the evident success of our marketing campaigns and the notion that once implemented they will continue to be executed over a minimum period of a year, it is reasonable to suggest potential future growth targets and strategies can be implemented to further increase traffic towards student beans through modifying said campaigns. In conjunction, release of the application on Android and Microsoft devices open the door to a brand new target market. This then presents opportunities for continuous development of new partnerships with leading companies, such as; ASOS and Starbucks, both companies that are heavily influential in the student lifestyle for both undergraduate and postgraduate. Similarly, as time goes on and new partnerships are formed, Student Beans as a company must carry on developing its services and brand image in order to obtain and sustain a competitive advantage, whilst presenting added value to followers.

## 8.4 Key Success Factors

In conclusion, we believe the key mediating factors to the success of our campaign is the conduction and utilisation of the market research. As a result, it presents us with enough information to properly tailor the online and offline campaigns to our selected target market, through the appropriate and relevant marketing channels. In turn, we are able to exceed the target of 150,000 downloads by January, with more than 50,000 verified users. Alongside these goal, we are able to achieve a grand scale of customer loyalty, retention and acquisition for Student Beans as a company.

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## 10 Appendix



## (1) SWOT Analysis Application and description

<b>Strengths</b>	<p><b>The company is well known for winning many corporate achievements:</b> This status can potentially help in the acquisition new users as it makes the business seem more appealing and reliable in comparison to competition.</p> <p><b>Provide a wide variety of discounted categories:</b> In direct comparison to main competitor Uni-days. Unidays offer retail discounts in order to the target their audience. Whereas student beans offers a great range of discounts, including; shopping food and drink, cinema and many more.</p> <p><b>No registration cost:</b> University students are able to download the Student Beans's ID app for free. Then they can use it and get discounts wherever and whenever they want. In comparison, competitors such as NUS and ISIC do include a registration fee.</p> <p><b>Provides registered students with job opportunities:</b> Inside the website of Student beans, it provided career path for student to internship and to apply the job</p> <p><b>Soon to be available on all platforms (iOS/Windows/Android):</b> Due to the success of the Student ID app on iOS, the company has taken action into developing it for Windows and Android devices. This in turn, can potentially increase the usage numbers of the app, as it will be available to more people.</p>
<b>Weaknesses</b>	<p><b>Only base within the United Kingdom:</b> Key competitors such as; NUS and ISIC provided their service for students worldwide. This is a key weakness that student beans have as it presents limitations when targeting new students.</p> <p><b>SB's target market is restricted to 18-24 year olds:</b> Likewise with the first weakness, Student Beans' target market becomes very limited as the discounts and offers available are specifically for student only. Therefore, it requires the business to focus more specifically on already existing users and ensuring they stay loyal to the company.</p> <p><b>Only IOS user can download application:</b> Currently a big issues for the Student Beans mobile applpcation is that it is currently only available on iOS devices. Although, development of the app is being undertaken, it once again prevents barriers to usage rates.</p> <p><b>Website and application are not attractive:</b> For any e-commerce company, it is imperative that the website and applications are eye catching and unique. Therefore, by creating a marketing campaign for the mobile app, SB can emphasise the important attributes of the app and website, in order to overshadow the apparent appearance of the website.</p> <p><b>Lack of brand awareness:</b> Due to the vast quantity of similar businesses to Student Beans, it is vital that the company develops a great level of brand awareness and uniqueness, in order to maintain and sustain competitive advantage.</p>

## (2) Living expenses for students (National Union of Students, 2014)



**Opportunities** Table 5: Average living expenses of students across the UK

	Spending per week	Spending per year
Food shop	£25.00	£1,300.00
Travel	£16.00	£832.00
Bars/pubs/clubs	£12.00	£624.00
Eating out	£11.00	£572.00
Alcohol	£11.00	£572.00
Clothes	£11.00	£572.00
Mobile phones	£10.00	£520.00
Course books	£10.00	£520.00
Course related equipment	£9.00	£468.00
Excursions	£8.00	£416.00
Non-alcoholic drinks	£8.00	£416.00
Cigarettes	£7.00	£364.00
Internet/Wi-Fi	£7.00	£364.00
Toiletries	£7.00	£364.00
Printing/photocopying	£7.00	£364.00
Stationery	£6.00	£312.00
Films/DVDs	£6.00	£312.00
Music/downloads	£6.00	£312.00
<b>TOTAL</b>	<b>£177.00</b>	<b>£9,204.00</b>

Source: National Union of Students<sup>12</sup>

**Threats**

**ed:** Information such as an opportunity to indentify how the company to meet n't know they could have.

**I recognized companies &** ts, then this can allow the onship with popular firms. on and loyalty.

As this marketing strategy of 16-24 years old owns

ly deals websites and e- ular in recent years, thus t be able to differentiate s.

