

UNiDAYS



CASE STUDY



UNiDAYS



Our mission: *To make students' lives better by: saving them money; giving them chances to get ahead' talking about things they care about.*

The concept

We wanted to give our members the opportunity to recognise outstanding achievements – either their own or their fellow students'. The competition entry mechanic allowed for a 150-word written submission and optional link to the applicant's personal website, socials, portfolio or YouTube channel.

Entrants were shortlisted by UNiDAYS employees, the top 10 from each category presented to sponsoring partners for final selection. The shortlisted candidates were judged based on alignment to core values and attributes outlined by the sponsoring partner.

The logo for Creative Champion, featuring a lightbulb icon to the left of the text 'CREATIVE CHAMPION'.

BAILEY
NELSON

The logo for World Leader, featuring a globe icon to the left of the text 'WORLD LEADER'.

contiki

The logo for Trend Setter, featuring a stylized 'V' icon to the left of the text 'TREND SETTER'.

HELLOMOLLY

The logo for Innovation Sensation, featuring a lightning bolt icon to the left of the text 'INNOVATION SENSATION'.

SAMSUNG

The logo for Health Hero, featuring a heart icon to the left of the text 'HEALTH HERO'.



The logo for Biz Whiz, featuring a stylized 'A' icon to the left of the text 'BIZ WHIZ'.

Microsoft Store



How **UNiDAYS** dreamt up the first digital awards of its kind, celebrating and empowering students all over Australia.

The Prizes

THE CREATIVITY CHAMPION

A creatively-driven, invitation-only internship with **Bailey Nelson**.

THE BIZ WHIZ

A Surface Laptop 3 with **Microsoft**.

THE INNOVATION SENSATION

An innovator product pack with **Samsung**

THE HEALTH HERO

A two-week internship, plus a month's free subscription to **Hello Fresh**

THE TRENDSETTER

The opportunity to co-style a campaign shoot & Instagram takeover with **Hello Molly**.

THE WORLD LEADER

An adventure to Cambodia and Laos, plus one-month content-creation mentorship with **Contiki**.

The Results

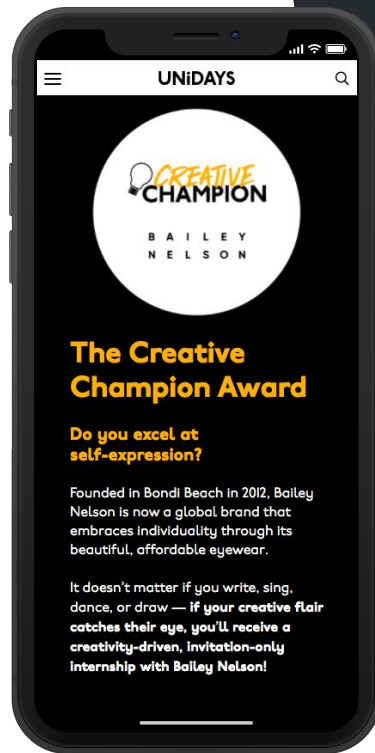
The initiative ran between Oct 26 – Dec 31, 2018 and generated:

1.25K Entries

112% AVG. Engagement uplift QoQ

26.1k Page sessions

UNiDAYS STUDENT AWARDS – 2019 Awards page mobile view



STUDENT SENTIMENTS

*"Being able to work with genuine, passionate and creative individuals is so important to me and something which I believe **Bailey Nelson** does best."*

Emily's nomination for the Creativity Champion Award

*"To have the opportunity to intern with **Hello Fresh** would be a dream come true. I would love to get a taste of what makes this company so and see all of the departments that work together to bring great recipes to people's doors."*

Sara's winning entry for the Health Hero Award

*"I believe that my goals align with **Microsoft's** mission of "empowering others" to achieve more. Being able to educate and empower those around me is what drives me in both my academic career and everyday life."*

Jiarui's nomination for the Biz Whiz award

*"I love all that **Contiki** have to offer and would love nothing more than a chance to travel with the company... I already have a love for content-creation, being able to learn from one of the best in the industry would really help me improve and grow my skills."*

Alice's nomination for the World Leader Award

*"Great design is something I appreciate from studying design at Tafe and the thinking and design of **Samsung** is always at the forefront of their minds."*

Wilson's nomination for the Innovator Award

LET'S CHAT

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UNiDAYS

