

# UNiDAYS

## Case study: ethical apparel

How UNiDAYS helped a retail brand create a CSR-focused campaign that drove brand favorability and engagement with Gen Z.

**100+**  
student video  
entries within  
4 weeks

**15k+**  
video views  
within 4  
weeks

**Increased  
brand  
favorability**

### The challenge

An apparel retailer known for its sustainable sourcing practices was looking for ways to increase positive brand perceptions with Gen Z. The retailer had been a long-standing partner of **UNiDAYS**, the world's leading Student Affinity Network, but had been focused on offering student incentives to college students in North America. They recognized that engaging Gen Z college students with more than purchase promotions was critical to forging a lasting emotional connection — and wanted help marrying brand and commerce.

### The solution

A **UNiDAYS** student strategy consultant recommended **UNiDAYS** Launchpad, a collaborative marketing program that gives brands the power to co-create with Gen Z for social good.

The program would provide an opportunity to engage Gen Z students with a memorable branded experience, and it would also allow the retailer to tell their brand story on the platform where they were already reaching students daily.

The Launchpad team created a contest on the **UNiDAYS** platform, partnering with a nonprofit whose mission is to build schools for underserved communities across the globe. The team invited student volunteers to submit their own user-generated video contest entries, outlining the reasons why the brand should give them an all-expenses-paid trip to Guatemala to help build a new school.

Using **UNiDAYS** student verification, the retail brand was easily able to identify a verified audience of student contest participants across North America.

UNiDAYS



# UNiDAYS

To support the contest, **UNiDAYS** leveraged its in-house creative studio to develop a co-branded landing page, image tiles, blog content and a promotional video explaining the contest. The contest was also promoted via **UNiDAYS**-owned channels, including web, email, app, newsletter and social media.

## The results

Within the span of 4 weeks, the program achieved the following:

- ♦ Over **100** student video entries
- ♦ Over **15K** video views
- ♦ Amplified the retail brand's CSR initiatives alongside their ecommerce incentives — all on one Gen Z-focused platform.
- ♦ The winners received a six day, all-expenses-paid trip to Guatemala that changed their lives — and transformed a small corner of the world for the better.

## 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.



Talk to us about how you can connect with Gen Z - [chat@myunidays.com](mailto:chat@myunidays.com) or visit [myunidays.com/genz](https://myunidays.com/genz)