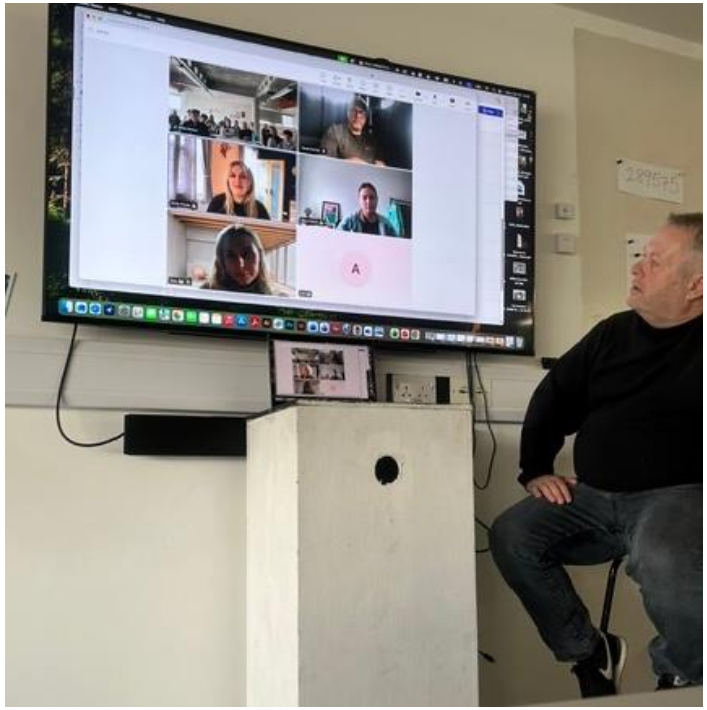
Industry & Live Links (Back up work)

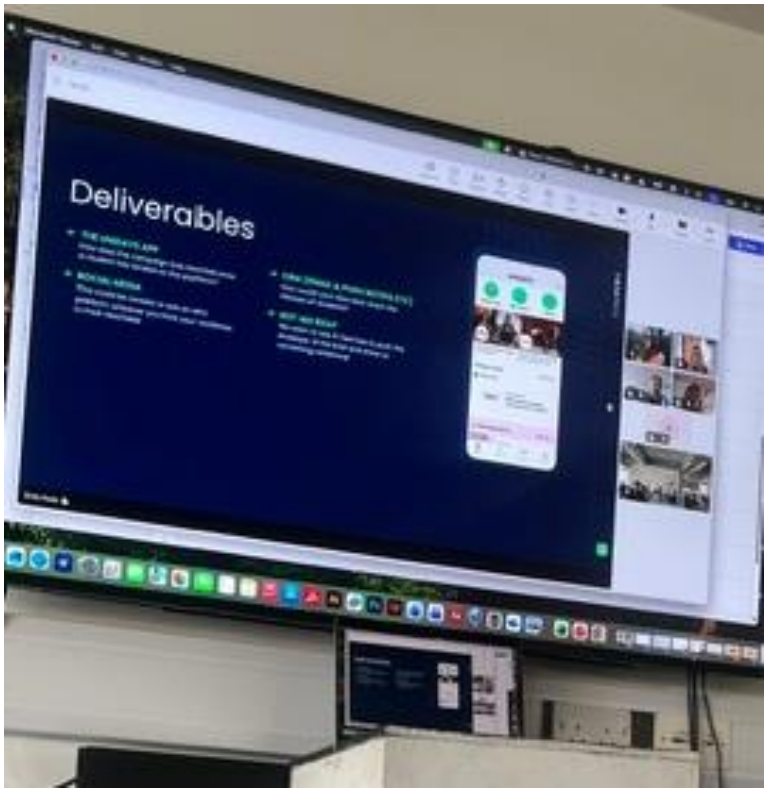
UNIDAYS Project

AAD2009 Jack Carr

Meeting them and finding the brief



We started the first lesson with having a meeting with the clients. They spoke us through all the importunities parts for the project and we the brief for UNIDAYS will be about. Looking on the deliverables the campaigns they are looking for (digital marketing).





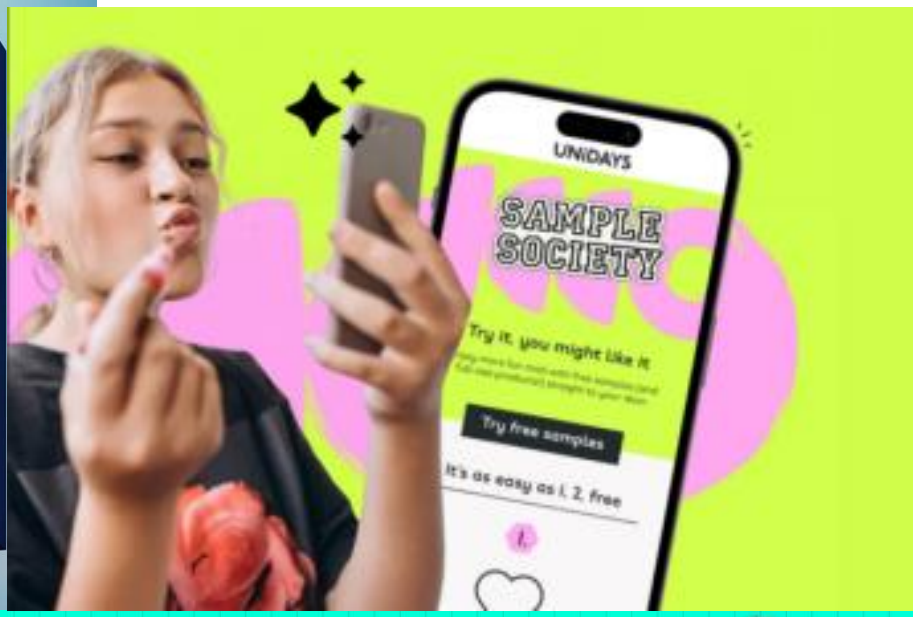




Campaign

massive **Out-of-Home (OOH)** city takeovers to niche digital collaborations with global brands



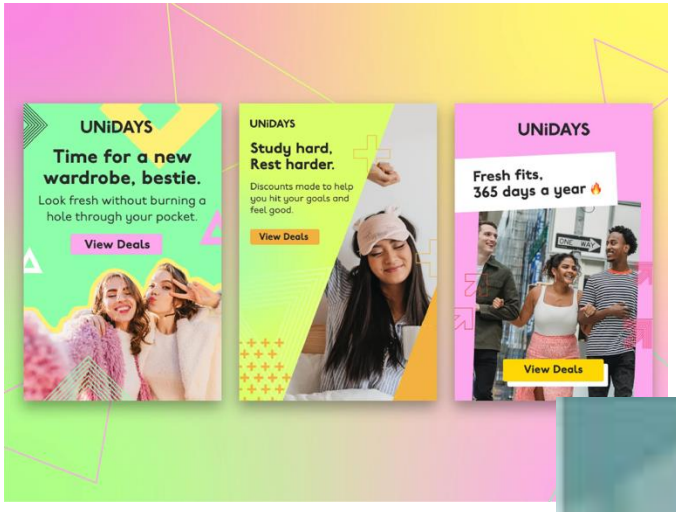




This UNiDAYS campaign is all about how they run everything from big city-wide advertising to smaller, targeted digital partnerships with global brands. Its smart but not that much insight of how people actually feel using the app and how they feel on it.

Advertising pieces

















There advertising ranges and they seem to try a lot of different stuff no solid guidelines.



FRESHERS' 2026

Background
UNiDAYS mission: give students the power to make every experience more valuable and rewarding.

The Freshers' period represents a huge influx of new members onto the **UNiDAYS** platform and is the prime time for us to activate new members and maximise sales. Freshers' is a short-lived, saturated marketplace so grabbing attention is key. We want new members to clearly see the **benefits of using UNiDAYS on a regular basis.**

Objectives
Increase awareness of a **wide range** of **UNiDAYS** benefits and brands and **maximise frequent use** of the app in the months of September/October.

Audience and insights
• Target all first-year students (Freshers) starting uni

• Few seem able to balance the big 3: grades, social life and finances

• Gen Z connects with brands that share their passions and speak authentically

• Lifestyle, fashion and tech purchases are most popular at this time

• Members that make multiple purchases in their first month of downloading **UNiDAYS** are more active and valuable over their time with us

• Freshers is typically a rollercoaster of emotions, many experience highs and lows while figuring out financial freedom for the first time

• Members often don't realise the full range of **UNiDAYS** benefits

Single most important message
UNiDAYS is there for every student moment, and there's something for everyone. Get more from student life!

Execution
A digital campaign idea that works across multiple online touchpoints.

We want to see eye-catching creative and bold messaging that both communicates the breadth of the **UNiDAYS** offering in creative way, but also encapsulates our brand tone: fun, empowering, authentic, helpful

Think about what drives Gen Z and their passions, what can you leverage? How does **UNiDAYS** enhance their everyday lives? How do you best create an authentic connection that gets students revisiting **UNiDAYS** often?

Deliverables
Demonstrate how your campaign comes to life digitally on:

The UNiDAYS App How does the campaign look and feel once a student has landed on the platform?

Social media This could be content or ads on any platform, wherever you think your audience is most reachable

CRM (email, push notifications etc) How could your idea best reach the inboxes of students?

Got an extra creative idea that's not on the brief? Great, we want to see it!

Brief

Asking students how they use it

Questions:
How do you use this app?
Do you use it online or instore?
Do you use anything other than UNIDAYS?
How much and when you started using it?

Will

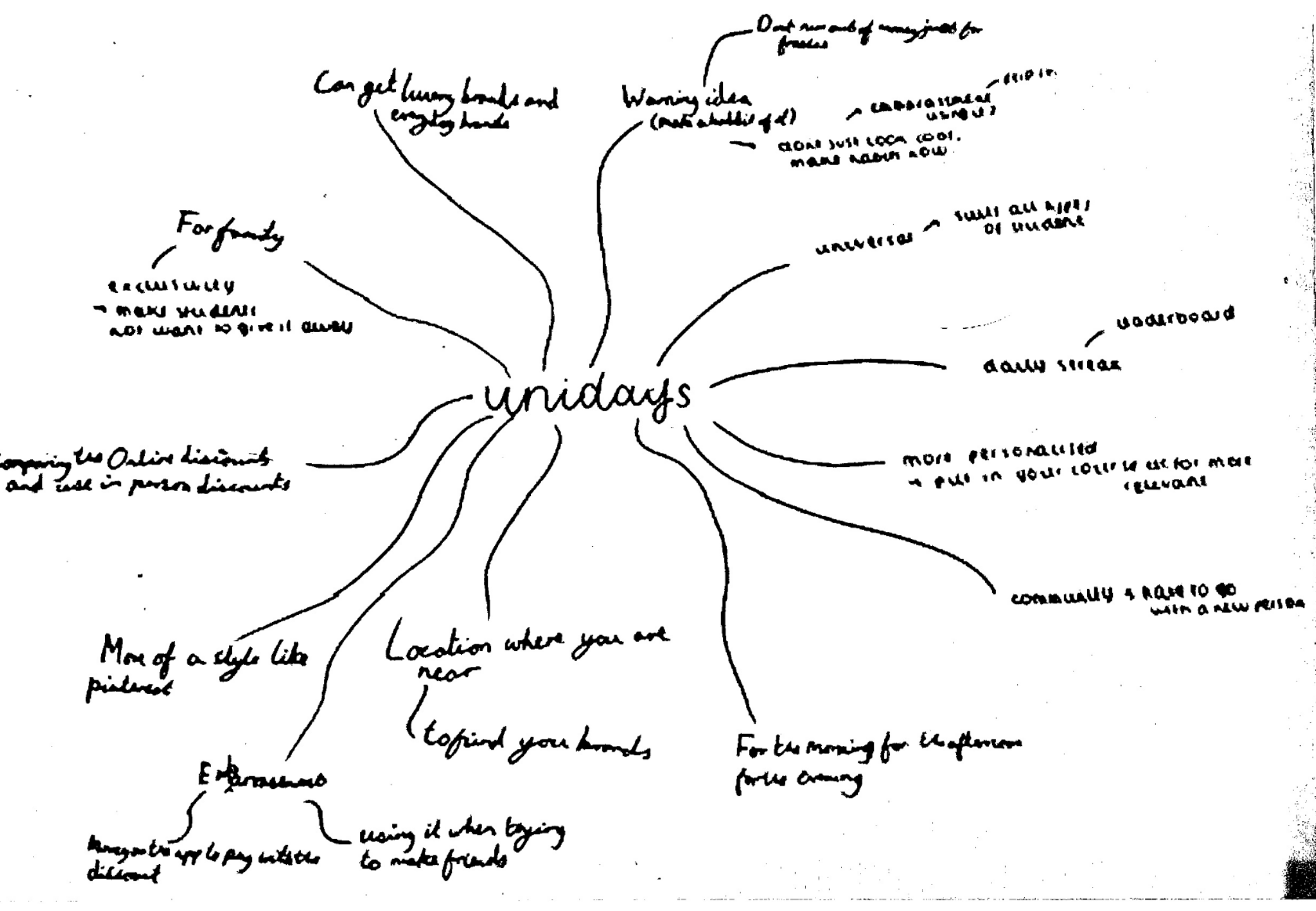
- Didn't use it until mia (girlfriend) reminded him off it
Used it for mainly takeaway and meals out
- Didn't use it really for university more for separate social things
Noticed how many good deals you can get (so many things he noticed that are good on it).
- Doesn't use any other app than UNIDAYS.
- Does look last minute and struggles to known if he can get the deal.

Zac

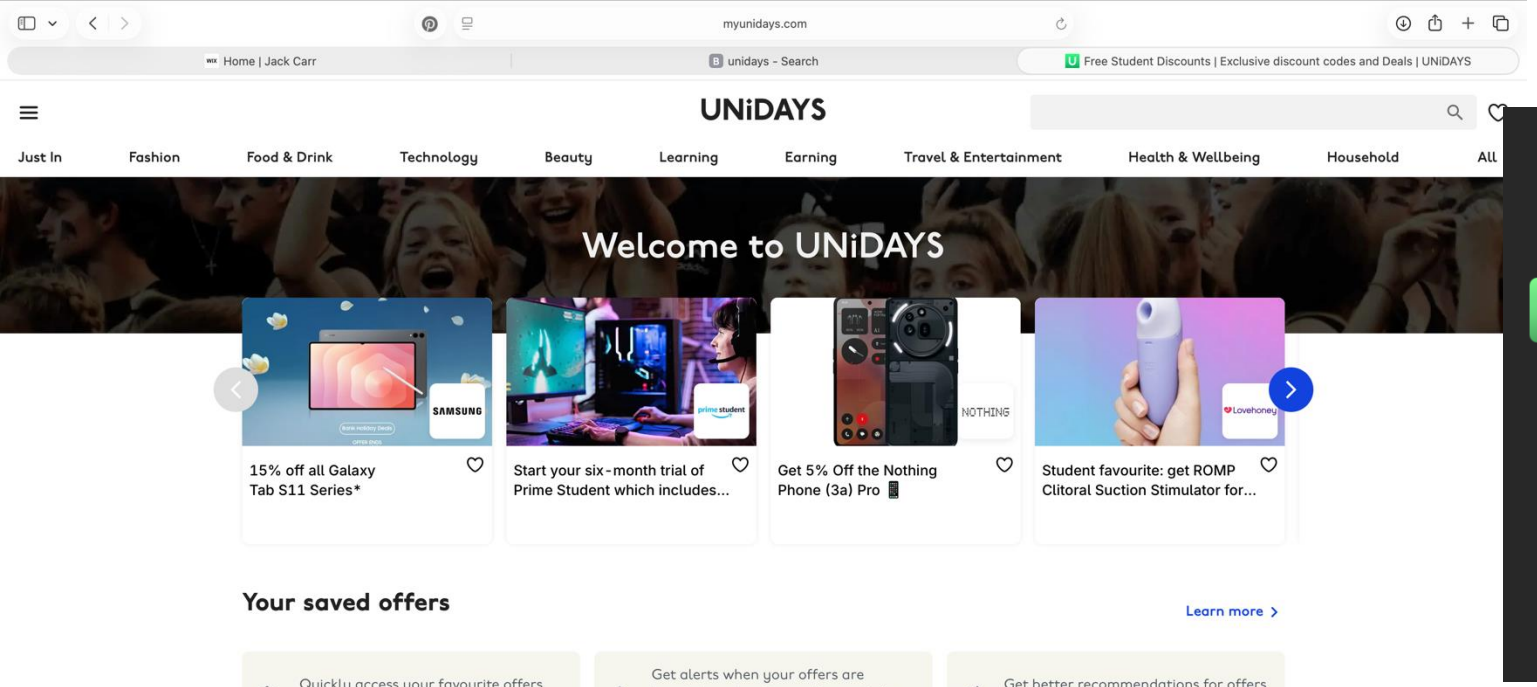
- Mum uses his account a lot rather than him.
- He would use it if its in person and mum more online would bother to ask zac to use his discount.
- Doesn't use any other app like student beans.
- Does look last minute and struggles to known if he can get the deal.

