

2022 just got fresher

Issued by [Student Village](#)

17 Jan 2022

Okay, let's get the obvious stuff out the way: the world has changed, **Covid-19** has been hard and Tik Tok is a thing.







Now that we're on the same page, there's only one teeny tiny question: where to from here? Lockdowns and new variants aside, brands and students still need to connect.

This is where **Fresher's Box** comes in. Launched 2020 during O-week, Fresher's gives students a new way to interact with brands through swag and other gear, packaged in a **branded box**, to help them ease into the new year.

Covid-19 may have changed how Fresher's are distributed, but whether students will be on campus, off campus or working remotely, they will still get the chance to get fresh.



This year, our goal is to take Fresher's nationally with a series of Fresher's Box Activations, spanning 10 campuses, including branded stands and experiences where we will be distributing thousands of boxes (safely) while promoting participating brands through our 250k strong social network.

If you want SA's students to get fresh with your brand, or to learn more about what we have in store for 2022, contact jono@studentvillage.co.za or slide into our DM's on [LinkedIn](#) or [Facebook](#).



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.

- **What's hot in 20-24: Unveiling the top 5 marketing trends for Gen Z in 2024** 12 Feb 2024
- **Experience a day in the life of a student with Student Village's A to Gen-Z Youth Experience!** 22 Nov 2023
- **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
- **Top 6 Gen Z trends every marketer should know in 2023** 23 Jan 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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