

Case study: Refashioning Nasty Gal for a Gen Z audience

How a UNiDAYS Launchpad fashion-design contest helped Nasty Gal find its Gen Z voice.

18k+
contest page
views

280
student contest
entries

Six
contest
winners



The challenge

Nasty Gal has always been ahead of its time in championing women's entrepreneurship. So when presented with a challenge of how to reach beyond their core Millennial audience, they leveraged their ongoing partnership with **UNiDAYS** to create a fashion-wear contest that would spark the interest – and launch the careers – of aspiring Gen Z fashion designers the world over.

The solution

The Launchpad team created a contest on the **UNiDAYS** platform that invited students to design their own tees for Nasty Gal. A single Grand Prize winner would receive an all-expenses-paid trip to Nasty Gal to learn from top execs – and have their design printed and sold online. Furthermore, if Nasty Gal found other contestants' tee-shirt entries award-worthy, they agreed to print and sell them in limited-edition runs as well.

To create the contest, **UNiDAYS** used its in-house creative studio to develop:

- a co-branded landing page
- custom promotional content, including images and blog posts
- a 30-second promo video explaining the contest rules to would-be participants

To promote the contest across, **UNiDAYS** activated an array of different channels, including web, email, app, newsletter and social media.

UNiDAYS student verification technology also quickly mapped out a global audience of college students eligible for the contest.

UNiDAYS

The results

Within the span of a sales quarter, the program saw massive student engagement – and generated more prize-winning designs than Nasty Gal anticipated.

- **18k+** contest page views
- **280** student tee-shirt design entries
- **Six** final student winners

“ Partnering with **UNiDAYS** has been a win-win from the start... Their Launchpad contest has shown us just how many new ways there are to get Gen Z heavily engaged with Nasty Gal. ”

- **Veronica Di Gesu,**
Digital Marketing Manager,
Nasty Gal

About UNiDAYS

UNiDAYS is the world's leading Student Affinity Network, connecting brands to more than 10 million Gen Z college students around the world.

UNiDAYS x *NASTY GAL*

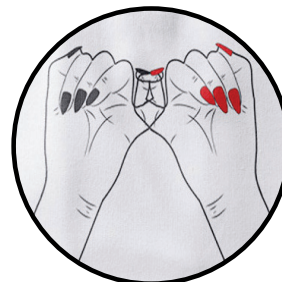
**Fashion is a statement.
Time to make yours.**

You a bae with something to say?
Get designing!

How to enter



CREATIVITY!



Talk to us. We can help connect you with Gen Z - chat@myunidays.com or visit myunidays.com/genz