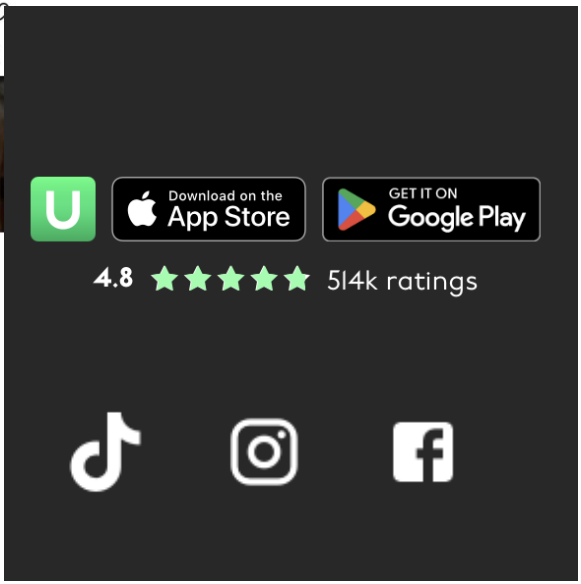
Joe

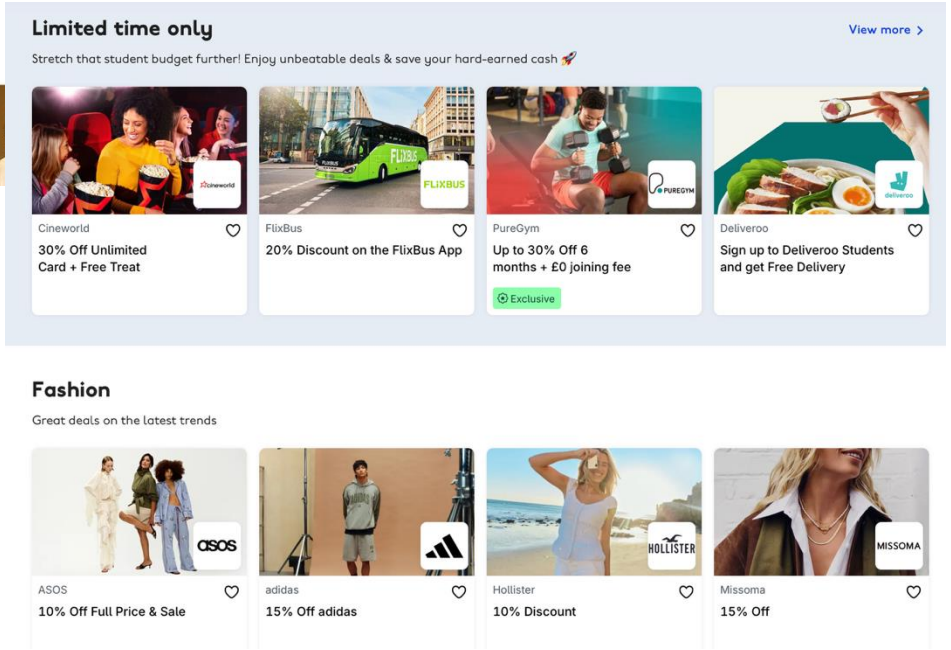
- Uses in person
Normally doesn't use it as logs you out
- Only if it a big things (price is high to get a lot off)
- Doesn't use students beans or apps in other place for discounts
Doesn't like to get the discount out as it's a lot to get phone and wallet out as he doesn't use apple pay only his card.


unidays
Can get luxury brands and cosy brands
Warning idea (make checklist of it)
Don't run out of money for treats
trip in
Cardigan weather
Look just look cool. make room now
For family
exclusively
more valuable not want to give it away
universal
suits all types of wallets
leaderboard
room swear
Mix of a style like pinterest
Location where you are near
to find your brands
For the morning for the afternoon for the evening
Harassment
Manage the app to pay outside discount
using it when trying to make friends
more personalised
pull in your location for more relevant
community + room to go with a new person


Likes it
Liked the embarassement insight
To think off what people can relate it
Idea off habbit for streaks as well
Liked what we did with that
Starting it before uni
First feedback
Only had some insights on Vidays of how its used.
Liked the location to see where your close to
that has a discount
Make Subsections to look into
too connect with freshers







I researched the UNiDAYS app by looking at its website and how it works. It's basically a platform where students can get discounts from big brands. The layout is simple, with categories like fashion and tech, making it easy to find deals. Overall, it feels very student-focused and easy to use. Might need more of personalisation side too it.

Freshers FOMO. X no.

→ not about not going out, about not getting a discount

Reframe 'Broke student'

→ not asking because you're poor, because you're proud to be a student → VIP

Habit X

→ make a habit out of it, streak.

Girl math. X no.

→ reframe you've made money

→ balance *

Fear of rejection. (embarassment)

→ 72.5% students feel fear asking if they are unsure of the answer

→ line of tape - stop. ask for discount.

↘ when on holiday you aren't afraid.

↗ breaking British stereotype

↓ don't ask, don't get.

Personalised App *

→ weather, location...

→ reccomendations of where to go based on the day

→ trending places

→ specific to course

↘ spotify.

* link to courses

e.g

creative course = be CREATIVE with your money

economics/maths = saving

Problem: That students dont understand how much money they can save with UNIDAYS.

Insight:
Students are technically, "broke", but it's the only time in life where brands activity reward them, making being a student feel like a hidden advantage

Solution:

Sayings:
- Paying with cash is free
- Returning something is making money
- People paying them back is making money
- If something is 199 pound it 100 pounds
- Paying for food does'nt count because you need to survive

Silly funny way to speak on the savings

Reframe, idea of making money and proud to be a student

it's about mindset ^and status

Missing out only got 3 years

On the app, the balance you have

Problem:

- fear of rejection
  → students are too scared to ask, embarrassed, stopping them from saving.
- British stereotype
  → 49% of Brits avoid asking for discount due to embarassment.
  → 41% of Brits are considered Bargain hunters
- 94% of students would shop more often with a brand if they offer a student discount
  ↳ only 46% will ask in person.

Insights:

don't ask, don't get

solution:

Strategy:

reframe it from being too awkward to ask, to being the main saver in the friendgroup.

How we furthered ideas to slip them up

Problem.

Students hesitate to use discounts because they feel embarassed or ~~dont~~ arent aware it is available.

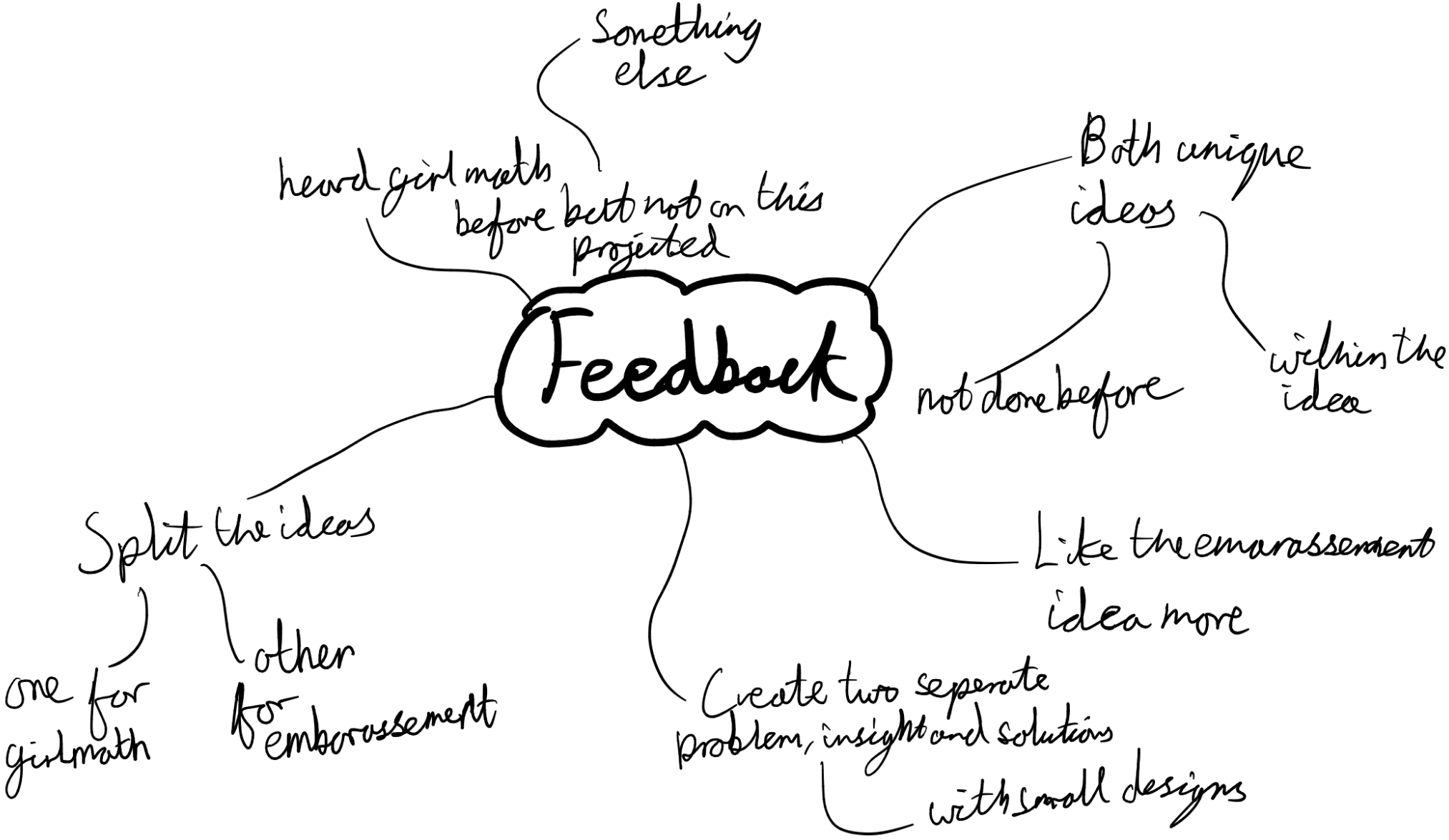
Insight.

Students dont realise they are losing money, and only notice when it's too late.

Solution.

Make students realise their confidence pays off, it results in them 'making money'.

guri math!


Something else
heard girl maths before but not on this projected
Both unique ideas
within the idea
not done before
Feedback
Split the ideas
one for girlmath
other for embarassement
Like the embarassement idea more
Create two seperate problem, insight and solutions
with small designs

PROBLEM.

Students are too embarrassed to ask for student discounts in person, for fear of rejection.

INSIGHT.

They don't realise this embarrassment is actually losing them money.

SOLUTION.

Making it clear where does and doesn't accept Unidays, increasing confidence asking.

CONCEPTS.

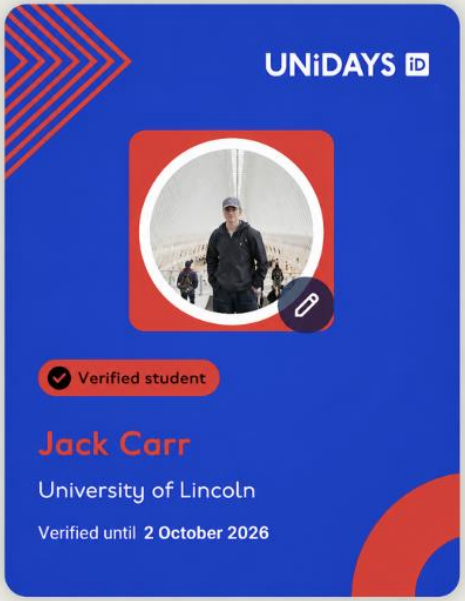
DON'T ASK, DON'T GET

The app will update based on your location, the closest discounts first.

The app notifies you if there is a discount in the stores around you.



The profile will go green when in a store that accepts Unidays.



The profile will go red if it doesn't.

PROBLEM.

Students dont value discount enough and don't realise how much money they are losing out on.

INSIGHT.

Due to financial stress later on in the year students start using the app more frequently.

SOLUTION.

Flip the idea from it being a 'discount' into 'earning' money, using the 'girl math' theory.

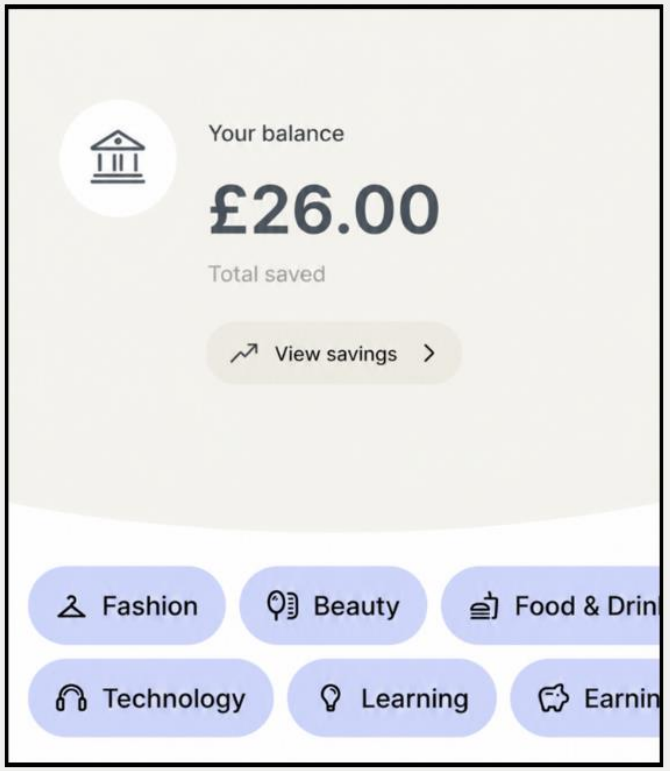
CONCEPT.

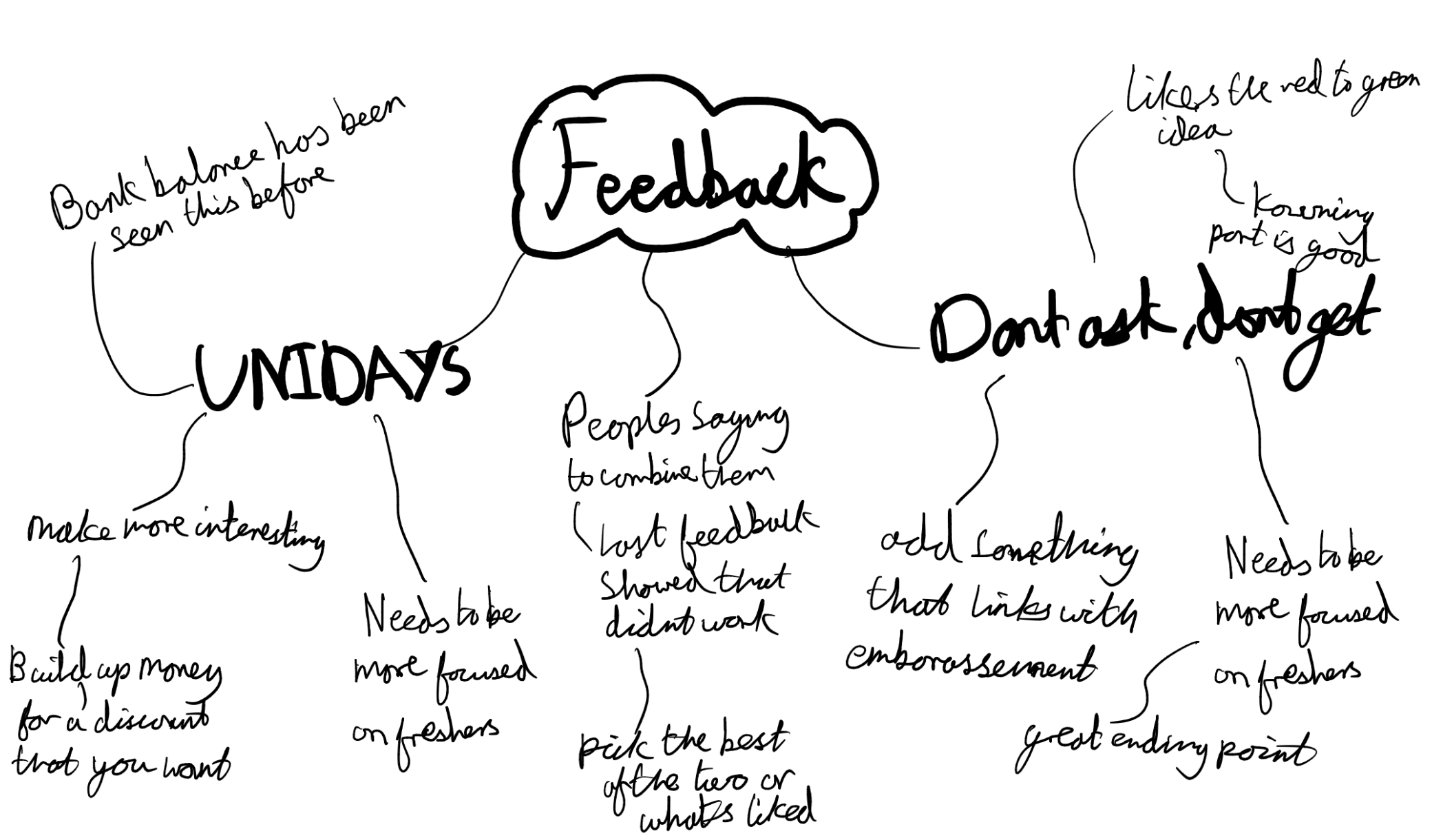
Bank like app. Have a section for 'earnings' - a total of money saved using the app.

Use 'student math' terminology into the social media advertising.

