

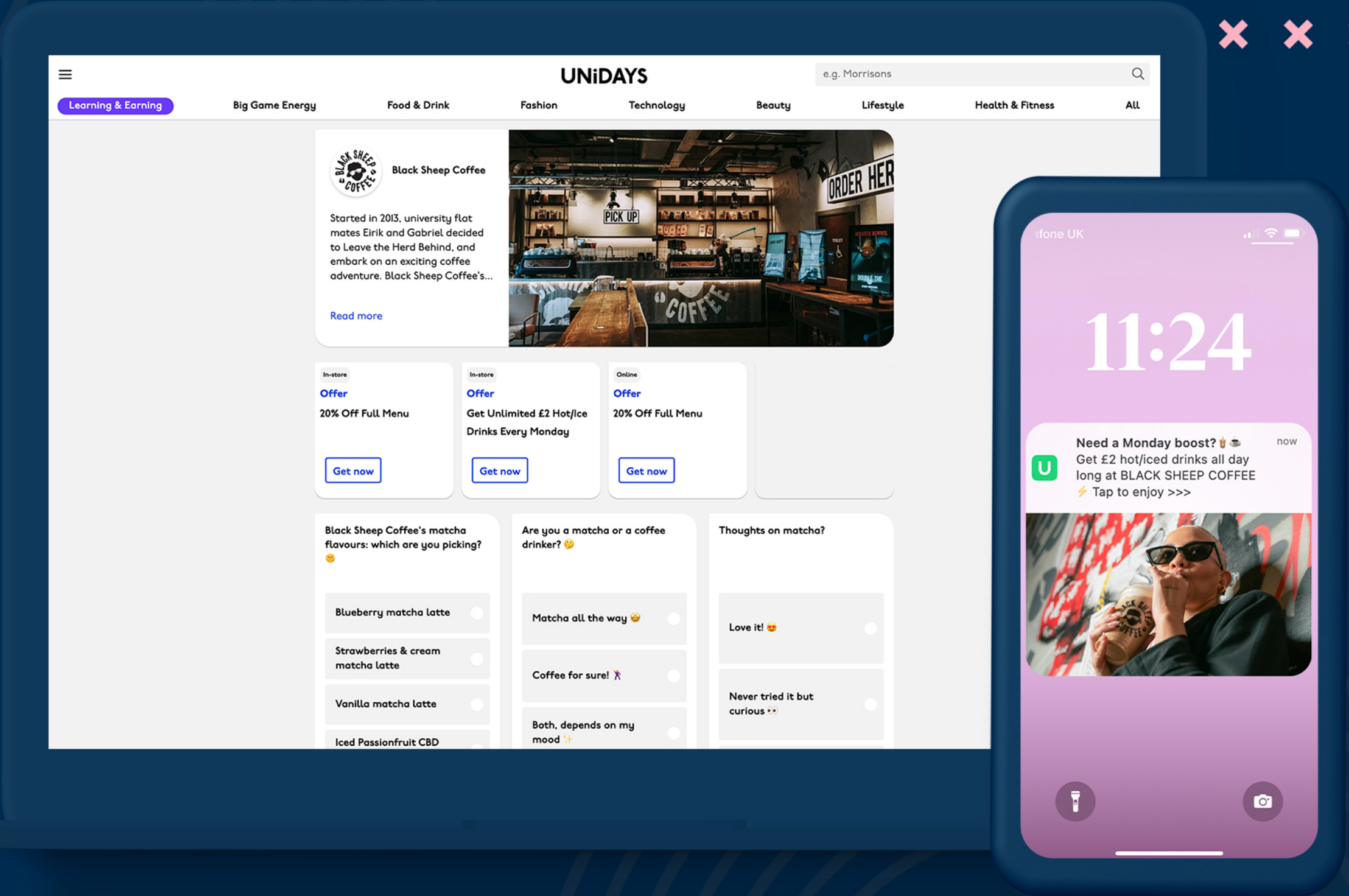
# How Black Sheep Coffee increased MoM revenue by 263% through a UNiDAYS awareness campaign

## The challenge

Black Sheep Coffee launched with UNiDAYS in the UK on 18th March 2024, taking part in extensive campaign activity to raise awareness with Gen Z. and achieve its main objective of getting young people through the door to drink coffee.

UNiDAYS created an exciting, first-to-market offer: every Monday students were able to redeem unlimited £2 drinks, as well as receiving 20% Off the entire menu all-week.

This not only highlighted Black Sheep Coffee as a brand committed to delivering value for students but also underlined the different ways UNiDAYS works with its partners to achieve their unique objectives.



## The solution

UNiDAYS and Black Sheep Coffee launched a full-funnel campaign, including targeted CRM content via emails and 16 push notifications (4 of which were added value), as well as On and Off-Network placements. We also conducted significant poll activity to understand students' awareness of the offer and what they'd like to see from the brand.