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(3) Weekly Bean Quiz Prizes:

- 1. Alcohol.** Since is Fresher's week everybody is socializing and meeting for a drink. Therefore, we found it appropriate to start the campaign with.  
**Prize:** a free drink (beer, cider, coffee, soda) for every burger or meal bought at Garfunkles
- 2. Food.** Nothing is better than some junk food after the hopefully responsible drinking during the Fresher's week.  
**Prize:** get your free pizza at Papa John's from Monday till Friday
- 3. Health and Beauty.** Because you never know who you are going to meet; so it is important to be at top of your game every day!  
**Prize:** 30% off to The Body Shop.
- 4. Shopping:** Winter is coming! Make sure you wrap up warm and deal with the British weather the right way.  
**Prize:** get 25% off in H&M for all the new autumn/winter collection (H&M does not have student discounts in the store)
- 5. Movies.** With all the blockbusters coming out this autumn and the Oscars' approaching, is time to catch up with the movies.  
**Prize:** 2 free tickets for you and your friend + 50% off for popcorn and soda in Cineworld.
- 6. Going out.** After a long week of studying, it's time to detach yourself for a few hours and remind yourself that you also have to socialise.  
**Prize:** And what is better than some ice-skating? Win one hour of ice-skating for you and a friend at Vauxhall ice ring
- 7. Technology:** The world is moving quickly, so don't get caught behind.  
**Prize:** Get a 15% discount when shopping for a tablet or laptop on Amazon.co.uk.
- 8. Sports.** A healthy mind in a healthy body!  
**Prize:** 50% off of Adidas running shoes
- 9. Music:** No matter what the genre, age or Impression, music is for everyone!  
**Prize:** 50% of on Ticketmaster for the upcoming concerts.
- 10. Celebrities.** Time to shine and pretend to be one of them.  
**Prize:** Free shopping personal shopping experience in Topshop/Topman with your own style advisor.
- 11. Home (British customs):** Since the term is almost over, we think is important for the international students to know a bit about the British customs and for the locals to remember them.  
**Prize:** Get your house prepared for Christmas! Redeem a £15 voucher in ASDA and decorate your room for the Christmas holiday.

#### (4) Sedexo (2014) Lifestyle Categories.

**Housing:** 34% of the students live in a rented house flat, while 37% in university campuses. 48% pay more than £300/ month accommodation.

**Socialising:** 26% socialize off campus, 19% at university run bars, cafes or clubs

- 76% spend £20 or less on going out with friends (67% in 2012), while 20% spend nothing at all
- 80% of those who socialized less blame it on the high academic workloads; 52% on the lack of cash; 18% mentioned a part time job

**Eating habits and requirements**

- 45% spend £20 or less/ week on food
- 74% cook a meal from scratch at least once a week
- 79% try to eat healthy, while 51% miss at least 1 meal a week

**How students spend their time and money**

- 8% spend more than 10 hours a week in the university's library while 23% say they spend 10h a week accessing digital learning materials
- 69% spend 10 hours or less logged on Facebook, Twitter or similar
- 74% spend two-five hours a day in a lecture/ seminar
- 51% reserved one or two hours a day to do some sport or exercise, while 45% do nothing at all
- 54% spend one hour travelling to university

**Personal pressures**

- 84% of the student worried about securing their desired degree classification (compares with 72% in 2012)
- 54% are worried about finding a job after graduation
- 36% were concerned about feeling isolated.

**University facilities and services**

- 31% would like to see more lectures online, while 76% would like to have their lectures recorded and viewed another time
- 56% said that university's sustainability strategies and efforts to reduce waste or cut power usage mattered to them
- 16% called for improved sports facilities, drops to 6% when asked to choose one area to improve.

(5) 20 biggest universities in London by number of students (retrieved from Student Cities, 2014).