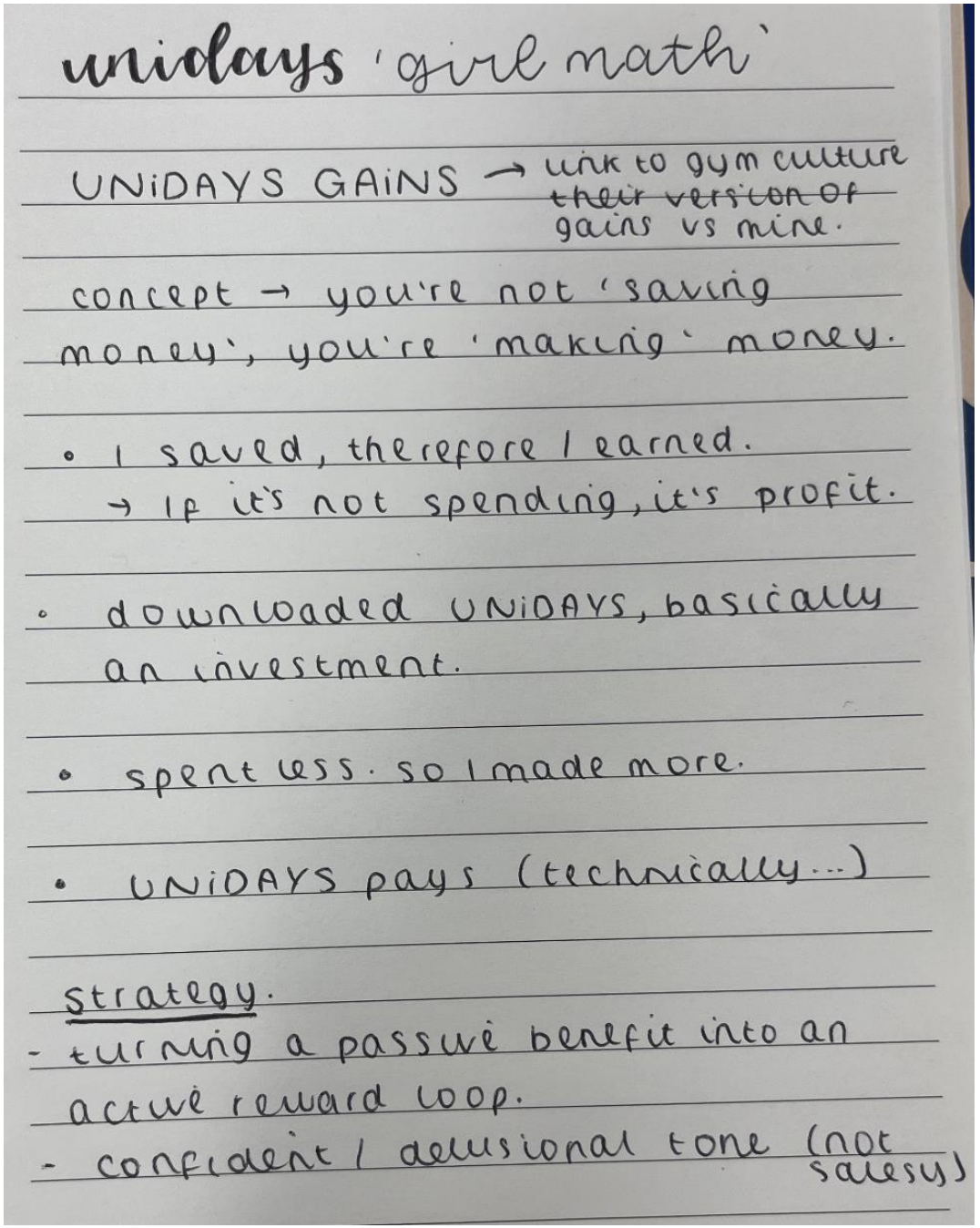
UNIDAYS GAINS.

or 'Student Math'





Making more visuals to show off to the UNIDAYS clients.



More developing

solution:
highlight embarassing 'freshers facts'

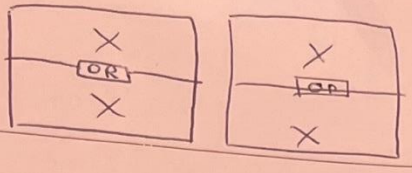
how it works.

main idea: these embarassments cant be helped.

unidays isnt embarassing.

problem insight ——— solution

red/green, obvious if accepted.



send in most embarrassing story.

freshers → upgrade to 'gold' status if used x amount of times.

embarassment → with frends
→ in shop
→

how to make it not embarassing to use in freshers week.

relatable

what is more embarassing:
→ fire drill in pyjamas
→ getting name wrong
→ 3 questions
→ cooking bad meals in front of ppl
→ 1st yr social → only people dressed up
→ initiation societies
→ not knowing how a game works
→ wrong flat
→ shrinking clothes.
→ flooding kitchen.

We have taking the preferred and liked stuff and create a campaign that more focuses on freshers. We have done this by keeping the idea of telling people if there is a deal in a store, but paring it with how students have embarrassing moments and preparing them for it, well paring it with saving them from an embaressment with the telling people if there's a deal in the store idea.

Talk with UNIDAYS clients

UNIDAYS PITCH DECK.

Jack Carr & Ellie Baines

PROBLEM.

Students are too embarrassed to ask for student discounts in person, for fear of rejection.

INSIGHT.

There are many more embarrassing moments (than asking for student discount) every fresher can relate to experiencing.

SOLUTION.

Highlight that being a fresher will inevitably come with it's embarrassing moments.

Asking for student discount is no longer one of these.

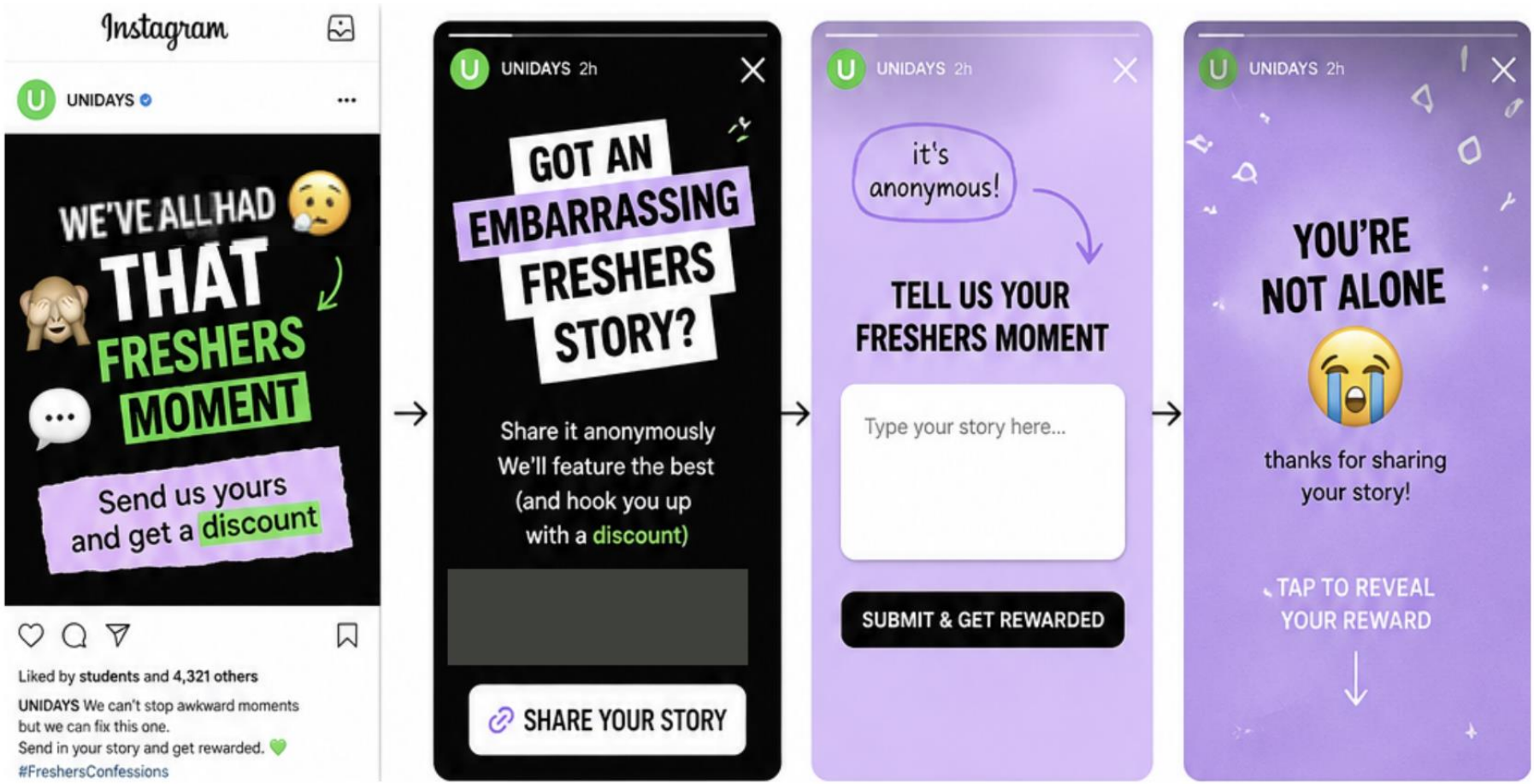
Introducing

‘FRESHERS FAILS.’

HOW IT WORKS.

1- Unidays posts a question box on their story.
2- Submit your ‘Fresher Fail’ along with a photo explaining the scenario.
3- This gives the fresher a discount from a brand related to their story.
4- Uni students will see these senarios alongside a new feature on the app.
5- Making our message to prepare, relate and save them from an embarrassment.

ROUGH SCAMP OF THE IDEA.



INSTAGRAM EXAMPLE.



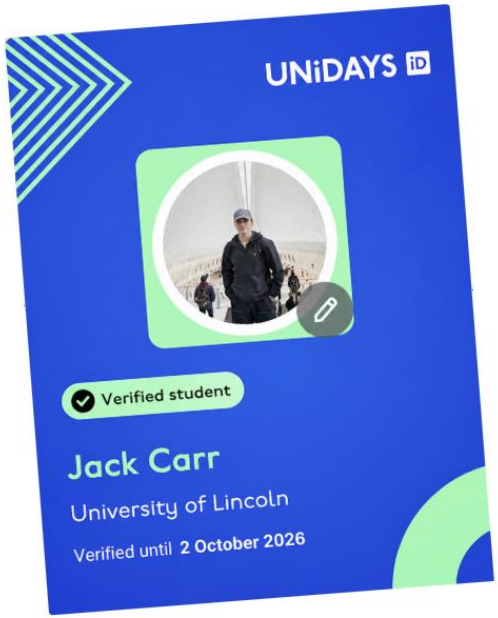
“Did the laundry with my new flat mates. should have looked at a video before”

IN APP CONCEPTS.

At the till, neither friend wants to be the one to ask if the shop accepts Unidays.

“You ask”
“No you ask”
“Let’s just not bother”.

Now you don’t need to ask.



Green icons = in a store that accepts Unidays.

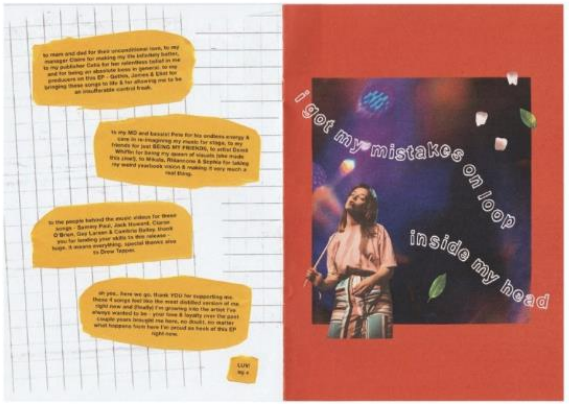


Red icons = in a store that doesn’t accept Unidays.

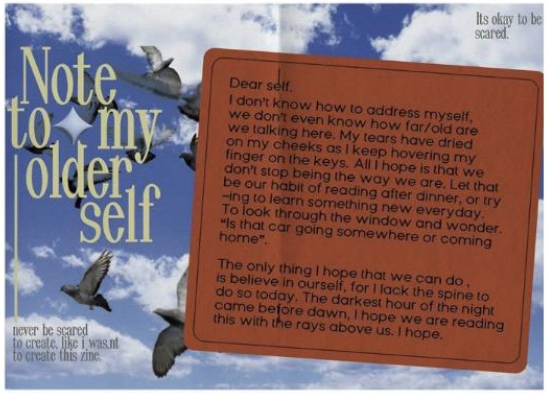
Further simplifications of the app:

- Brands in order of location, what is closest to you first.
- Notifications trigger if you are near a Unidays store.

DEVELOPMENTS.



A zine full of a compilation of the best ‘Fresher Fails’ from the year. Like a yearbook with stories. Last page being about how using Unidays wasn’t embarrassing. Brand related stories section.



A zine of advice from previous years for students at specific universities. Like the ‘10 things I wish I knew before going to uni’ TikToks.



Socials - Instagram reels and TikTok videos interviewing students. “What was your most embarrassing moment from first year?”. Plug Unidays at the end, asking for student discount isn’t one of these.

Feedback- From UNIDAYS client meeting

* BRAND AWARENESS
* INCREASE PURCHASES
→ short time on app for bby

feedback:

- back to brief about raising awareness + increasing purchases. (advice too)

- direct mail zine = good
advice linked to unidays
include discounts.

- locations ✓
→ when app = red, give other options of where is near
↳ search bar for what product you want → ~~or~~ list of all places that do it.

- freshers = loud, stand out

- no voting.

- unidays pick daily story in freshers.
- bigger prize for best of week.

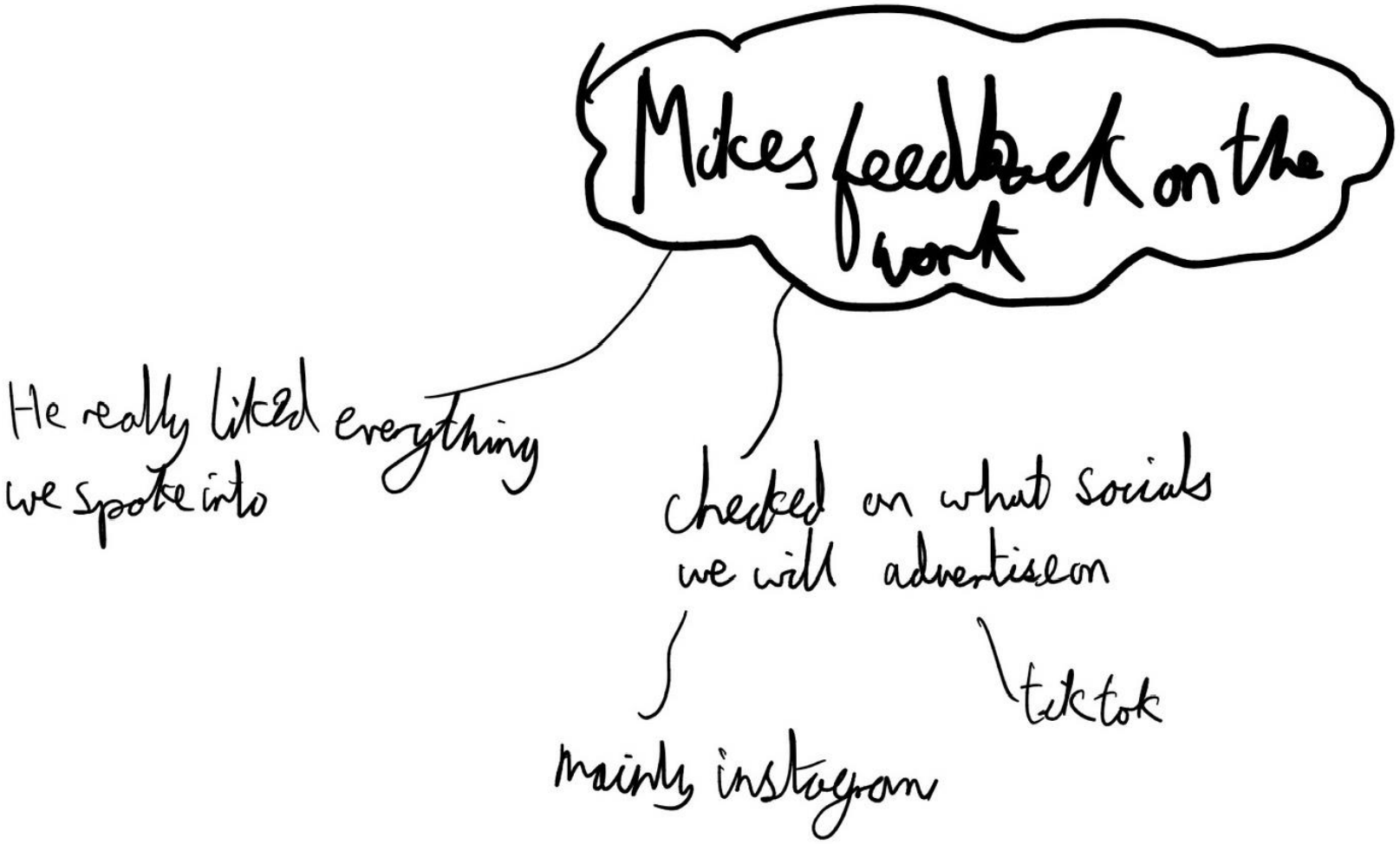
socials.
→ first name + uni (slightly anonymous)

- make it clear how unidays solves problems.



Next steps:

- Show off where shops do have discounts near you if it goes red
  - ↳ search bar that allows you to find the certain product
- Make it quicker to start purchasing
- Try show off all the brands they have
- Dont do voting
- Disounts for winning and putting story in
- Creating a colour scheme
- Show more off the process with all this


Mikes feedback on the work
He really liked everything we spoke into
checked on what socials we will advertise on
mainly instagram
tiktok

Mood board
- **Colour**
- Font types
- Layout design
- Icons (shapes and designs)
- Magazines and print outs

Orange is associated with energy, warmth, creativity, sociability, and transformation across psychological, cultural, and spiritual contexts.



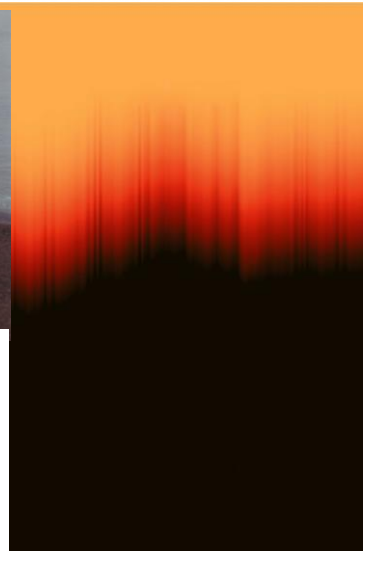
Psychological and Emotional Associations

Orange is a vibrant, energetic color that combines the passion of red with the joy of yellow, making it a symbol of **enthusiasm, optimism, and vitality**. It stimulates the senses, encourages social interaction, and inspires creativity and confidence, often evoking feelings of fun, playfulness, and adventure. Psychologically, it is linked to **positivity, emotional openness, and approachability**, making environments feel welcoming and socially inviting.

