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Student discount app lures big brands

1 March, 2013 0 comments

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Pokitpal.com, a mobile app which gives students discounts at retail, food and beverage outlets in and around campus, has signed five new national brands to its network.

Sumo Salad, AMF Bowling, Noodle Box, Dick Smith and Hungry Jack's have joined the network to offer 'location-aware' discounts to students in 2013.

More than thirty educational institutions here and overseas are currently licensing the PokitCampus mobile application which also enables them to provide students with up-do-date information about campus life.

The popularity of the service has risen dramatically over the last 12 months, something PokitPal's MD Fraser Duddy attributes to the rise in smartphones.

"In the student market student exclusive discounts don't cheapen the brand, they are viewed as sign that your brand specifically supports this important market," he said.

"Our network usage stats are up 120% on this time last year and we're expecting close to 50,000 downloads during the O Week period nationally, which we expect will increase the network to around 150,000 in Australia.

"Clearly the rise of smart phones and the technological literacy of the student population means that Universities and TAFE's are looking for innovative ways to engage with their students and give them the best student experience possible."

Duddy also said the organisation was experiencing strong demand from the retail sector for mobile barcoding to interact directly with their point of sale.

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