Ranking	University	Number of Students
1	King's College London	26,460
2	University of Greenwich	26,445
3	Kingston University	26,180
4	University College London	25,525
5	Middlesex University	23,540
6	London Metropolitan University	23,485
7	London South Bank University	23,350
8	University of East London	23,225
	<b>Total Top 8</b>	<b>198,210</b>
9	University of the Arts London	22,315
10	University of Westminster	21,500
11	Birkbeck College	19,580
12	City University, London	19,340
13	Imperial College London	16,000
14	Brunel University	15,885
15	Queen Mary, University of London	14,860
16	University of West London	12,400
17	London School of Economics and Political Science	9,805
18	Roehampton University	9,255
19	Goldsmiths College	8,465
20	Institute of Education	6,255
	<b>Total Top 9-20</b>	<b>175,660</b>
	<b>Grand Total</b>	<b>373,870</b>

(6) All Universities in London by number of students (retrieved from Student Cities, 2014)

Region	University	Total
LONDON	King's College London	26460
	University of Greenwich	26445
	Kingston University	26180
	University College London	25525
	Middlesex University	23540
	London Metropolitan University	23485
	London South Bank University	23350
	University of East London	23225
	University of the Arts London	22315
	University of Westminster	21500
	Birkbeck College	19580
	City University, London	19340
	Imperial College London	16000
	Brunel University	15885
	Queen Mary, University of London	14860
	University of West London	12400
	London School of Economics and Political Science	9805
	Roehampton University	9255
	Goldsmiths College	8465
	Institute of Education	6255
	School of Oriental and African Studies	5400
	St George's Hospital Medical School	5115
	Royal Veterinary College	2120
	London Business School	2080
	Ravensbourne	1595
	School of Pharmacy	1445
	Royal College of Art	1315
	Conservatoire for Dance and Drama	1285
	London School of Hygiene and Tropical Medicine	1250
	Heythrop College	1045
	St Mary's University College	1020
	Central School of Speech and Drama	990
	Trinity Laban Conservatoire of Music and Dance	920
	Rose Bruford College	850
	Guildhall School of Music & Drama	800
	Royal Academy of Music	760
	Royal College of Music	720
	University of London (Institutes and activities)	445
	Courtauld Institute of Art	435
	The Institute of Cancer Research	290
<b>LONDON Total</b>		<b>403750</b>

## (7) E-Newsletter Campaign Planning & Budgeting from September 2015 to January 2016

Time of sending out E-Newsletter	Number of Universities in London	Number of reachable students	Sponsorship Cost
Beginning of September, during Fresher's Week	20 biggest universities in London by number of students	373,870	£ 1100
Beginning of October	The 8 biggest universities in London	198,210	£ 650
Beginning of November	9 <sup>th</sup> -20 <sup>th</sup> biggest universities in London	175,660	£ 650
Beginning of December	20 biggest universities in London by number of students	373,870	£ 1100
Beginning of January	8 biggest universities in London	198,210	£ 650
<b>Total</b>			<b>£ 4150</b>

(8) Table 2. Email Solo Advertiser Campaign Planning & Budgeting from September 2015 to January 2016

Time of sending out Email Solo Advertiser	Number of Universities in London	Number of reachable students	Cost per email	Cost by number of students
Beginning of September, during Fresher's Week	King's College London	26,460	£ 0.20	£ 5,292
Beginning of October	University of Greenwich	26,445	£ 0.20	£ 5,289
Beginning of November	Kingston University	26,180	£ 0.20	£ 5,236
Beginning of December	University College London	25,525	£ 0.20	£ 5,105
Beginning of January	Middlesex University	23,540	£ 0.20	£ 4,708
<b>Total</b>		<b>128,150</b>		<b>£ 25,630</b>

