



The new Student Discount System | Hungary

Mission | Operation | Branding | Technology

Background

1.3 million students in Hungary receive the European Youth Card for free

Educational Authority of Hungary is the EYCA member organisation, implementing the programme with the support of HÖÖK, the national student organisation

Our goal

is to build the youth card into a tool that supports and educates young people in various areas:

- Developing their financial skills
- Becoming more mobile and internationally involved
- Being an active member of their community

We achieve this by building a forward-looking, sustainable and transparent structure.

Our focus

Student-oriented

Technological developments

Strong brand

Marketing strategy

Outlook

We tried to figure out the needs and expectations of students and partners to be able to deliver a truly useful service.

Student feedback

“Discounts = festival ticket”

“Discounts = travel discounts”

“Discounts = cinema ticket”

Partner feedback

Need for user analytics

Need for PR/Marketing value

Strong communicational channels

Chief system elements

Discount
categories

Partner
Program

Quality
control

SBM
Program

*The **behaviour-oriented system** offers the best possible solution for the students needs because of its **simple and easy-to-use well-designed** platforms with the **easily recognizable categories**.*

Discount categories



FOOD



HEALTH



CULTURE



SERVICES



EDUCATION



FUN

*The available discounts will be separated by **use-area** (categories) **and location** (counties) to be as easy to find the right one as it could be so students will get only relevant and important information.*

**A free card:
equal opportunities for all
students**

Alternative revenue sources

- Partner's **subscription** fee

Monthly

Half-year

Yearly

- Sales of **Advertising** space

Banners

TOP listings

Highlighted search

Partner Program | support elements

- User diversification (regional separation: student/partner)
- Monthly usage statistics
- Advertising solutions
- Uniquely low subscription fee

Quality control

*We will not only **save time to students**, but **also support their financial stability** with the focus on the affordable, but still high-quality services we expect from the Partners.*

*The new and existing **Partners must meet a set of conditions** that on the one hand it will result a **rise of the quality** but on the other hand it will **improve the level of sales growth**.*

Student Brand Manager Program

*The key to the system is **the group of students** who knows the best about the university and locations and **will represent the students at the local level, because they know what students most in need** as well.*

Contact

Subscriptions

POS placements

Quality control

Advertising campaign

*A **sufficiently visible advertising campaign** is a necessary condition for the promotion and enforcement of the Branding, because it allows us to **get the information to listeners in a targeted and direct manner.***

*Next to the **new website and application currently under development**, we focus on maximizing the opportunities offered by **social media** interfaces, and actively use the **platforms and surfaces of the HÖOK.***