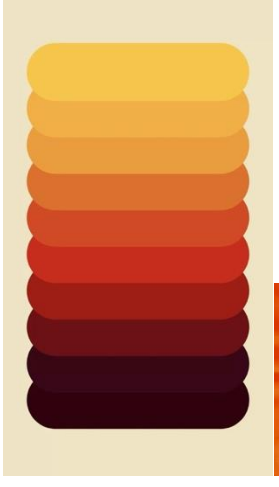


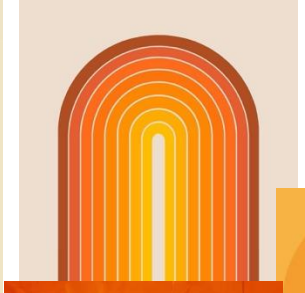




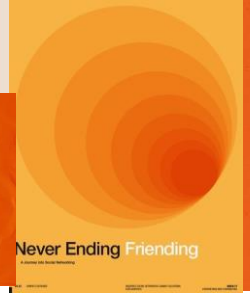


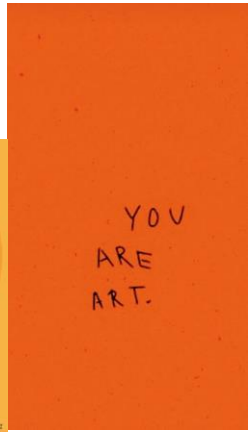


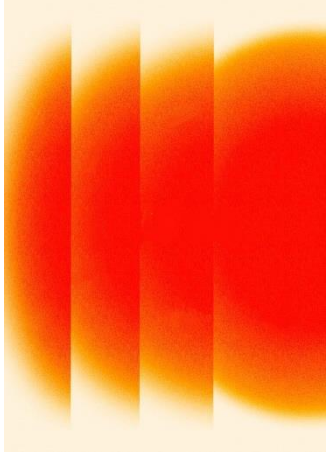




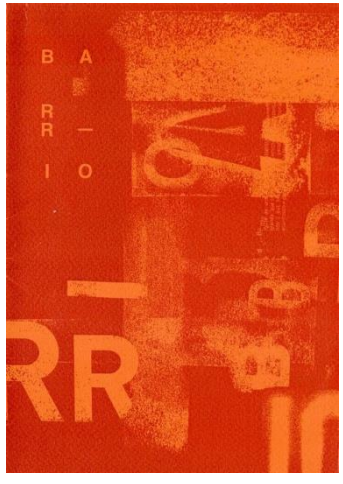












Mood board
- Colour
- **Font types**
- Layout design
- Icons (shapes and designs)
- Magazines and print outs



Example font

EXAMPLE FONT

inkbleed®

Misfit™



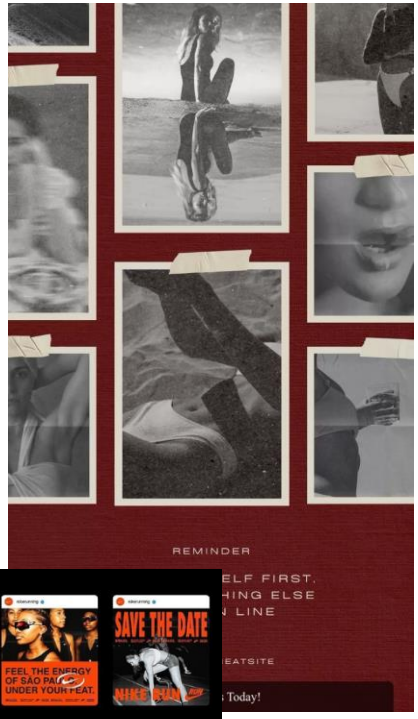
about

A B C D E F G
H I J K L M N
O P Q R S T
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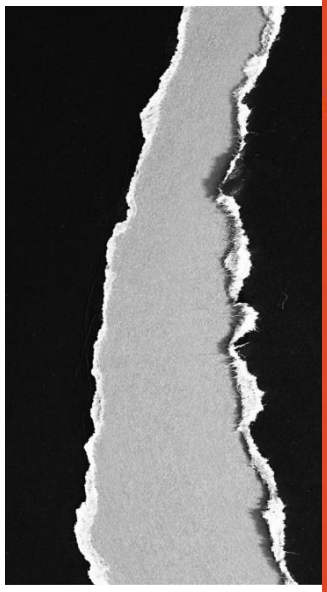
Belmonte Ballpoint

A realistic handwritten biro pen font with 2 styles

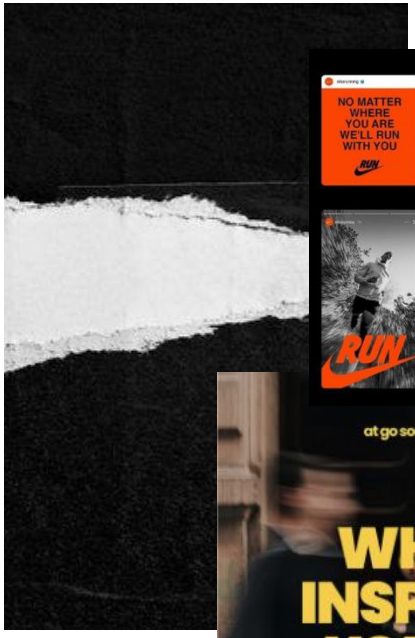
Mood board
- Colour
- Font types
- **Layout design**
- Icons (shapes and designs)
- Magazines and print outs

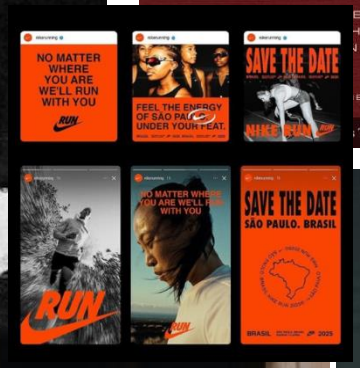




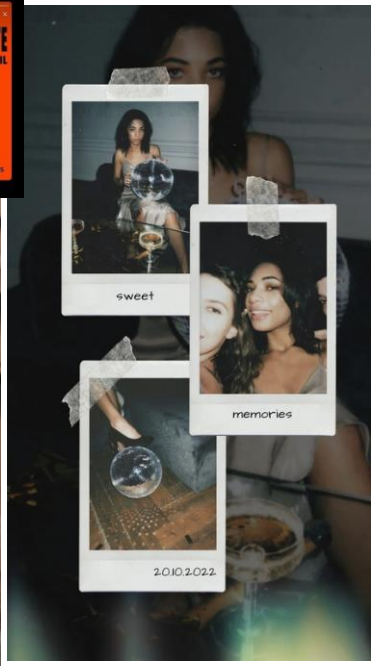




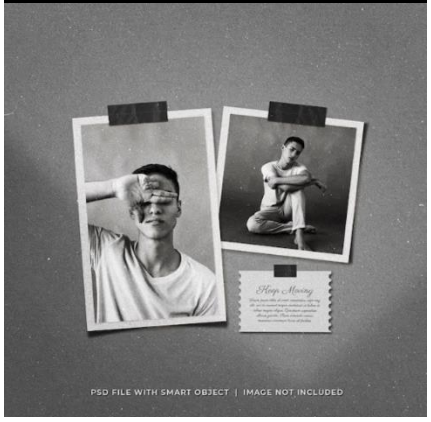












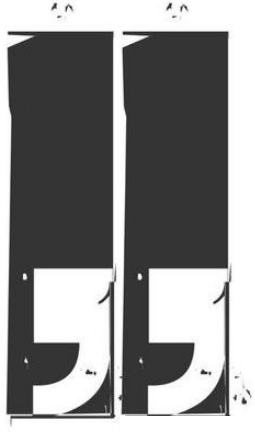


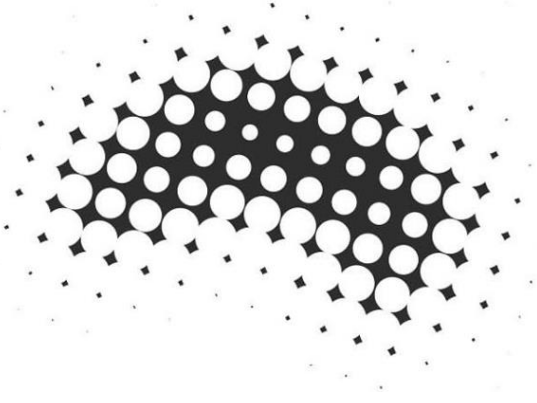
Mood board
- Colour
- Font types
- Layout design
- Icons (shapes and designs)
- Magazines and print outs





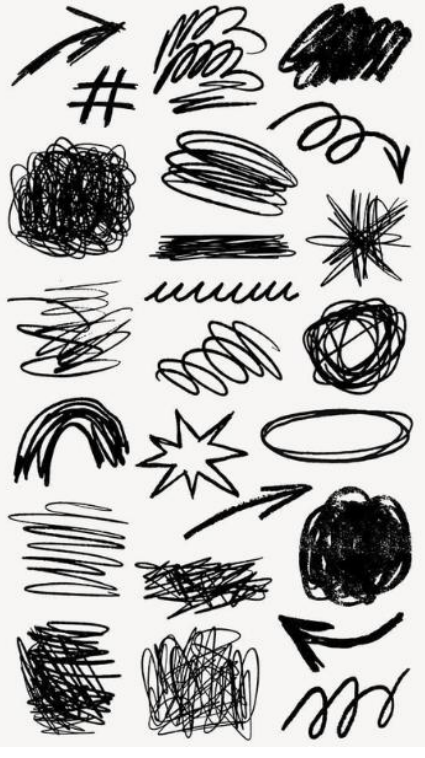










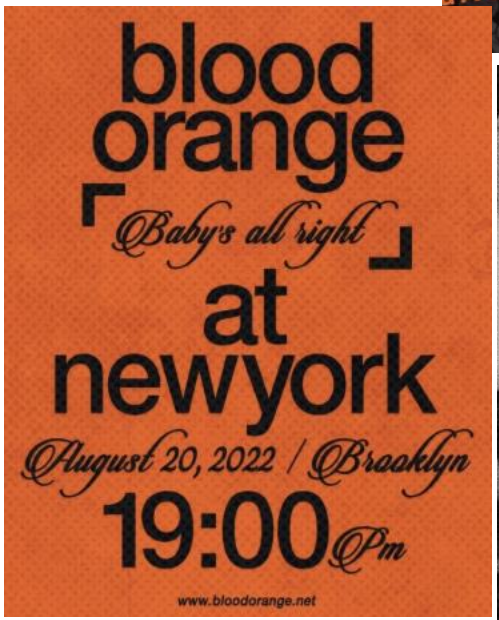


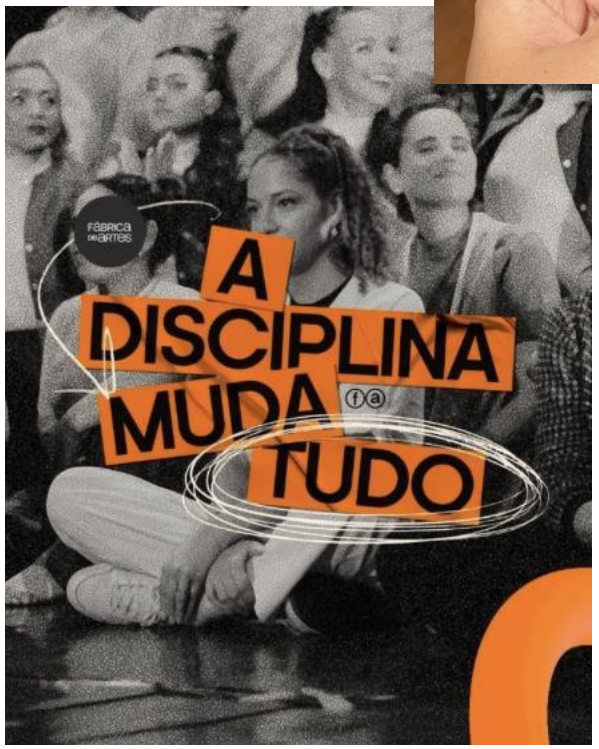
Mood board
- Colour
- Font types
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- Icons (shapes and designs)
- **Magazines and print outs**

