

The Fox and the Village

Issued by [Student Village](#)

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Once upon a time there was a brewery called [Heineken](#) that wanted to drive trial of their new apple cider to a kingdom of young, smart and attractive **students**. They searched far and wide for the right agency, until one day they happened upon a village - [Student Village](#)...



In every fable there's always a moral to the story. For Heineken's new apple **cider**, Fox, it was learning that if you want to drive trial with students it's best to engage on their level, with people they know and trust.

The sampling strategy for Fox was simple: leverage our extensive network of **influencers** to promote and activate the brand through 250 micro-**activations** over the **festive season**.

Students were encouraged to taste and experience the "bev" by becoming a part of the #FoxNation. Every activation was designed to create a memorable, shareable experience that blew up and grew into a real **success story**.

Social media reach: **3,050,622**

Social media engagements: **27,660**

Positive sentiment on social media: **88%**

Overall engagement: **63%**

Units sampled: **170,000**



"Sampling 170,000 units to students is no small task, but Student Village managed to exceed our expectations in every way. We're excited to continue growing the #FoxNation together throughout the coming months." - Warrick Wyngaard, brand manager, [Fox](#) and [Sol](#).

And so, working with Student Village, Fox soon became loved by many-a-student across the land. And they all partied happily ever after.

About Student Village

We are youth market specialists. For over 20 years we have nurtured deep and direct connections with youth, enabling us to create and facilitate insight-driven and authentic marketing for our brands. Our services include youth insights, strategy and creative, digital and influencer marketing campaigns, and managing corporate bursary programmes – reaching youth where they live, work, learn and play.

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- " 10 campuses in 10 minutes: Time flies when you're having fun! 13 Jun 2023
- " SA's youth spend R303bn annually, according to research concluded in November 2022 6 Feb 2023
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Student Village have been youth specialists for 20+ years. We connect brands with youth and youth with brands. Our services include youth insights, digital & brand activations and bursary services.

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