

STANDARD BANK Youth #Plugged

Campus Radio: WITS - VOW, UCT Radio, TUT -
Tshwane FM, Stellenbosch - MFM Radio),
UKZN - Inanda FM

September - October 2018



THE CLIENT

Standard Bank

RETURN ON INVESTMENT



172 entries received. **2097 votes**
received for the Top 10 nominees.



Over **600 students** reached on the
ground during the activations and
239 000 students reached on radio.



94 000 students
reached via social
media (Facebook).
Client received **400%**
more value than the
investment.



Standard Bank's ground breaking #Plugged campus campaign spoke to students across the country, at 5 of the top tertiary institutions. Radio was used to speak directly to students, and the search for each campus #Plug gave students the opportunity to have their voices heard and share their entrepreneurial stories. Standard Bank's search for the #Plug culminated in activations at all the campuses, with students participating on the ground and walking away with valuable knowledge on how to get their start-up and small business off the ground.

MEDIA HEADS

activate . captivate . amplify