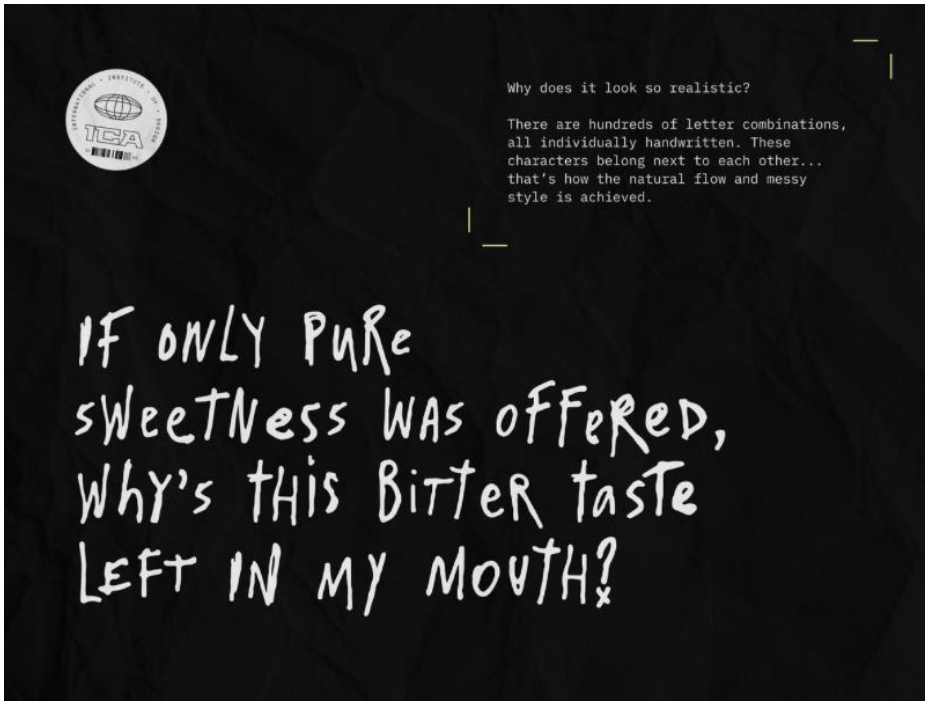








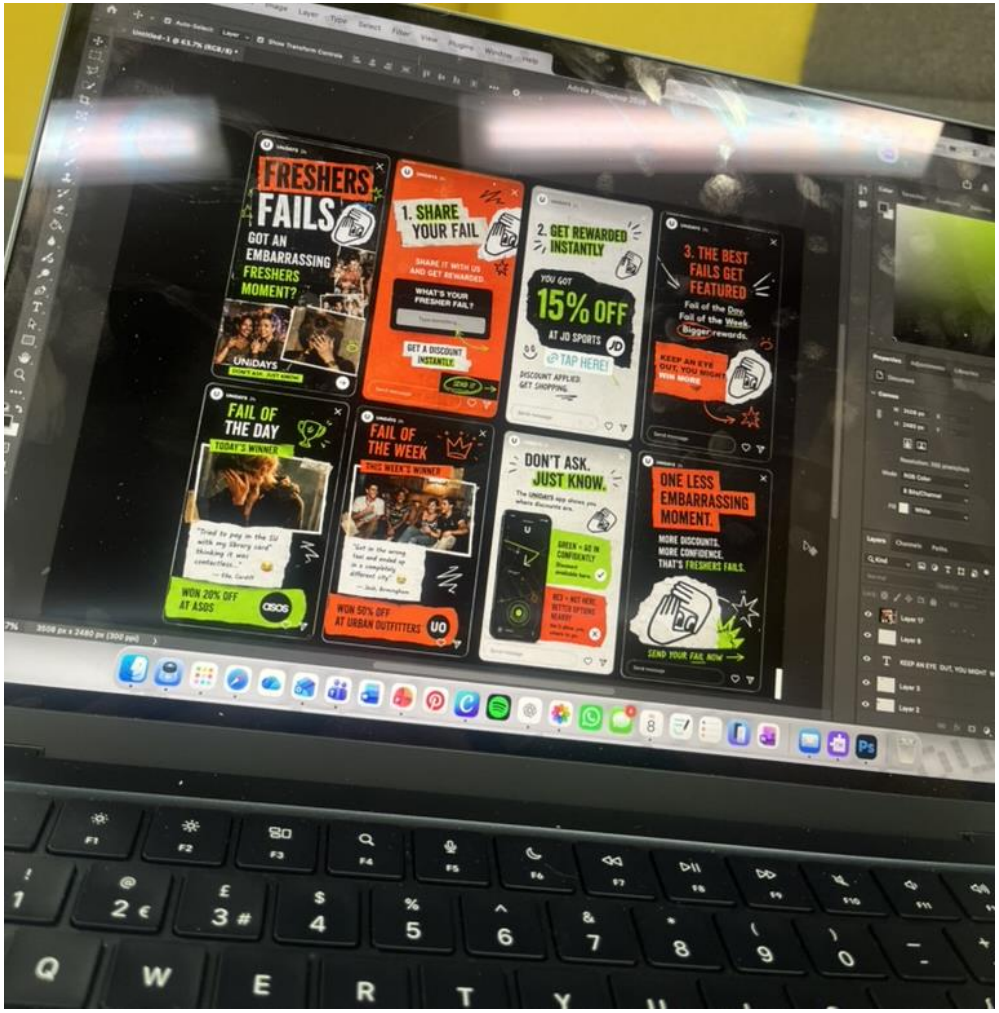


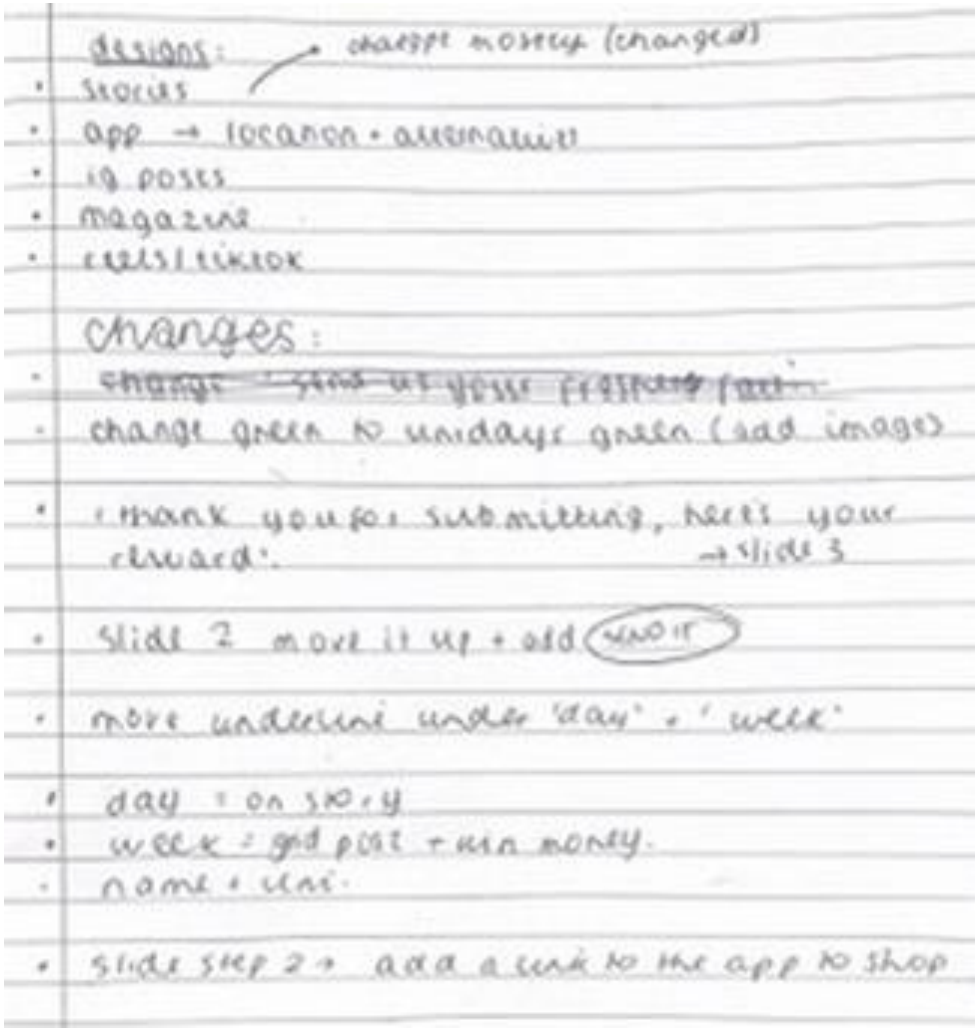


Mood board

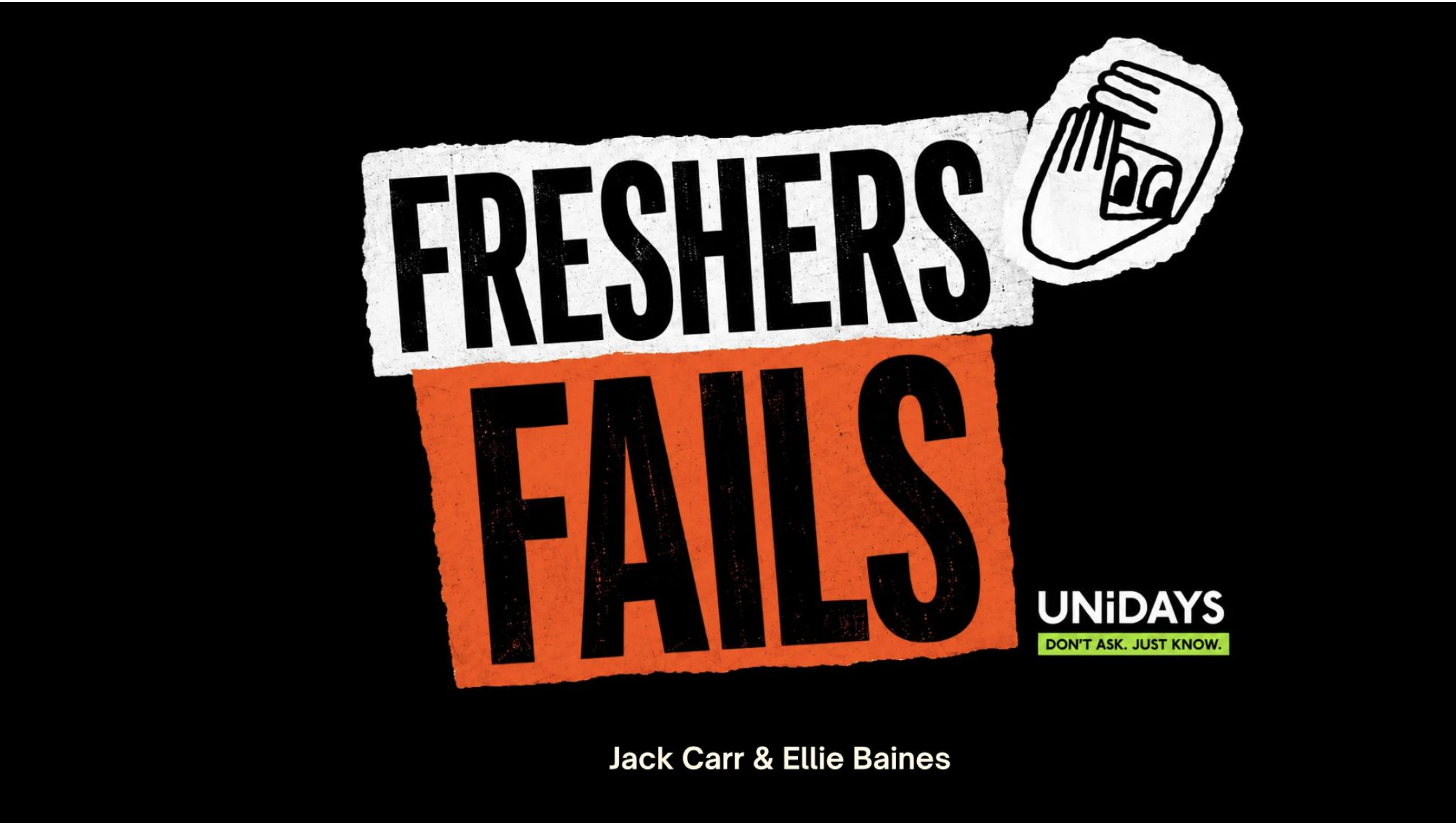

IF ONLY PURE SWEETNESS WAS OFFERED, WHY'S THIS BITTER TASTE LEFT IN MY MOUTH?
inkbleed®
SIXTWENTYSIX
creative by nature. EST .2017
strategic by design. LOS ANGELES
Misfit
Biro font
In India, beauty standards have long been influenced by a colonial legacy that idealizes fair skin, perpetuating a notion of superiority and desirability.
A DISCIPLINA MUDA TUDO
blood orange
Baby's all right
at newyork
August 20, 2022 / Brooklyn
19:00 Pm
www.bloodorange.net
Member Days
28.08 — 03.09
SNKRS
We're Saving You A Seat
YOU'RE INVITED
15% OFF PRIMERA COMPRA
DESPACHO EXPRESS
I do not need to buy more cool furniture and clothes to prove to my friends that I'm creative.
they do not care
PACSUN
LIMITED TIME
The Final Gift-Off
UP TO 50% OFF
Everything
+ Free Shipping
Daily For A New Deal
we create!
NO MATTER WHERE YOU ARE WE'LL RUN WITH YOU
FEEL THE ENERGY OF SÃO PAULO UNDER YOUR FEAT.
SAVE THE DATE
REMINDER
LOVE YOURSELF FIRST, AND EVERYTHING ELSE FALLS IN LINE
PSD FILE WITH SMART OBJECT | IMAGE NOT INCLUDED
sweet
memories
at go social studios
WHAT INSPIRED US THIS WEEK
RUN
SAVE THE DATE
SÃO PAULO. BRASIL
BRASIL
2025

More furthering with designs





Designing the new story's that will go on UNIDAYS Instagram that will create this campaign. We made a list of things that we need to change and also used a lot off the mood board to make our work what we wanted.


FRESHERS
FAILS
UNiDAYS
DON'T ASK. JUST KNOW.
Jack Carr & Ellie Baines

Students are too embarrassed to ask for student discount in person for fear of rejection.

PROBLEM.

There are many more embarrassing moments (than asking for student discount) every fresher can relate to experiencing.

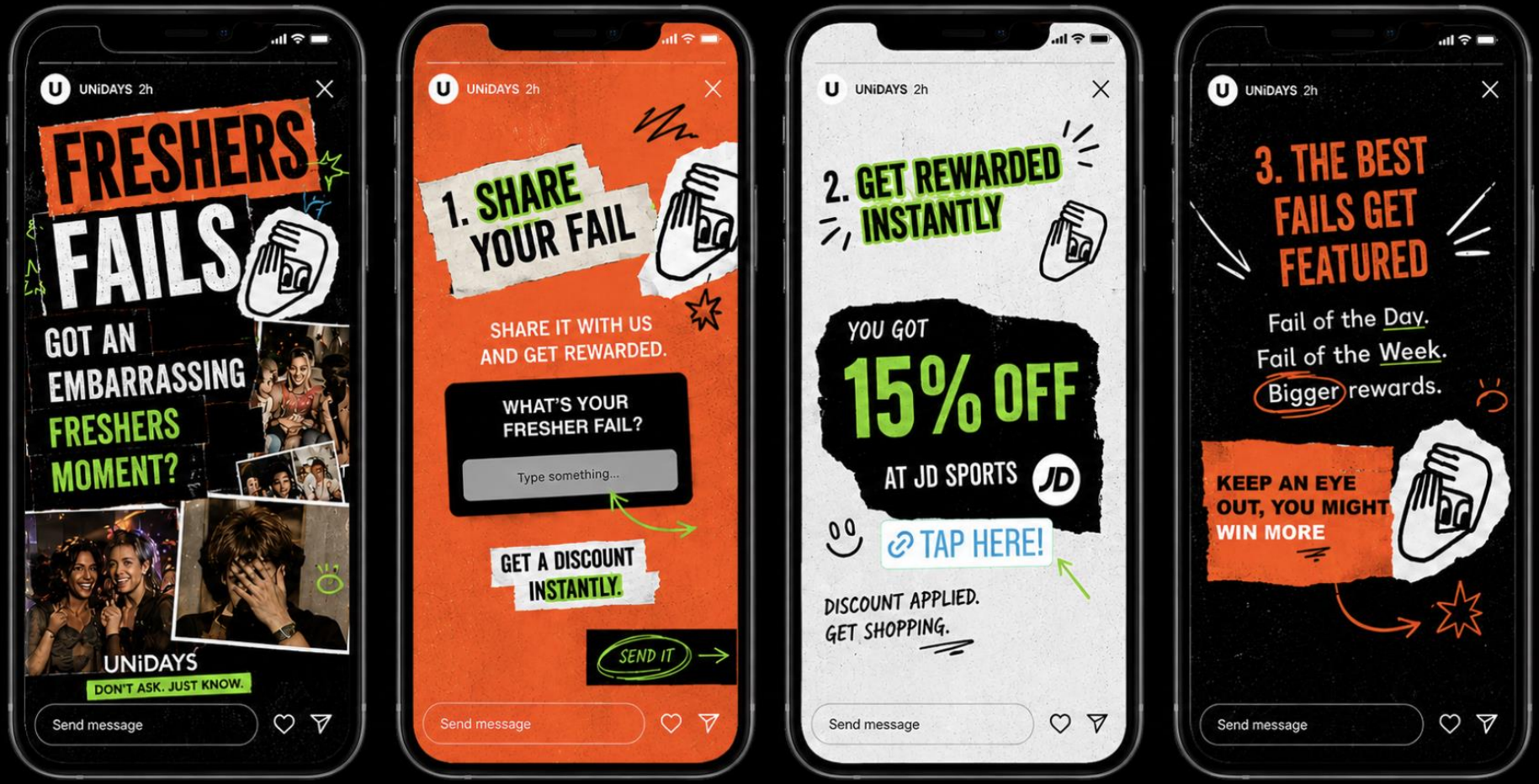
INSIGHT.

Highlighting that being a fresher will inevitably come with its embarrassing moments.

Asking for student discount is no longer one of these.

SOLUTION.

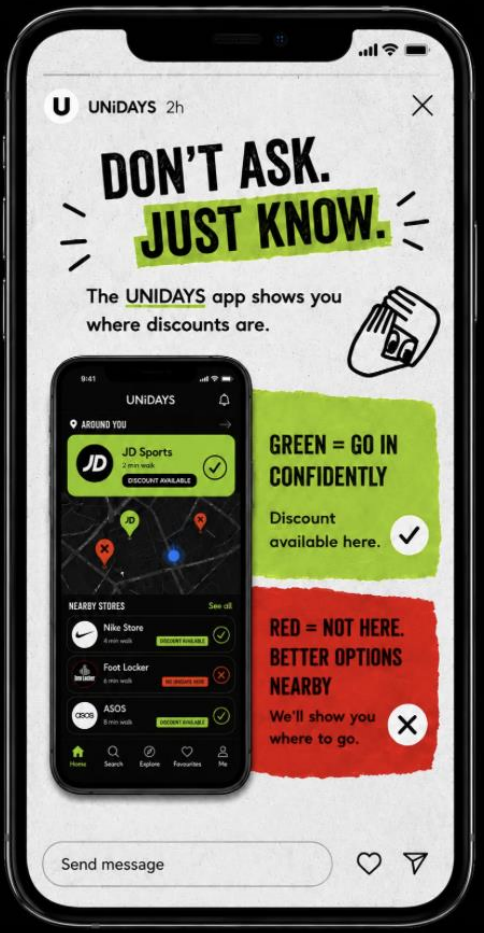
INSTAGRAM STORIES.



FAIL OF THE DAY VS WEEK



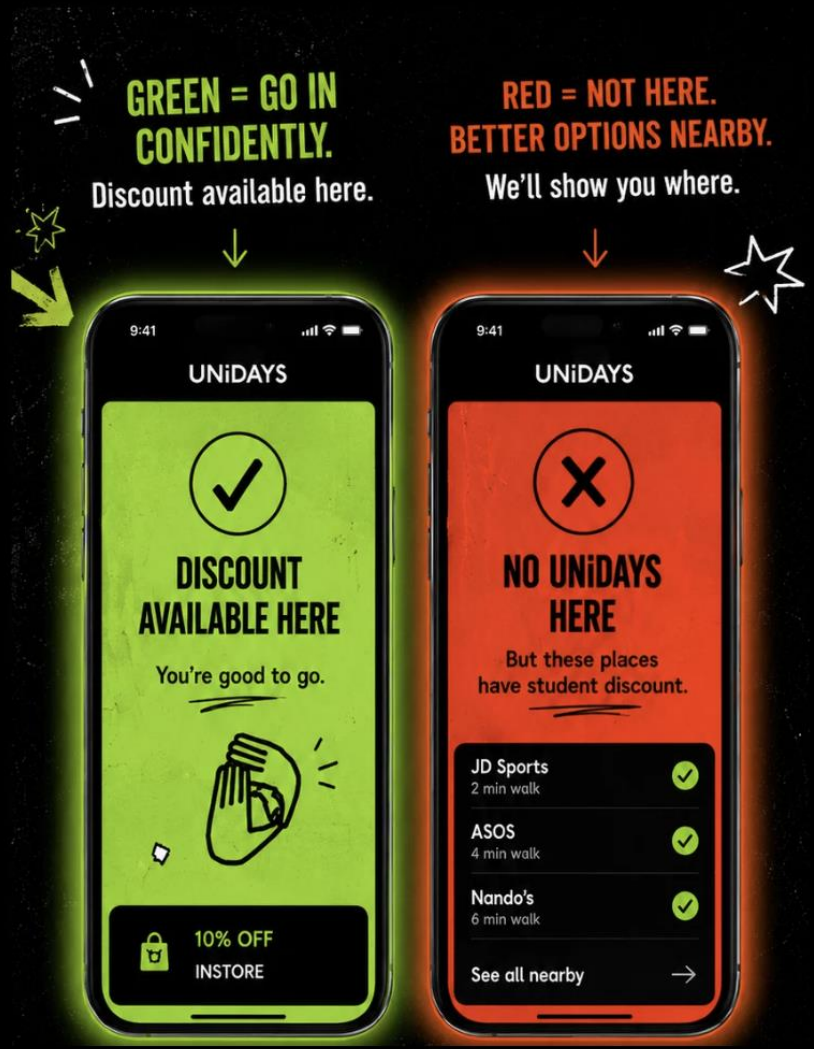




IN APP.

DON'T ASK.
JUST KNOW.

One less awkward moment.



IN APP.

DON'T ASK. JUST KNOW.

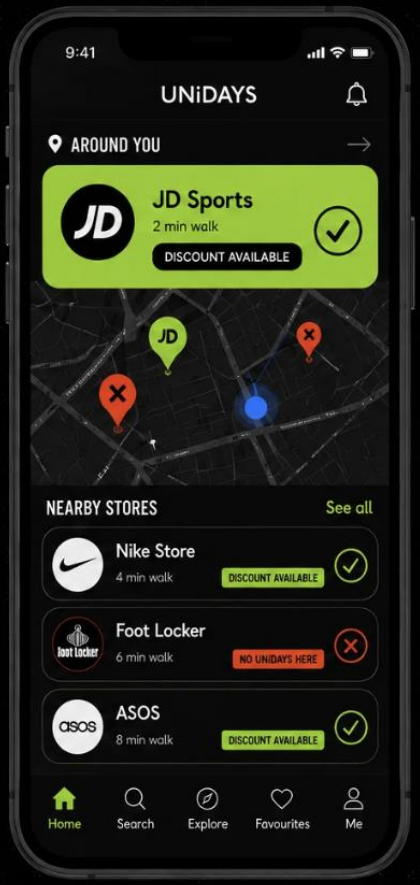
The UNiDAYS app shows you where student discounts are.

GREEN = GO IN CONFIDENTLY

Discount available here.

RED = NOT HERE. BETTER OPTIONS NEARBY.

We'll show you where to go.



ALWAYS ON. ALWAYS KNOW.

The red / green indicator is always visible so you never have to guess.

SEARCH ANYTHING.

Find products or brands and see who has student discounts.

SEE WHAT'S NEARBY.

