

How The Economist made the value of their subscription undeniable with students

Challenge:

The Economist is a British publication focusing on current affairs, international business, politics, technology, and culture. The student market is a key demographic for them as the content is relevant to many curricula, and converting readers at a young age also increases lifetime value and loyalty of customers.

Identifying the problem:

It takes many touchpoints to convert customers, particularly for subscription models such as the one The Economist offers. Students need to understand the value of the content and relevancy to their interests and studies. However, as a sophisticated product, it is not easy for the Economist to convey this with display advertising alone.

Solution:

Account management and media strategy at Student Beans set about understanding the unique selling points that The Economist had with the student market and came up with ideas for a Collab campaign. Collab allows brands to use the expertise and creativity at Student Beans as an arm of their own marketing, as well as laser focus on a valuable demographic - students. The Economist's Collab campaign included a Fact Vs Fiction native social quiz which highlighted the importance of distinguishing fake news and being informed on issues. We also produced a Cost of Living Crisis video and several articles which discussed poignant and relevant topics which resonated with student readers, highlighting the affinity between students and content typical to The Economist.

Results:

From conception to execution, The Economist were delighted with the campaign. A multi-channel media approach coupled with display advertising on the Student Beans site highlighting the subscription offer drove truly meaningful results for the brand.



Over
5M

Impressions

Nearly
5%

CTR on
Youtube Video

167%

Uplift in
discount
codes