

# UNiDAYS

## Mosmann Australia Boosts Student Contest Entries by 1000% with **UNiDAYS**

**+1000%**  
contest entries

**Gen Z**  
engagement

**Uplift in site**  
traffic



Winning bikini pattern design: "Fruit Salad"  
by Kim Le

### The challenge

Mosmann Australia wanted to increase brand affinity, awareness and engagement with Gen Z university students in Australia. When a previous contest failed to generate enough submissions, the international swimwear brand turned to **UNiDAYS** to launch their next design competition.

Based on their entries, two **UNiDAYS** student members would be selected for the once-in-a-lifetime opportunity to see their design patterns debut in Mosmann's 2018 swimwear collection. They'd also receive a \$250 Mosmann gift card, career mentoring sessions and a set of their winning swimwear designs.

### The solution

To attract Gen Z participation and generate brand excitement, Mosmann Australia partnered with **UNiDAYS**, using the following tactics:

- ◆ **UNiDAYS' Student Verification Technology** guaranteed the contest reached its intended Gen Z university student audience.
- ◆ **Custom Content** featured a splash page, a custom tile on site and app, emails, social media posts, and blog content. The contest was promoted across all **UNiDAYS** channels (email, social, app, and site).

### The results

As a result of **UNiDAYS'** extensive promotion efforts, Mosmann Australia received:

- ◆ 1000% increase in contest entries
- ◆ Increased brand engagement with Gen Z
- ◆ Uplift in traffic to Mosmann Australia's website
- ◆ 7,300+ views of the Facebook contest video in three weeks
- ◆ 6,000+ Instagram likes from two influencers recruited by **UNiDAYS**

### About UNiDAYS

**UNiDAYS**, the world's leading Student Affinity Network, provides student verification technology and integrated marketing solutions to help brands connect with Gen Z. Visit [www.myunidays.com/genz](http://www.myunidays.com/genz)