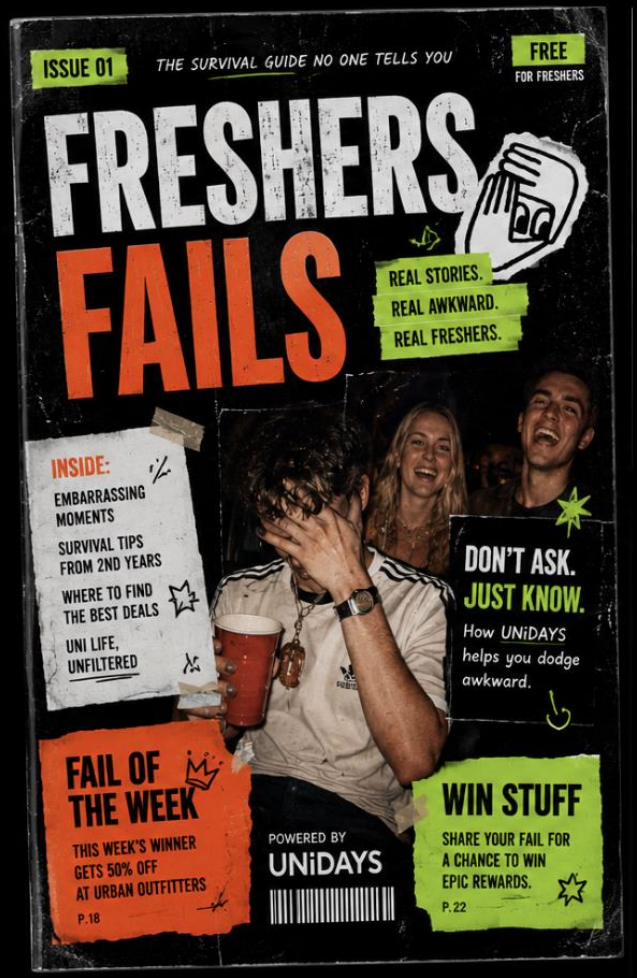
Quickly find nearby stores and check discount status.

SAVE MORE.

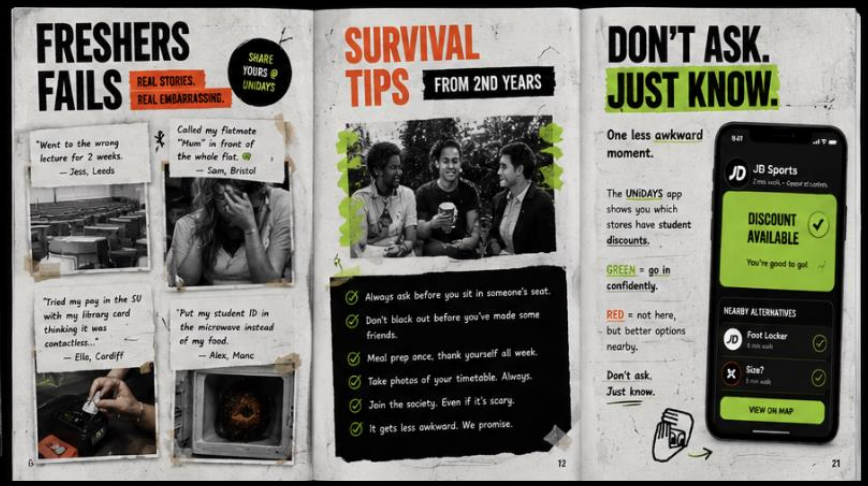
Student life is expensive enough. We help you save where it counts.

FRESHERS FAILS
POWERED BY UNiDAYS

MAGAZINE.


ISSUE 01
THE SURVIVAL GUIDE NO ONE TELLS YOU
FREE
FOR FRESHERS
FRESHERS FAILS
REAL STORIES.
REAL AWKWARD.
REAL FRESHERS.
INSIDE:
EMBARRASSING MOMENTS
SURVIVAL TIPS FROM 2ND YEARS
WHERE TO FIND THE BEST DEALS
UNI LIFE, UNFILTERED
DON'T ASK. JUST KNOW.
How UNiDAYS helps you dodge awkward.
FAIL OF THE WEEK
THIS WEEK'S WINNER GETS 50% OFF AT URBAN OUTFITTERS
P.18
POWERED BY
UNiDAYS
WIN STUFF
SHARE YOUR FAIL FOR A CHANCE TO WIN EPIC REWARDS.
P.22

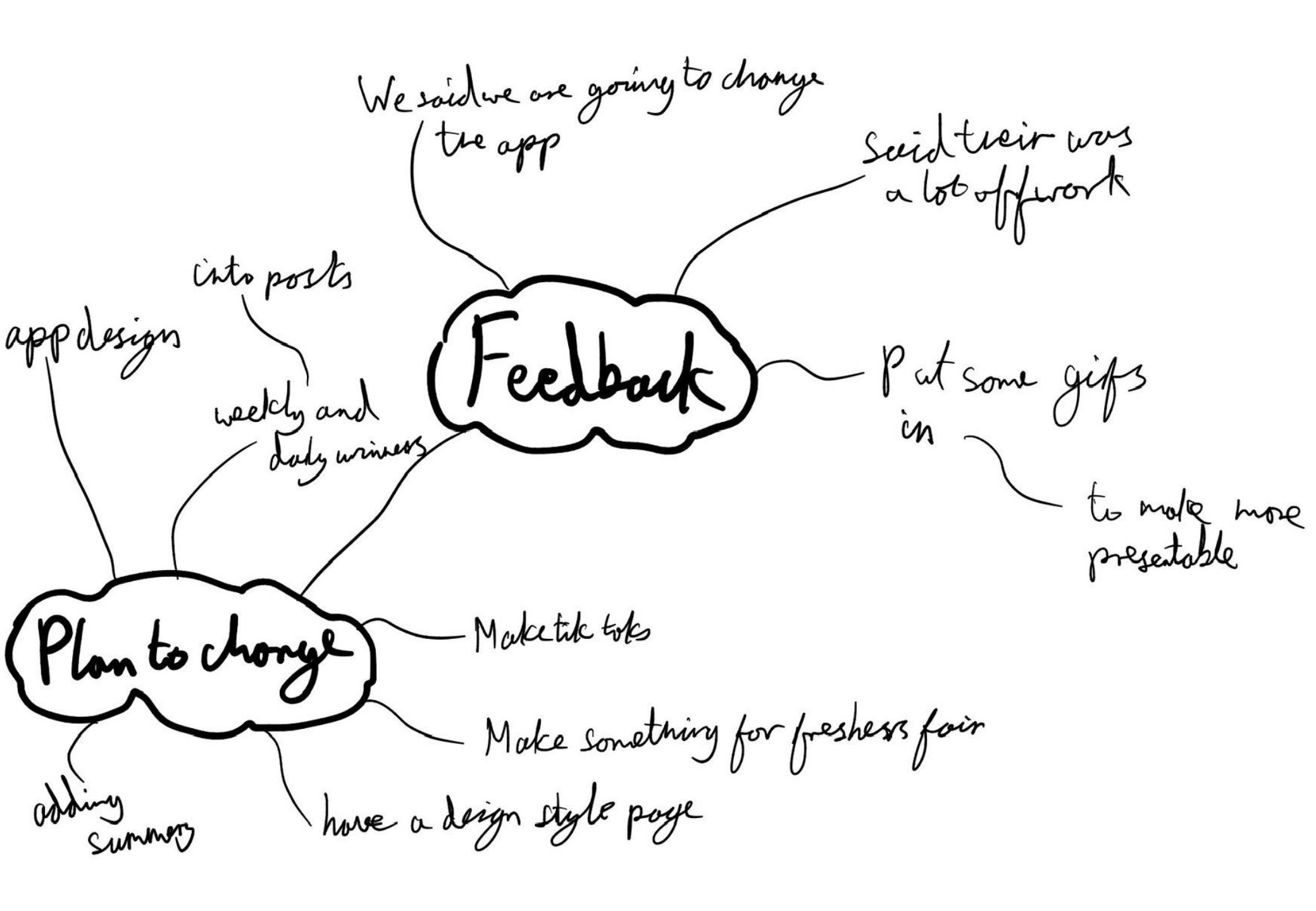

WELCOME TO THE MOST AWKWARD YEARS.
Freshers is full of firsts. New people, new places, new mistakes.
You're not alone. We've all been there. Let's laugh about it.
Cringey? Maybe. Embarrassing? 100%. Unforgettable? Absolutely.
WHAT'S INSIDE?
04 FRESHERS FAILS Real stories from real students.
10 SURVIVAL TIPS Advice no one tells you (but should).
16 UNi LIFE, SORTED Money, discounts and staying sane.
20 DON'T ASK. JUST KNOW. How UNiDAYS helps you avoid awkward.
22 WIN STUFF Share your fail and get rewarded.
YOU'LL LOOK BACK AND LAUGH. PROMISE.


FRESHERS FAILS
REAL STORIES. REAL EMBARRASSING.
SHARE YOURS @ UNiDAYS
"Went to the wrong lecture for 2 weeks." — Jess, Leeds
Called my flatmate "Mum" in front of the whole flat. — Sam, Bristol
"Tried my pay in the SU with my library card thinking it was contactless." — Ella, Cardiff
"Put my student ID in the microwave instead of my food." — Alex, Manc
SURVIVAL TIPS FROM 2ND YEARS
Always ask before you sit in someone's seat.
Don't black out before you've made some friends.
Meal prep once, thank yourself all week.
Take photos of your timetable. Always.
Join the society. Even if it's scary.
It gets less awkward. We promise.
DON'T ASK. JUST KNOW.
One less awkward moment.
The UNiDAYS app shows you which stores have student discounts.
GREEN = go in confidently.
RED = not here, but better options nearby.
Don't ask. Just know.
JD Sports
DISCOUNT AVAILABLE
You're good to go!
NEARBY ALTERNATIVES
Foot Locker
Size?
VIEW ON MAP



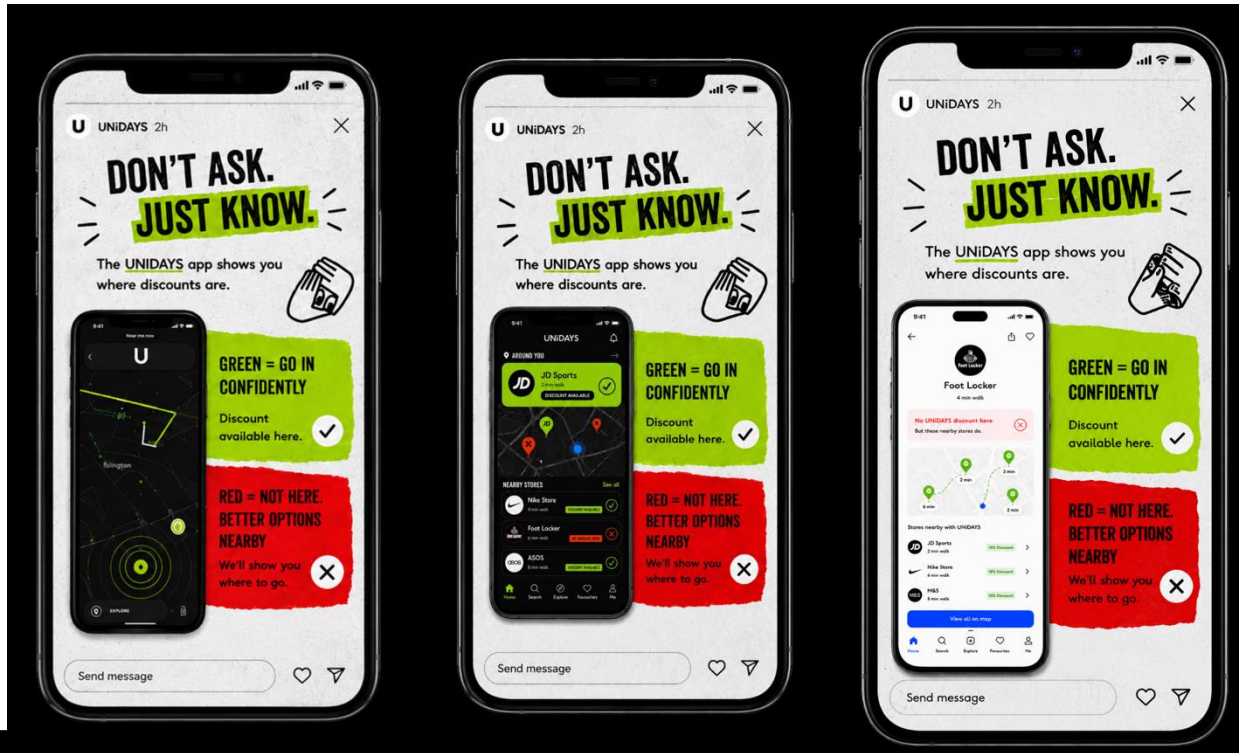
09

What we setout to further our work to before our wipe with mike on the 11th of May. We got too this point as on slide 6 we were not sure and wanted to ask if we should add the images when people bring there stories as its in the moment and someone might not have a story. Wanted to speak on if the extra bit like the tiktok, the magazine stuff should be done and if its/ what way we should do it.


We said we are going to change the app
said their was a lot of work
into posts
app designs
weekly and daily winners
Feedback
Put some gifs in
to make more presentable
Plan to change
Make tik toks
Make something for freshers fair
adding summary
have a design style page

Tweaks and changes

Here are some tweaks and changes that were done. We re designed the app and added it into the poster, this was changed multiple times shown in the top right, as we wanted to get this just right. Then also made the Instagram post a lot clearer and simpler for the customers to be able to access this new feature.

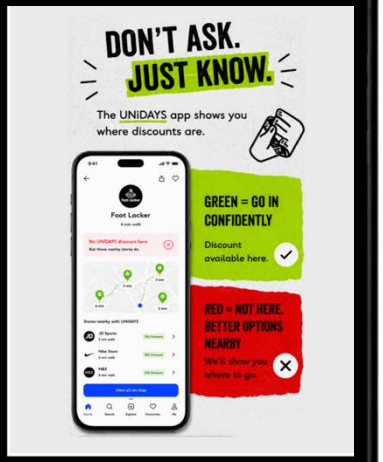




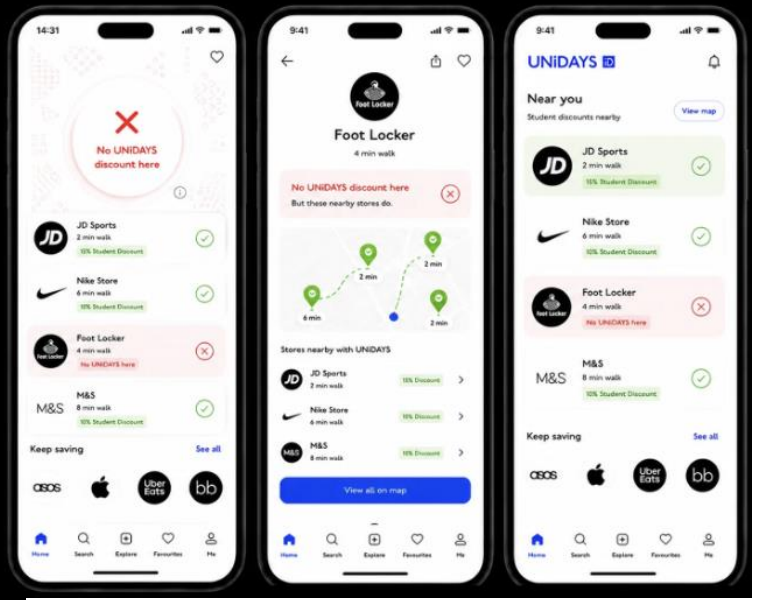
SLIDE 1



SLIDE 2



SLIDE 3



Script for first pitch

Script

Slide 1 (opening title)-Jack

- This is our campaign, freshers fails

Slide 2 (problem)-Jack

- The problem this takes us into is how students are too embarrassed to ask for student discounts in person due to fear of rejection.

Slide 3 (insight)- Ellie

-

Slide 4 (solution)-Jack

- Our solution will highlight that being a fresher will inevitably come with its embarrassing moments.
- Asking for student discounts in no longer one of them

Slide 5 (stories)-Ellie

- This is the process they would go through too share there fresher fail

Slide 6 (fail examples)-Jack

- Here are some examples of scenarios that people could send in, as a fresher
- This is a great way to let people see how others have been embarrassed and could relate with you.