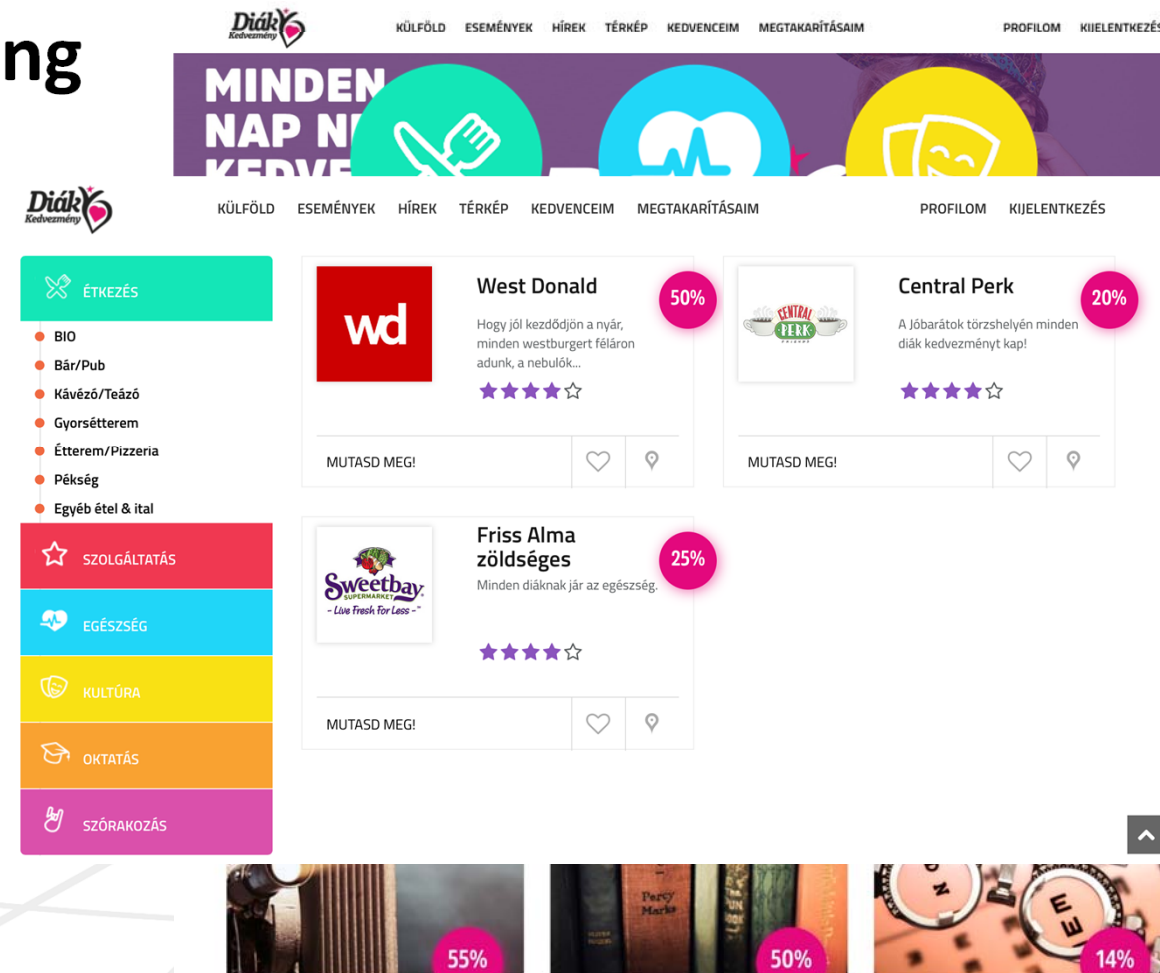
Communication channels

- EDU institutional surfaces (posters, POS, magazines)
- Media (TV, press, radio)
- Online campaign (payed Ads, virus-marketing, DM)
- Other offline campaign (billboard, citylight, flyer)
- Appearance at featured events (based on students)



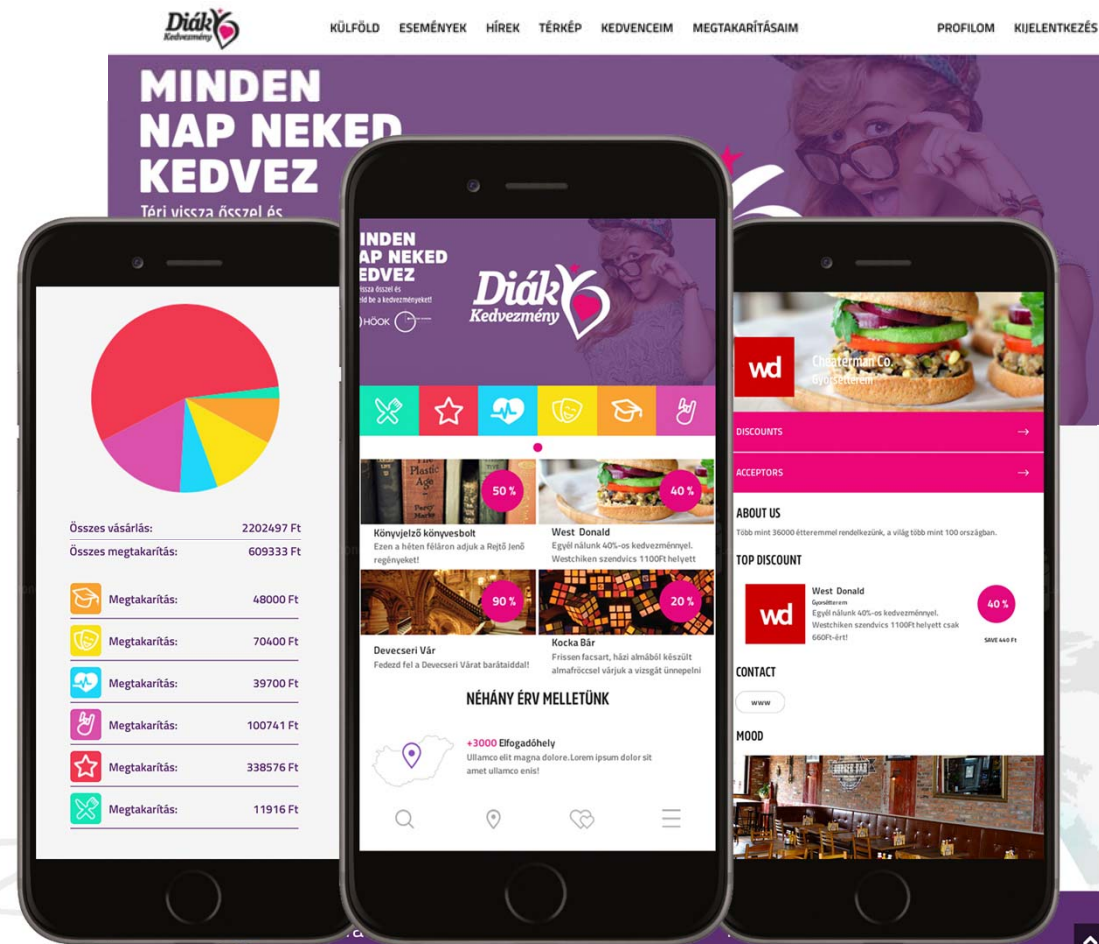
Usage and Style is everything

- Easily recognizable categories
- New website (mobile friendly)
- New Blog (student content)
- Advanced search algorithms



New system, new functions

- Simple and easy-to-use web
- New Application (iOS, Android)
- Advanced search algorithms
- Savings module
- QR code based technology





Thank you for your attention.

