

National Express uses Voxburner Bespoke research to drive their student acquisition strategy

Challenge

National Express didn't have a dedicated strategy in place to communicate, attract, or persuade students. As a result, awareness within the community has fallen both during and after the pandemic.

This has meant National Express weren't seeing the recovery they anticipated and are therefore looking at ways to get back into the heart of students as well as staying competitive against other significant brands in the market.



Objectives

- Drive awareness and consideration by placing National Express at the forefront of students' minds when they are looking to book their trips home or for leisure.
- Encourage adoption of National Express among new cohorts and drive visibility within the student community.

“ From start to finish the Voxburner team have been engaging, professional and offered a high quality response to our brief. We gave the team very little time to deliver a quantitative study - their solution went above and beyond despite the challenging lead time. The outputs have been really insightful and helped to shape our student marketing strategy moving forward. ”

Lee O'Mahoney,
Senior Marketing Manager

Solution

- Bespoke research package delivered by Voxburner
- Group of 5000 16-24 year olds surveyed
- Full 50-page findings report delivered to National Express
- Detailed analysis and recommendations provided
- Presentation and Q&A delivered by Voxburner's Head of Insights
- Live and interactive student focus group delivered

Results

Following the research findings and presentation, the National Express marketing team's perception of student customers was challenged in a way they had never expected. As a result of conducting this research, the team at National Express had a 360 degree shift in their marketing activities.

The research project highlighted opportunities to capitalise on their marketing strategy for the year ahead. As a result, they have now gone on to develop a strategic marketing plan in place with our sister company, Student Beans that will allow them to engage and convert more student customers.