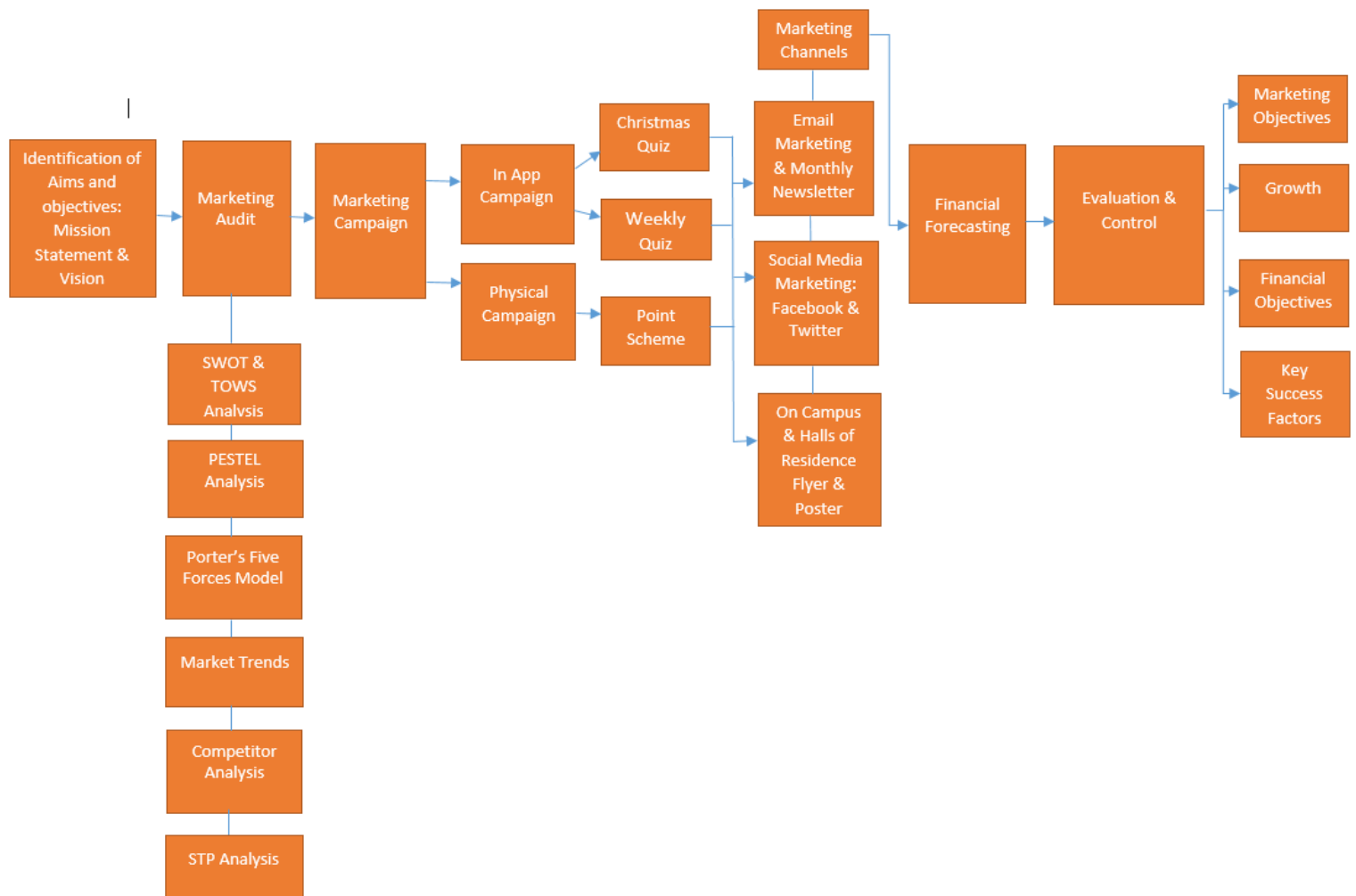
(9) Table1: Budget for dormitory advertising

Period of times	Items	Quantity x Cost	Rental cost	Total
Week after Fresher's September	Flyers ( size A5 )	30,000 x £0.25	-	£7,500
	Hire 2 person to distribute flyers	£6.50ph, 20 employees for 8hrs a day (2 person per uni)	-	£1,040
Beginning of September to October / December	Posters	Size A3: 20 x £0.32 (2 posters per Uni: 10 universities)	£15 for 3 months	£51.4
		Size A4: 10 x £0.30 (1 poster each )	£10 for 3 months	£33
				<b>£8,624</b>

(10) *Table 2: Budget for campus advertising*

Period of times	Items	Quantity x Cost	Rental cost	Total
Beginning of September ( Fresher's fair )	Flyers ( size A5 )	50,000 x £0.25 (5,000 each)	-	£12,500
	Hire 2 person to distribute flyers	£6.50ph, 20 employees for 8hrs a day (2 person per uni)	-	£1,040
Beginning of September to October / December	Posters	Size A3: 30 x £0.32 (3 posters each)	£25 for 3 months	£84.6
		Size A4: 50 x £0.30 (5 posters each)	£20 for 3 months	£75
December	Roller banner stand	30 x £250 (3 stands each)	-	£7,500
				<b>£21,199.6</b>

(11) Student Beans ID Application Campaign Flowchart



(12) Campaign Promotion Timeline – Online and Offline.

ONLINE	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16
Email Marketing	X	X	X	X	X
NUS Newsletter	X	X	X	X	X
Social Media Marketing	X	X	X	X	X
OFFLINE					
Dormitory Flyer	X				
Dormitory Poster	X	X		X	
On Campus Flyers	X				
On Campus Posters	X	X		X	



(13) In order to get a better understanding of the individual customer needs/wants, we came up with a customer journey map, based on needs, interactions/executions and emotions. Therefore we will look at what the customers want to achieve, the steps that must be followed to satisfy those needs and at the end the emotional state of the customer (such as satisfaction level and the needs met).