Black Sheep quickly became a top-performing brand among UNiDAYS members, solidifying its presence on the platform and attracting users who hadn't previously used the Black Sheep discount. This resulted in a total of 4.2k clicks on the offer.

During this time, Black Sheep's CTR consistently overachieved against regional benchmarks, with On-Network impressions earning a CTR of 1.4% (vs 1.1% for food & drink campaigns), and the Off-Network campaign gaining a CTR of 0.73% (vs an overall benchmark of 0.6%).

## The result

+312%

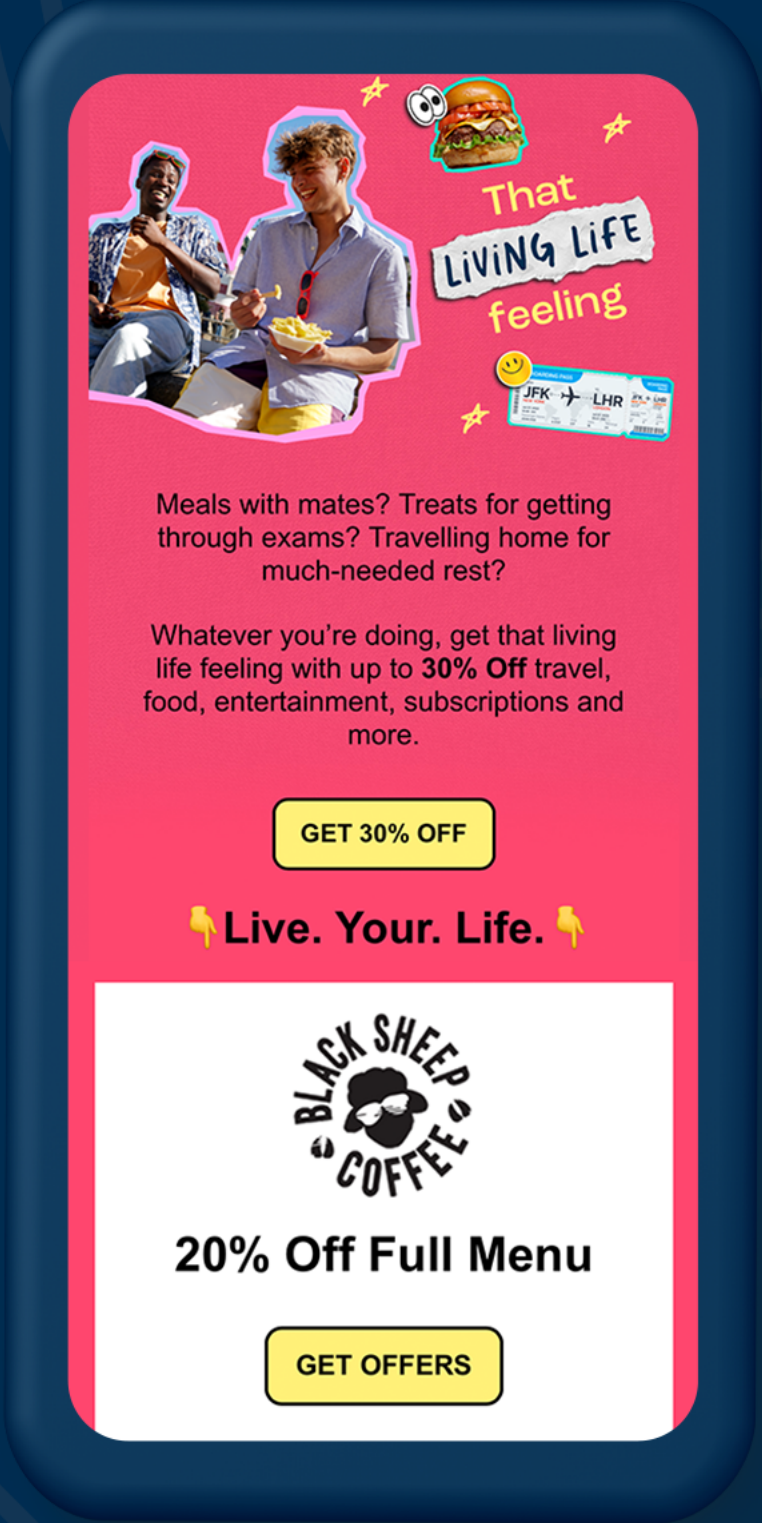
Average MoM uplift in redemptions

+263%

Average MoM uplift in revenue

+115%

More revenue on Mondays with £2 coffees vs other days



### CONTENT CAMPAIGN PERFORMANCE

+279%

Engagements

25.5%

Conversion rate

29%

Returning unique engagements