

HOW LENOVO ENGAGED THE NEXT GENERATION OF STUDENTS WITH UCAS.

THE CHALLENGE

Lenovo, manufacturer of the world's largest tech portfolio, wanted to increase brand awareness and product recognition among the 18-25 student demographic in a highly competitive market. As this audience transition into higher education, they will require reliable tech to support them in their studies – Lenovo wanted to become their go-to-choice for tech purchases, with a particular focus on promoting the Legion and Yoga product lines.

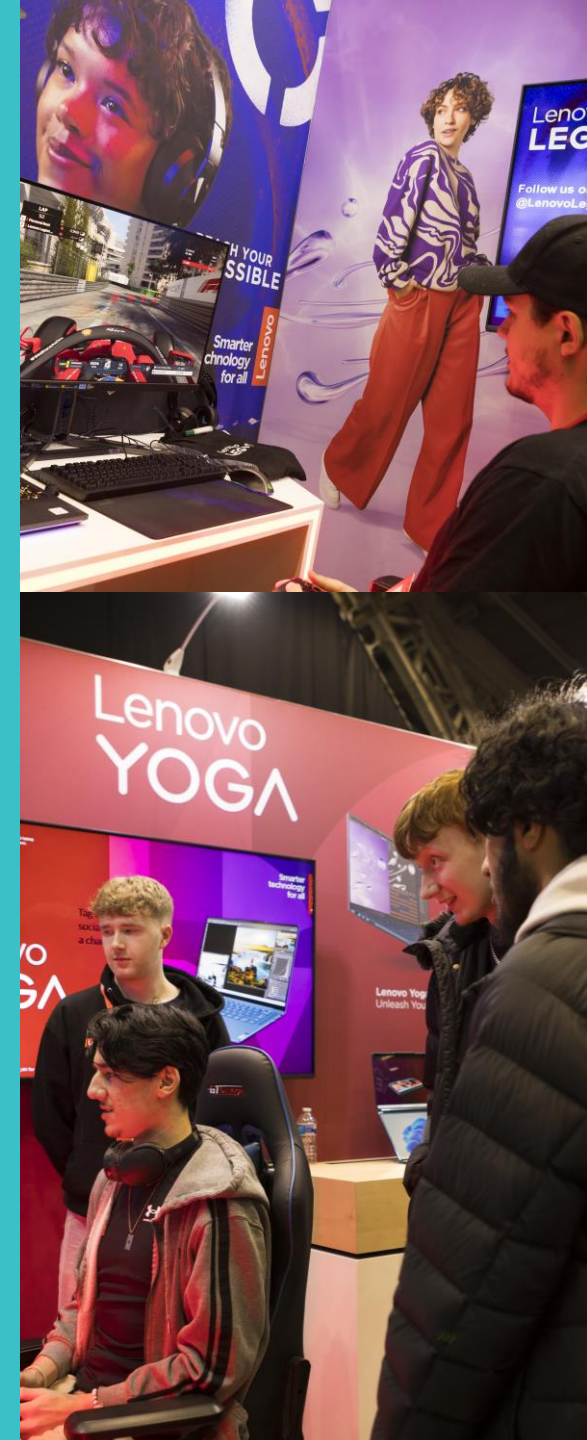
THE SOLUTION

To achieve this, Lenovo partnered with UCAS, leveraging our unique and trusted position among young people. Together, we launched a comprehensive multichannel campaign encompassing **direct mail, social media, paid media, emails, and in-person event sponsorship & attendance.** The campaign featured two tailored creatives based on the two different product lines, targeting students based on their application status.

This strategic approach enabled outstanding results – not only did it exceed UCAS' benchmarks, student Google searches spiked during the campaign and traffic increased onto the Lenovo website. Through the power of a comprehensive and targeted, multichannel approach, we were able to engage a younger audience and ensure Lenovo became top-of-mind for tech purchases for the student demographic.

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Louise Forbes,
Head of Consumer Marketing
Lenovo



CAMPAIGN RESULTS

12,125,002

IMPRESSIONS/DELIVERS

98,796

CLICKS

39,719

VIDEO VIEWS TO 75%*

31,668

VIDEO VIEWS TO 100%*

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CHANNEL-SPECIFIC RESULTS

SMS

29,607

SMS MESSAGES SENT

13.5%

CTR, AGAINST A
BENCHMARK OF 5%

SNAPCHAT

1,898,415

SMS MESSAGES SENT

2.25%

SWIPE-UP RATE, AGAINST A
BENCHMARK OF 1.44%

YOUTUBE

2,618,151

IMPRESSIONS

18.77%

VIEW RATE

META

1,025,903

IMPRESSIONS

0.85%

CTR, AGAINST A
BENCHMARK OF 0.77%

GDN

3,291,233

IMPRESSIONS

0.38%

CTR, AGAINST A
BENCHMARK OF 0.34%

TIKTOK

3,038,212

IMPRESSIONS

10,859

VIEWS TO 100%

0.80%

CTR, AGAINST A
BENCHMARK OF 0.74%