Needs/wants	<ul style="list-style-type: none"> <li>- to save money</li> <li>- to get the best deal</li> <li>- convenience to use the app</li> <li>- get the most for their money</li> <li>- rewards and incentives</li> <li>- need of being part of a young community</li> <li>- need for interaction</li> </ul>
Interaction and execution	<p>Application of the AIDA model through our direct marketing channels</p> <ul style="list-style-type: none"> <li>-from awareness (first contact with SB and iD)</li> <li>-to creating interest (the deals, the quizzes and the prizes)</li> <li>-followed by the desire to download the app</li> <li>-and the action of downloading and actively using it</li> </ul>
Emotional response (before, during and after the experience)	<ul style="list-style-type: none"> <li>- anticipation</li> <li>- excitement</li> <li>- engagement</li> <li>- the relief of the saving</li> <li>- happiness</li> </ul>

(14) **Sample Newsletters:** as displayed below, the student beans id application is incorporated within the newsletter presented by NUS.



**Personal Loans**  
**3.9% APR**  
**Representative**

Personal Loans between £1,000 - £10,000. Only available to NUS current account holders. The rate shown depends upon a credit assessment of your personal circumstances. You must have an annual income of at least £10,000 per year.


Win a pair of award-winning K27 M500 headphones worth £230

The award-winning K27 M500 on-ear headphones are the latest in stylish design and comfort. Get your hands on them over 50 years of audio innovation into a design that is bound to make your commute less than dull.

If you want to be in with a chance to win a pair of K27 M500 Headphones, then simply enter back here

[Enter Competition](#)



**Primary Space**



After your very exciting guitar tour from Amsterdam

Minerva Guitars, makers of the famous vintage 1 string guitar and 12 string guitars are going under the stars to play the same tune for your student experience. Please be sure your own acoustic guitar now!

[Enter Competition](#)



**Secondary Space**



Struggling home at the end of term?

It's the end of term and you need to get your treasured belongings home. Why not save your luggage the journey and your stuff home for an economic, lightweight and reliable courier service? [Find Service](#)

[Enter Competition](#)



**Secondary Space**



WIN ONE OF TEN £25 VOUCHERS

Form is off to 10 £25 to spend vouchers. As there are giving you the chance to win one of ten £25 vouchers to spend yourself or to treat someone else this season.

[Enter Competition](#)



**Secondary Space**



The £300 4K 10 months broadband contract that doesn't need a phone line!

Delivered to the academic year and available 24/7/365 a phone line. Virgin Media's 4K months contract is just for you. It's the best way to watch 4K ever - on a 4K smart TV.


[Enter Competition](#)



**Third Level Space**

This is an example of NUS E-Newsletter that we propose to send to our target students at the beginning of every month from September to January.

(15) Sample Solo Email for weekly quiz and Christmas quiz







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Over 10,000 online and in-store discounts exclusively for students





## JOIN US NOW!!


### WEEKLY PRIZES AWAITING


Your uni-life is not only about studying, but also enjoying our crazy deals. Plus, you can win Weekly Prizes by answering our funny quizzes to accumulate points in exchange for prizes.


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For all other requests, please do not reply to this email. Instead, go to [www.studentbeans.com/help](http://www.studentbeans.com/help). There you will find answers to many common questions, along with a form for contacting us if you can't find the information you're looking for.

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Christmas Email:







**SBDISCOUNTS** Unlock savings every time you shop  
Over 10,000 online and in-store discounts exclusively for students




## JOIN US NOW!!


### WEEKLY PRIZES AWAITING


Enjoy our **Crazy Deals** and stand a chance for a trip to **Paris** this Christmas by joining our **#ChristmasQuiz**


**DOWNLOAD HERE**





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To unsubscribe, please [click here](#) to sign in and unsubscribe, or simply reply to this email and type unsubscribe in the subject line.

For all other requests, please do not reply to this email. Instead, go to [www.studentbeans.com/help](http://www.studentbeans.com/help). There you will find answers to many common questions, along with a form for contacting us if you can't find the information you're looking for.

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Over 10,000 online and in-store discounts exclusively for students

**ANY PLAN FOR THIS CHRISTMAS ?!**

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To enjoy thousands of **CRAZY DEALS**, JUST FOR **YOU**

**WRAP UP CHRISTMAS**

SHOP CHRISTMAS STUDENT DISCOUNTS ▶

Free **YOUR DIGITAL STUDENT CARD**

GET IT NOW ▶

10% STUDENT DISCOUNT at Topshop

Apple Store for Education

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10% OFF AT NEW LOOK

10% OFF AT TOPSHOP

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Making life a little more awesome for millions of students

JOIN UP



To win a **TRIP** for **TWO** to

**PARIS**  
COUP DE CŒUR

By joining our **#ChristmasQuiz**

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