Slide 7 (daily)-Ellie

-

Slide 8 (weekly)-Jack

- This is the bigger weekly winning reward that will be an instagram post as well as giving them a voucher to spend
- Slide 2 and 3 links back to the core idea, that freshers week can be embarrassing but using student discount is no longer one of them.
- The next slide speaks into how we will fix this

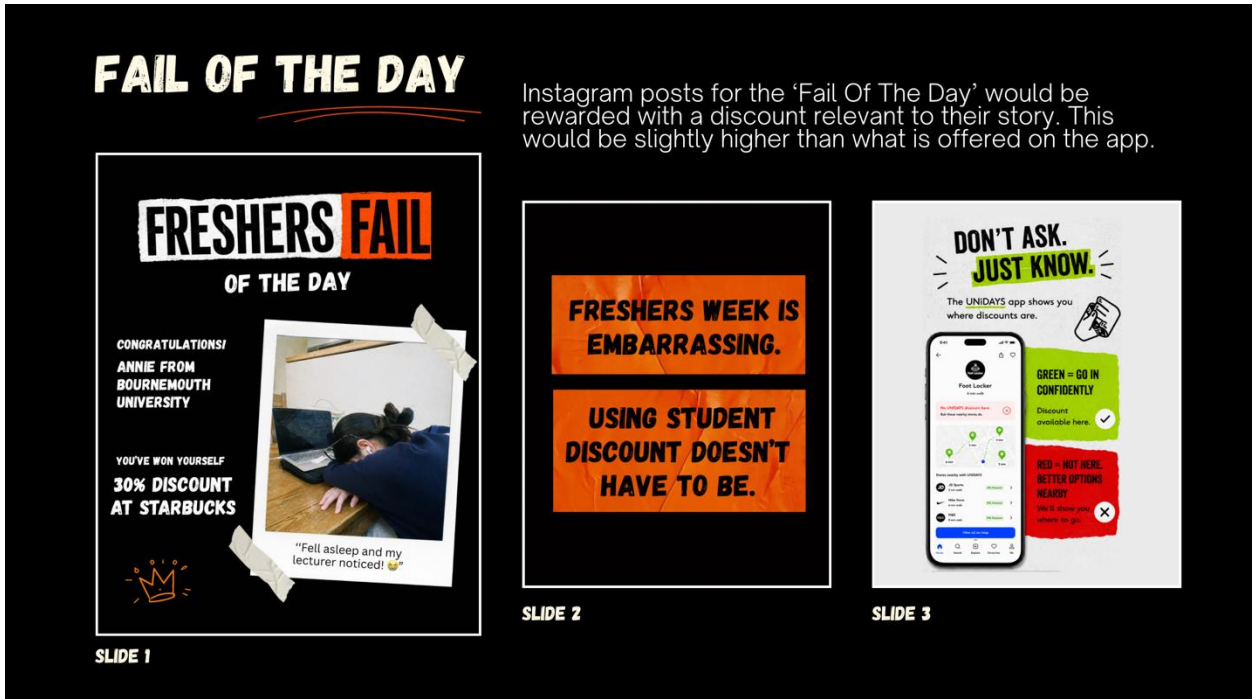
Slide 9 (how the app works)- Ellie

-

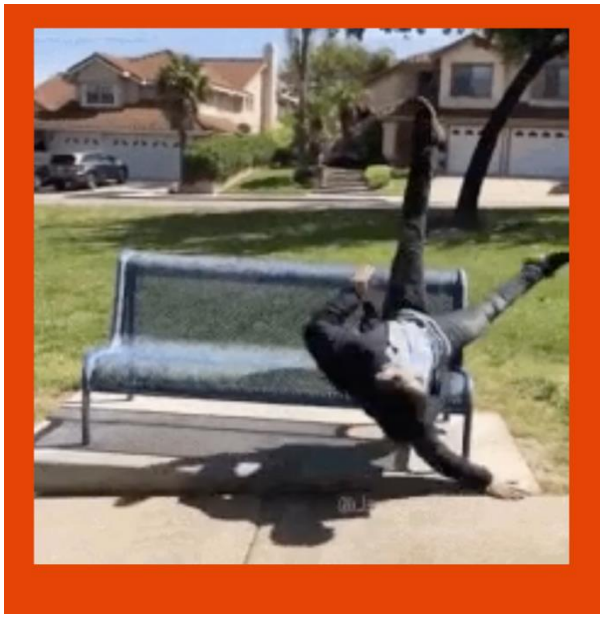
Slide 10 (the examples)-Jack

- This is how the process will work on the app. It will pop up when you run the app, saying if there is a discount from where you are located.
- If not you will be able too click on the x and will take you to a page that shows you the next few places that you could go to get the discount on the item.





Slides changed for the class pitch





FAIL OF THE WEEK

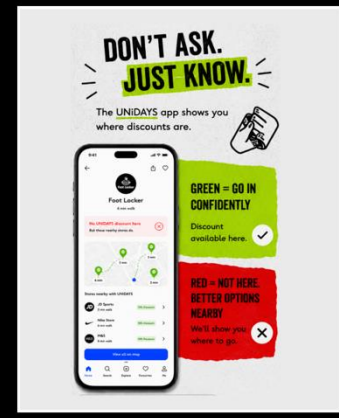
Instagram posts for the ‘Fail Of The Week’ would be rewarded with a voucher relevant to their story.



SLIDE 1



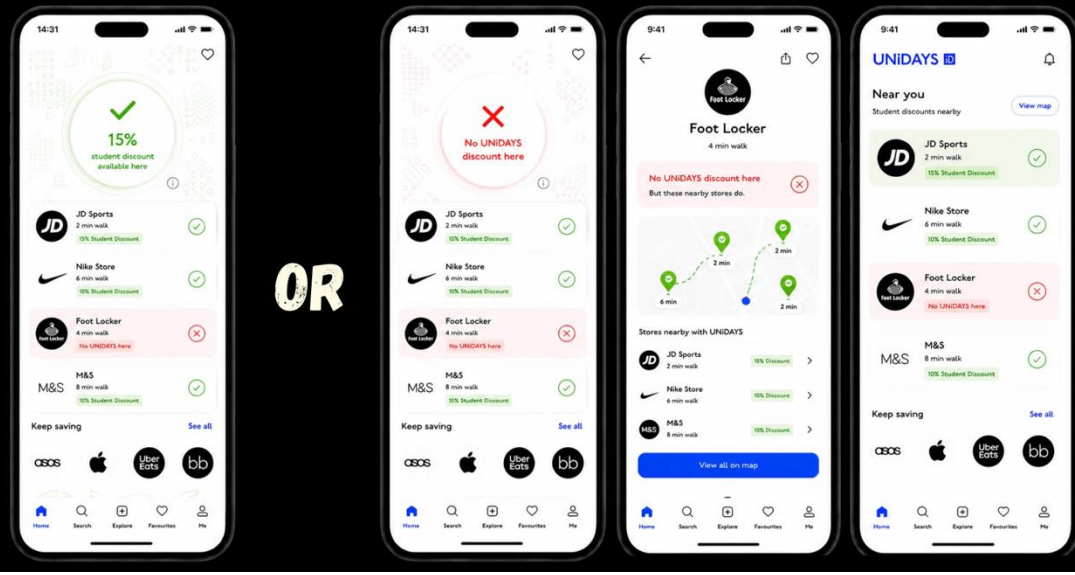
SLIDE 2



SLIDE 3

IN APP.

THIS IS HOW IT WOULD WORK ON UNIDAYS IF ITS WAS OFFERED IN THE STORE OR NOT.

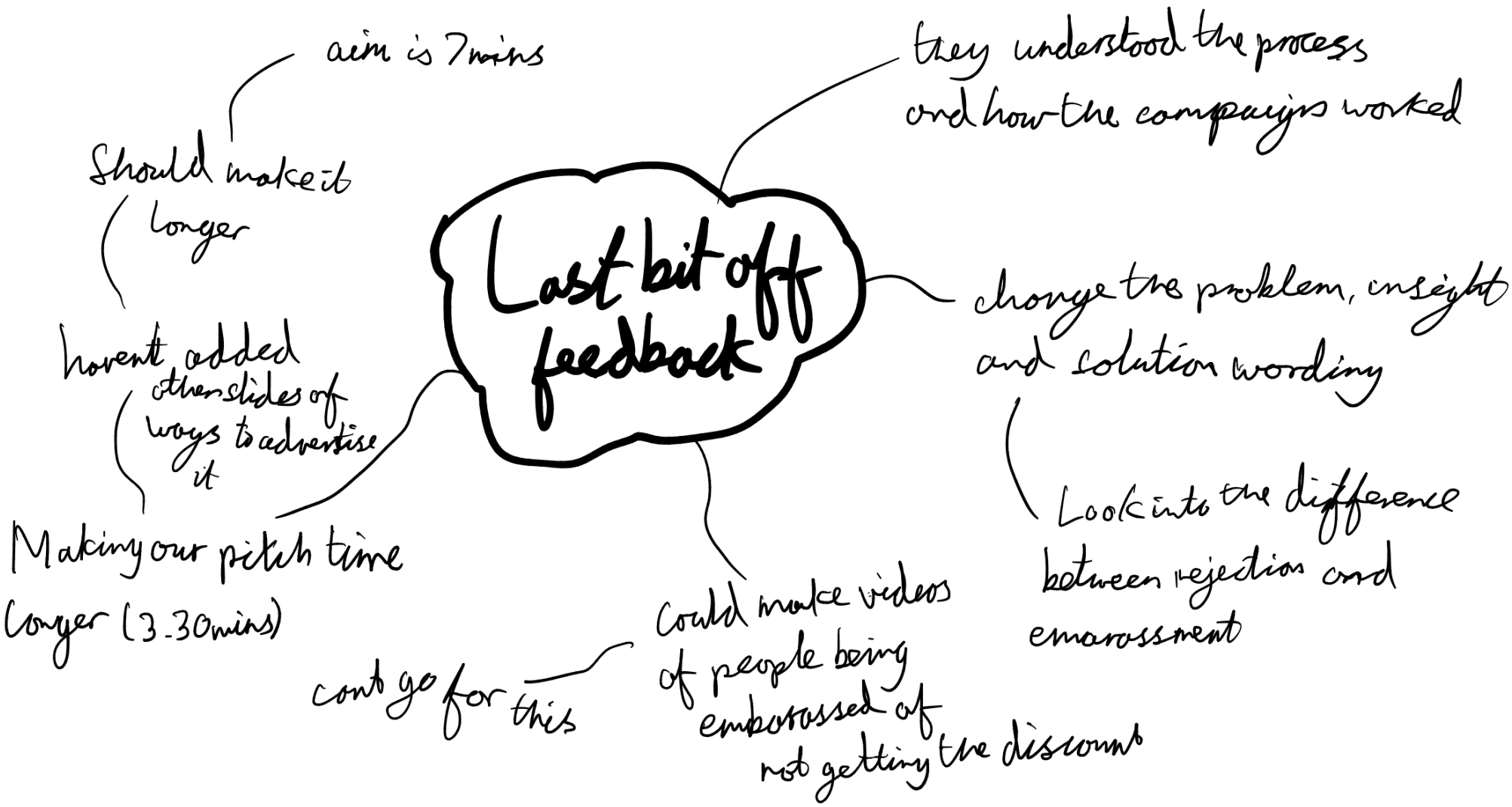




We changed a lot of things to improve how we presented to the class. The main changes we made were adding GIFs into the solution and insight sections to make the presentation feel more engaging and easier to understand visually. We also changed the weekly and daily winners from being shown on Instagram Stories to being presented as Instagram posts instead, which made the idea much clearer and more realistic. Alongside this, we showed off the new design for the app, helping the audience better understand how the campaign would work within the UNIDAYS app itself.

At this stage of the pitch, we had not yet added the extra advertising techniques, meaning the presentation was still developing and improving further after this version.

Class pitch feedback



More further developing

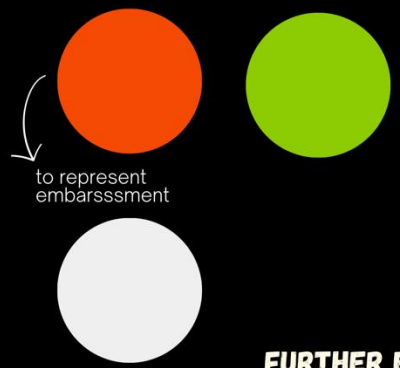
SUMMARY.

PROBLEM.
INSIGHT.
SOLUTION.
INSTAGRAM STORIES.
FAIL EXAMPLES.
DAILY VS WEEKLY POSTS.
APP DESIGNS.
FURTHER EXECUTIONS.
FINAL SUMMARY.

FINAL SUMMARY.

DESIGN STYLE.

COLOURS.



LOGO.

FRESHERS FAILS

ICONS.



FURTHER EXECUTION (2/3).

TIKTOK/ INSTAGRAM REELS.



Our campaign will prepare and connect students through highlighting the embarrassing moments in freshers week.

The campaign will continue all year round in the form of the app designs. This resolves the embarrassment of asking for discount in person.

This was things we created to make our pitch longer as well as add too be able to get in the depth our work needed. This helped it give it all better structure throughout our pitch as well.



FURTHER EXECUTION (3/3).

FRESHERS FAIR.




FRESHERS
FAILS
UNiDAYS
DON'T ASK. JUST KNOW.
Jack Carr & Ellie Baines

SUMMARY.

PROBLEM.

INSIGHT.

SOLUTION.

INSTAGRAM STORIES.

FAIL EXAMPLES.

DAILY VS WEEKLY POSTS.

APP DESIGNS.

FURTHER EXECUTIONS.

FINAL SUMMARY.



Students find it embarrassing to ask for student discount in person.

PROBLEM.



There are many more embarrassing moments (than asking for student discount), every fresher can relate to experiencing.

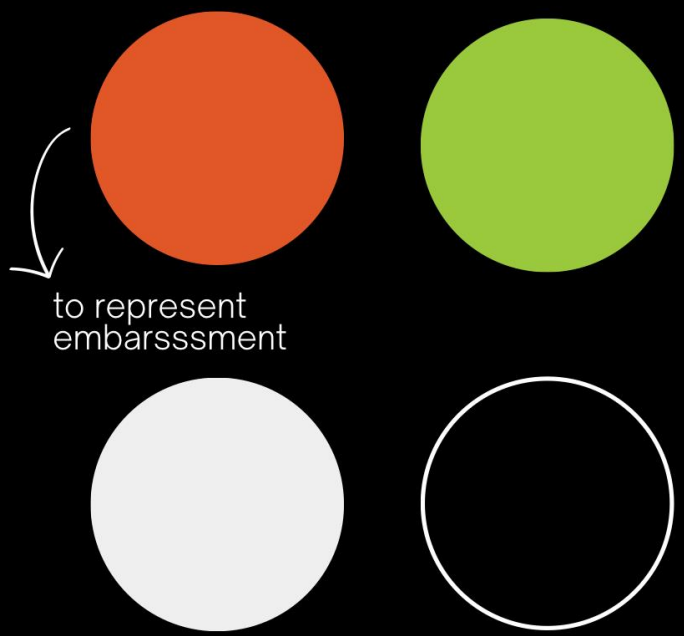
INSIGHT.

Highlighting what is more embarrassing than asking for discount, so it no longer seems as daunting.

SOLUTION.

DESIGN STYLE.

COLOURS.



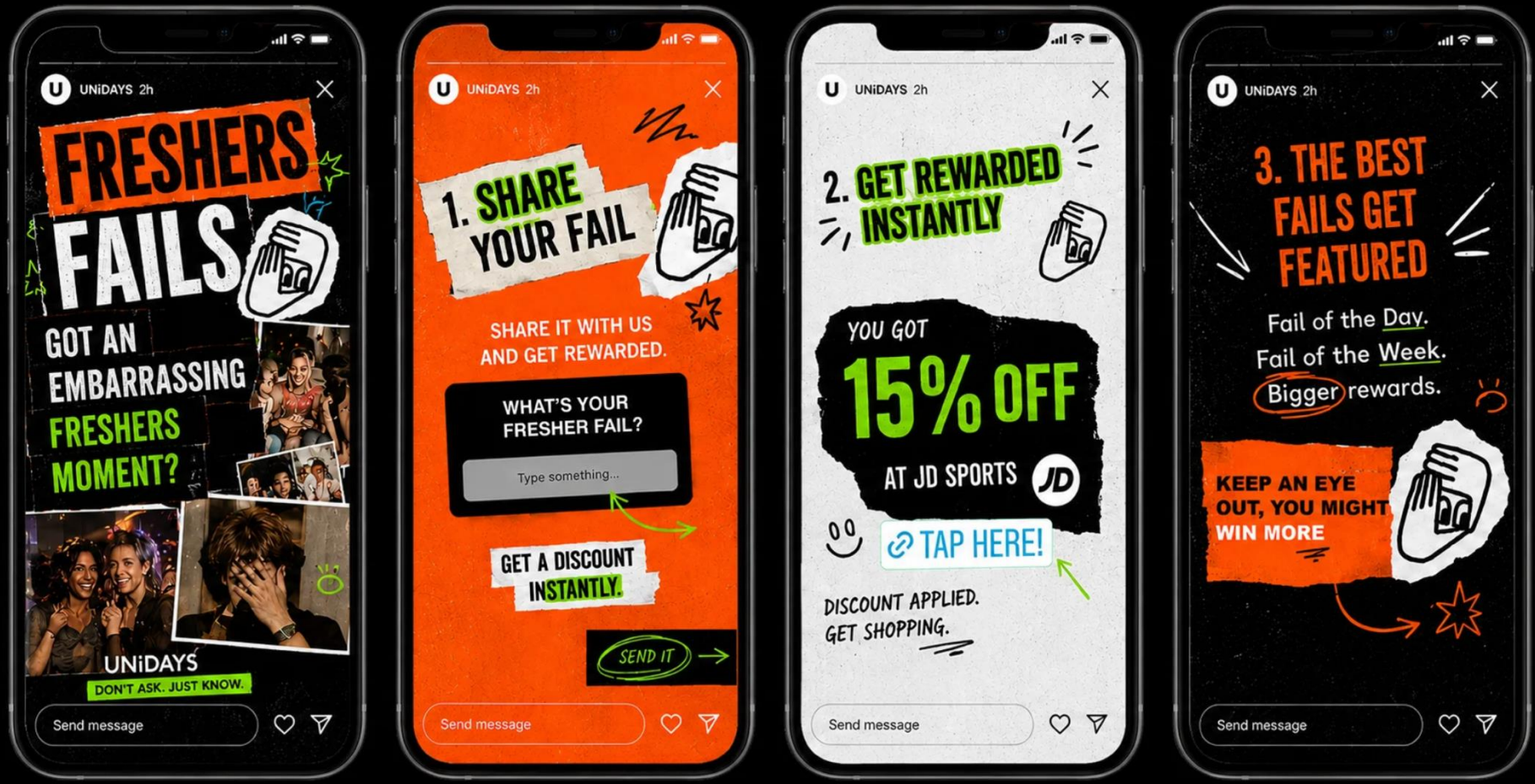
LOGO.

FRESHERS
FAILS

ICONS.



INSTAGRAM STORIES.



EXAMPLES OF REAL FAILS.

Embarrassing moments happen to everyone.

You're not alone.



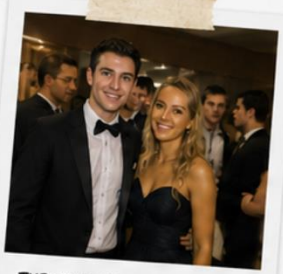
FIRE DRILL IN YOUR PYJAMAS IN FRONT OF YOUR NEW FLATMATES.



BEING THE ONLY PERSON TO NOT UNDERSTAND THE CARD GAME.



TURNING UP TO THE WRONG FLAT.



TURNING UP TO A SOCIAL ONLY THE FIRST YEARS WERE TOLD TO DRESS UP FOR.



COOKING. THAT'S IT FOR SOME REASON IT'S EMBARRASSING WHEN PEOPLE ARE WATCHING YOU.



MAINTENANCE ON A LIE IN DAY.



