



# The Student Room

where students connect

Case study  
Currys PC World



# Rave reviews

## Take a look at what we did with Currys / PC world!

### What were you looking to achieve?

“We worked with The Student Room to support our ‘New Term’ promotion.

We wanted to establish the brand as a key destination for students and parents seeking good prices and helpful guidance on technology purchases.”

### Products

“The Student Room built a new Tech’ hub, full of product testing features, videos, advice, competitions and deals.

Supported by a promotional campaign, which included homepage takeovers, display ads and newsletter promotions.”



“The Student Room enabled us to connect with students and parents at a key decision making time. By helping them make informed decisions on their product purchases, we were able to achieve an impressive return on investment”



# Case study continued...

## What were you looking to achieve with your campaign?

We decided to work with The Student Room to support our 'New Term' promotion. We wanted to establish Currys PC World as a key destination for students and parents seeking good prices and helpful guidance on technology purchases. As a secondary goal, we wanted to drive sales on computing hardware and software.

- There were three things that appealed about The Student Room:
- 1) Their reach into the student community
  - 2) Their ability to provide audience insight into perceptions of our brand pre- and post-campaign
  - 3) The platform and tools to engage with the audience

## Why did you choose The Student Room?

## What products did you use?

The main component of the campaign was the sponsorship of a new Tech' hub on the site, full of product testing features, videos, advice, competitions and deals. We also ran Q&A sessions around products, and had an Official Rep on site to answer questions. All this was supported by a promotional campaign, which included homepage takeovers, display ads, email newsletters and competitions.

## How did we help?

Utilising this partnership allowed us to build a relationship with students built on help and advice, rather than just serving them price-led ads. Consideration for going to Currys PC World FIRST when looking for a new laptop or tablet, or for any general tech purchases, increased significantly amongst those who had seen the Tech Hub. It also gave us lots of insight in to what students want and need to aid their purchasing decisions; information that will be extremely useful in future planning.

Additionally, 30% of students said the Tech' hub had changed their perception of Currys PC World, which is great news.

Currys  PC World

**£998,803**  
revenue  
generated for  
CPCW in 8  
weeks

We saw **4,304**  
sales from those  
users who were  
exposed to the 8  
week campaign