GETTING SOMEONE'S NAME WRONG YOU'VE MET A FEW TIMES.



WRONG LECTURE.



TAKING THE BINS OUT IN YOUR SLIPPERS, SEEING YOUR NEW COURSEMATE.

FAIL OF THE DAY

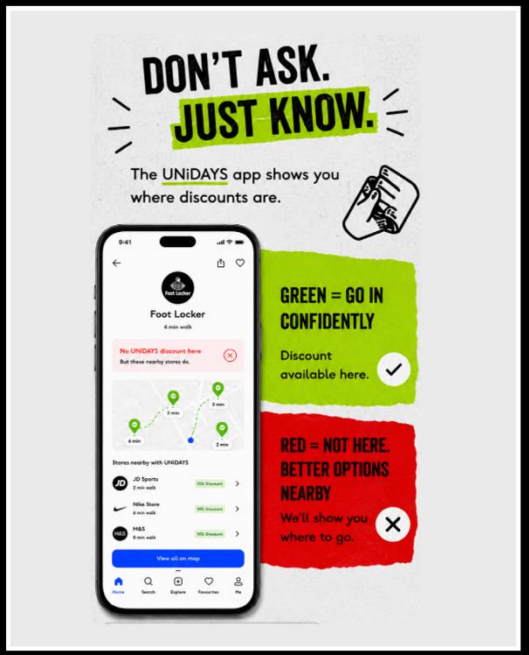
Instagram posts for the ‘Fail Of The Day’ would be rewarded with a discount relevant to their story. This would be slightly higher than what is offered on the app.



SLIDE 1



SLIDE 2



SLIDE 3

FAIL OF THE WEEK

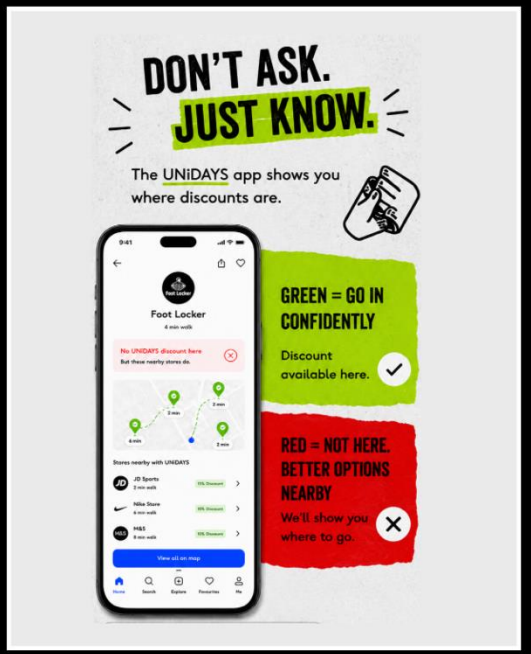
Instagram posts for the ‘Fail Of The Week’ would be rewarded with a voucher relevant to their story.



SLIDE 1



SLIDE 2

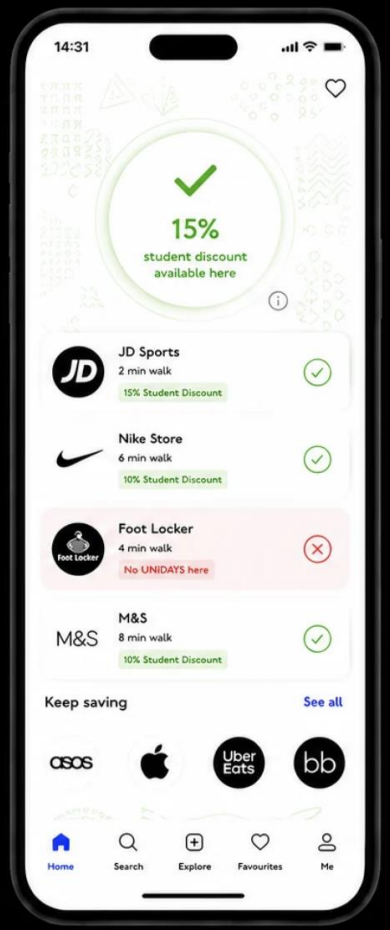


SLIDE 3

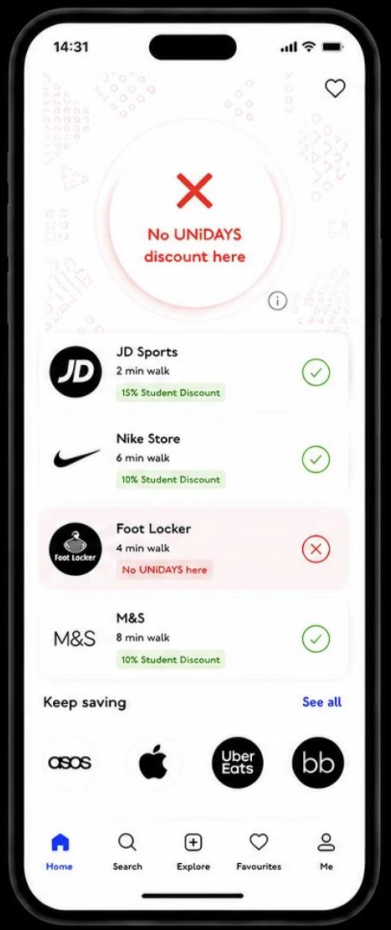

IN APP.
DON'T ASK.
JUST KNOW.
The UNiDAYS app shows you where student discounts are.
UNiDAYS
Verified student
Jack Carr
University of Lincoln
Verified until 2 October 2026
GREEN = GO IN CONFIDENTLY
Discount available here.
UNiDAYS
Verified student
Jack Carr
University of Lincoln
Verified until 2 October 2026
RED = NOT HERE. BETTER OPTIONS NEARBY.
We'll show you where to go.

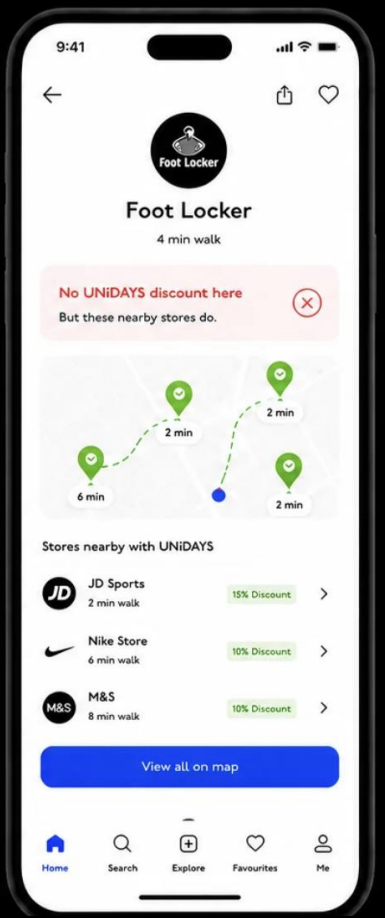
IN APP.

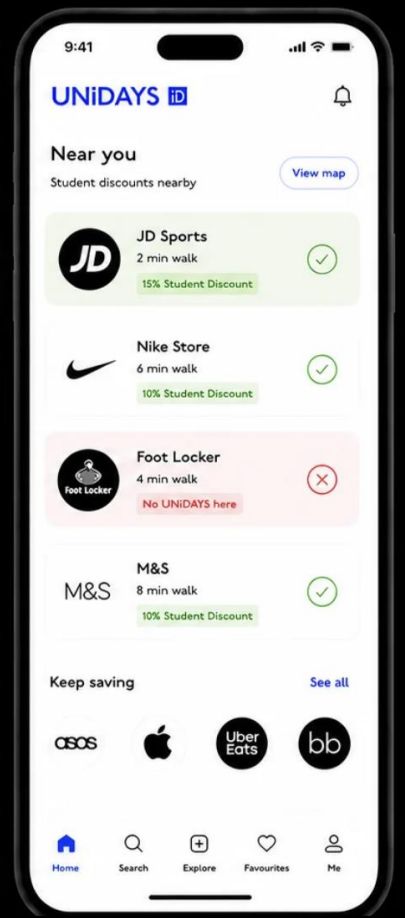
THIS IS HOW IT WOULD WORK ON UNIDAYS IF ITS WAS OFFERED IN THE STORE OR NOT.

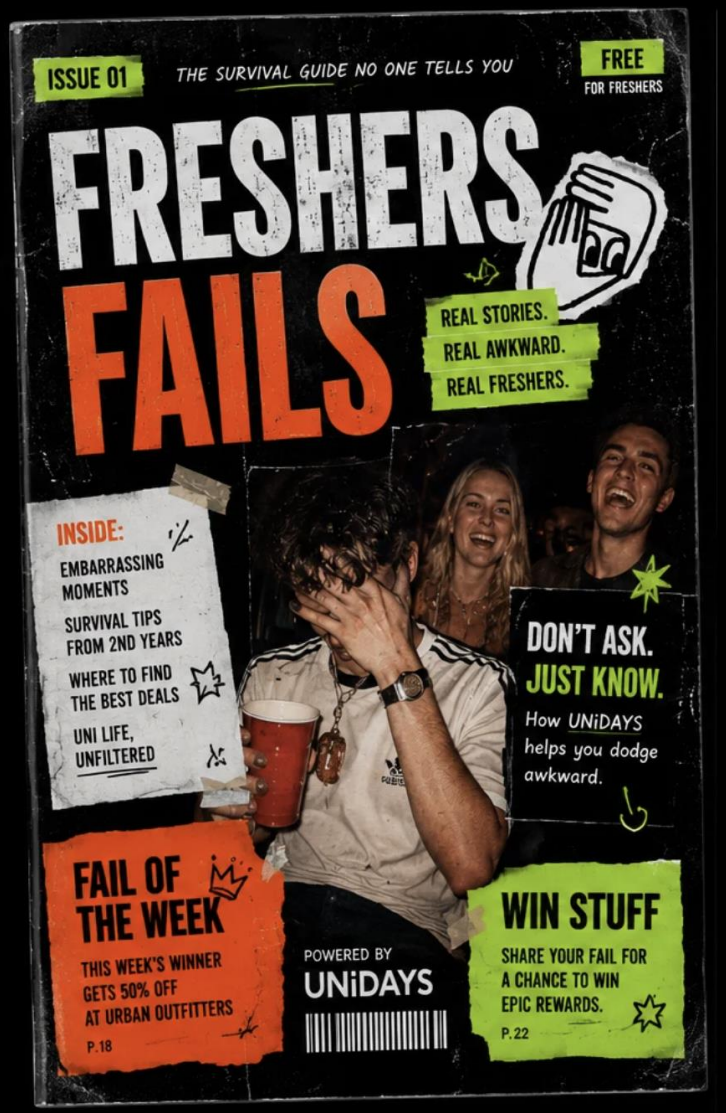


OR









FURTHER EXECUTION (1/3).

DIRECT MAIL.

A magazine containing:

- Survival Tips from 2nd and 3rd year Fresher experiences.
- 2nd and 3rd year brand recommendations, helping freshers discover new spots.
- Brands connected to stories.
- Fail Of The Week winners stories.

There will be University specific editions and a combined best fails one.

MAGAZINE.

WELCOME TO THE MOST AWKWARD YEARS.





Freshers is full of firsts.
New people, new places, new mistakes.

You're not alone. We've all been there.
Let's laugh about it.

Cringey? Maybe.
Embarrassing? 100%.
Unforgettable? Absolutely.

WHAT'S INSIDE?

04 FRESHERS FAILS
Real stories from real students.

10 SURVIVAL TIPS
Advice no one tells you (but should).

16 UNI LIFE, SORTED
Money, discounts and staying sane.

20 DON'T ASK. JUST KNOW.
How WhatsApp helps you avoid awkward.

22 WIN STUFF
Share your fail and get rewarded.



YOU'LL LOOK BACK AND LAUGH. PROMISE.

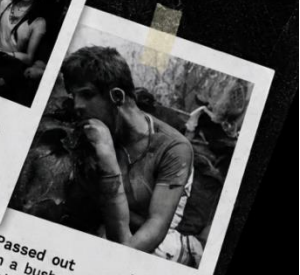
FAILS FROM REAL STUDENTS



I called my lecturer mum in front of the whole class.
- josh, 1st year



Put my flatmate's dressing gown on and went to the kitchen like that.
- sam, 1st year



Passed out in a bush. Woke up on someone's story.
- ellie, 1st year

SHARE YOUR FAIL
YOU COULD WIN AMAZING REWA
SEE

FRESHERS FAILS

REAL STORIES. REAL EMBARRASSING.

SHARE YOURS & LAUGHS

Went to the wrong lecture for 2 weeks.
– Sam, Leeds



Called my flatmate "mum" in front of the whole flat.
– Dan, Bristol



Tried my pay in the SU with my library card thinking it was contactless.
– Ella, Cardiff



Put my chicken in in the microwave instead of my food.
– Alex, Manc



SURVIVAL TIPS

FROM 2ND YEARS



- Always eat before you sit in someone's bed.
- Don't black out before you've made some friends.
- Meet people once, thank yourself at twice.
- Take photos of your timetable. Always.
- Join the society. Even if it's scary.
- It gets less awkward. We promise.

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DON'T ASK. JUST KNOW.

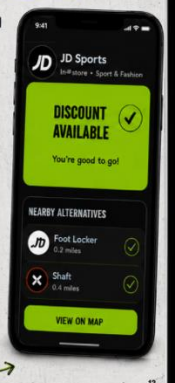
One less awkward moment.

The UNIDAYS app shares you switch stores from student discounts.

GREEN = go in confidently.

RED = not here, but better options nearby.

Don't ask. Just know.



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FURTHER EXECUTION (2/3).

TIKTOK/ INSTAGRAM REELS.



FURTHER EXECUTION (3/3).
FRESHERS FAIR.





FINAL SUMMARY.

Our campaign will prepare and connect students through highlighting the embarrassing moments in freshers week.

The campaign will continue all year round in the form of the app designs. This resolves the embarrassment of asking for discount in person.

THANK YOU

ANY QUESTIONS?

Questions they may ask

1. How did you validate that students actually find asking for student discount embarrassing? Did you do any primary research?
2. Is this embarrassment unique to freshers, or does it persist into later years, and does your campaign account for that?
3. Why is UNiDAYS the right brand to solve this problem, rather than the individual retailers?
4. Embarrassment is very subjective, what works as "relatable" for one student might feel tone-deaf to another. How do you ensure the campaign lands universally?
5. Isn't the real barrier to claiming student discount a lack of awareness rather than embarrassment? How do you know embarrassment is the *primary* issue?
6. UNiDAYS already has millions of users, is this actually a problem worth solving, or are students already using it fine?
7. Could this campaign inadvertently make students *more* conscious of the embarrassment by drawing attention to it?
8. What happens if the "fail" content goes viral for the wrong reasons and damages the UNiDAYS brand?



Practicing pitching

This is something we really needed to work on. Now that we had made the pitch deck exactly how it needed to be, we focused on how we would present it. We spent a lot of time improving our timing to make sure we could bring our first-class pitch above 3 minutes and 30 seconds. The goal is to reach 7 minutes, and this was our best attempt so far. We also made notes on which slides each person would present, alongside bullet points for every slide so we could learn, paraphrase, and prepare properly for the final presentation day.

Final Script

Final script

Slide 1 (campaign name)- Jack
- This is our campaign, freshers fails

Slide 2 (summary)-Jack
- This will be what's to come
- We will go through

Slide 3 (problem)- Ellie
-

Slide 4 (insight)- Jack
- There are many more embarrassing things that freshers will go through.

Slide 5 (solution)- Ellie

Slide 6 (design style)- Jack
- This will help you see what design design we have gone for.
- From colour, logo and icons for a scrap book look (too give it that uni feel)
- The orange is the colour we have gone with to present embarrassment

Slide 7 (stories)- Ellie
-

Slide 8 (fail examples)-Jack
- Here are some examples of scenarios that people could send in, as a fresher
- This is a great way to let people see how others have been embarrassed and could relate with you.

Slide 9 (daily)- Ellie
-

Slide 10 (weekly)- Jack
- This is the bigger weekly winning reward that will be an instagram post as well as giving them a voucher to spend
- Slide 2 and 3 links back to the core idea, that freshers week can be embarrassing but using student discount is no longer one of them.
- The next slide speaks into how we will fix this

Slide 11 (how the app works)- Ellie
-

Slide 12 (the examples)- Jack
- the process

Slide 12 (the examples)- Jack
- the process
- How uni days will not loose the Customer

Slide 13 (magazine)- Ellie
-

Slide 14 (magazine inside)- Ellie
-

Slide 15 (tik tok)- Jack
- Good way to have fun and a interview style

Slide 16 (freshers fair)- Ellie
-

Slide 16 (freshers fair)- Ellie
-

Slide 17 (final summary)- Jack
- Our campaign will highlight the embarrassments to prepare and connect with students
- The campaign will continue the app designs. This will resolve the embarrassment of asking in person.

Slide 18 (thank you, questions)- Jack
-

What did they ask (And responses):

Q: Would it change your view of the campaign if 80% of purchases are online and 20% are in-person? Not at all. The campaign works well across both channels. However, given the high volume of online purchases, there is an opportunity to strengthen digital promotion and improve the experience for in-person customers to ensure both are equally catered for.

Q: Is there enough brand presence to drive purchasing decisions? Yes, the flow of the campaign works effectively. It draws people in through the "freshers fail" concept and then converts them through the discount mechanic, naturally leading the customer toward the brand.

General Feedback A second reviewer echoed the same points around areas to watch, but overall provided strong positive feedback. The questions were deliberately challenging to stress-test the campaign idea and identify any weaknesses. The campaign held up well under scrutiny, demonstrating that the concept is solid and the strategy is sound.

How the pitch went

The pitch went very well overall. The preparation and repeated practice sessions paid off, resulting in a smooth and confident delivery. There was only a slight stutter at the start, but this quickly settled and the rest of the presentation was delivered calmly and clearly, with stress levels remaining low throughout.

The feedback from the panel was very positive. They responded well to the designs, appreciated the clear structure of the plan and how it was laid out, and notably commented that they hadn't seen anything like it before, recognising the campaign as genuinely original and different.