

Nasher Miles Case Study: Building a Gen Z Campus Ambassador Program

1. Introduction & Brand Context

Nasher Miles is an Indian luggage and travel accessories brand whose name combines "Nasher" (from the Persian *Nasher Kardan*, meaning "to publish") and "Miles," symbolising every mile of a traveller's journey. The brand promises real travel experiences by weaving together a passion for travel, quality and service. It believes travel is a journey to explore who you can be; its luggage is designed as a companion for expressing every facet of yourself. The founders created it after realising airports were full of boring black bags; they set out to design bold, functional and unapologetically unique luggage that stands out.

Colour as a Differentiator

Colour is a core differentiator for Nasher Miles. While many luggage competitors offered standard black or blue suitcases, Nasher Miles introduced a vibrant palette—over 100 shades and designs inspired by travel destinations—to help travellers spot their luggage instantly. This wide range of colours reduces the confusion that occurs on crowded airport belts, allows customers to express their personal style, and distinguishes the brand in a market dominated by monochromatic bags.



Nasher Miles has quickly emerged as a digital-first disruptor in India's ₹15,000-crore luggage market. Fortune India reports it as a rising star with revenue of over ₹100 crores; it targets a younger, style-conscious audience through vibrant designs, bold colour palettes and an influencer-led online presence. The company sells hard- and soft-side luggage sets, backpacks (Premium,

Gen Z, Corporate and Campus), kids' bags and travel accessories through a direct-to-consumer model complemented by selective offline stores.

2. Market & Audience Data

General e-commerce traffic benchmarks show that younger visitors dominate travel and retail sites: 18–24-year-olds account for about 31 % of site traffic and 25–34-year-olds for 30 %, whereas older cohorts collectively represent less than 40 %. Conversion rates follow a similar pattern: the 18–24 segment converts at about 2.2 % and the 25–34 segment at 1.9 %, while older groups convert at lower rates. These benchmarks suggest Gen Z and early-millennial consumers are key growth drivers but require targeted engagement to turn traffic into loyal customers.



The Indian luggage market is evolving: consumers increasingly view luggage as an extension of personal style rather than a purely functional purchase, and new brands like Nasher Miles are challenging legacy players by focusing on design, innovation and direct-to-consumer distribution. Social media and influencer marketing play an outsized role.

Research indicates that 40 % of event attendees discover new brands at events and 58 % feel a deeper emotional connection to sponsors. Nearly 48 % of Gen Z attendees (61 % of millennials) report purchasing a brand they encountered at a live event.

Experiential marketing outperforms static sponsorship; immersive installations, workshops and multisensory experiences generate more social shares and long-lasting brand recall than simple logo placement. Cause-driven, community-focused events (e.g., charity runs, local art festivals) can deliver higher ROI because goodwill is strong and competition for attention is lower.

3. Business Challenge

Nasher Miles wants to deepen its connection with Gen Z students and early-millennial travellers by building a **community-driven campus ambassador program**. The objectives are to co-create products that resonate with college students, craft memorable on-campus experiences and build a sustainable community that drives both engagement and sales. The brand is willing to invest approximately ₹10 lakh per quarter in campus activation, including event sponsorship, ambassador rewards and marketing.



4. Questions for Student Teams

1. **Campus Ambassador Program Architecture:** Design a program to recruit, incentivise and retain student ambassadors. Define selection criteria (e.g., campus reach, creativity, alignment with brand values) and propose roles such as organising on-campus pop-ups, generating user-generated content, hosting workshops or design labs, and collaborating with micro-influencers. Recommend incentives (stipends, travel vouchers, product discounts, exclusive experiences) and training that emphasises authenticity and two-way engagement, recognising that Gen Z values direct interaction and originality.

2. **Product & Design Co-Creation:** Assess whether Nasher Miles' current products (hard- and soft-side luggage, backpacks labelled Premium, Gen Z, Corporate, Campus and Kids) appeal to Gen Z. Use primary and secondary research to analyse age-wise traffic and conversion rates, and identify features—colour palette, design motifs, smart features, sustainability—that drive or deter appeal. Propose two or three product concepts tailored for college students and outline how campus ambassadors could contribute ideas, test prototypes and gather feedback.



3. **Event Sponsorship & Activation:** Suggest which types of college or youth-oriented events (cultural festivals, sports tournaments, tech fests, charity runs, art festivals) the brand should sponsor. Propose experiential activations—



such as luggage customisation stations, digital pop-ups, interactive games or sustainable travel workshops—that create a memorable presence beyond simple logo placement. Allocate the ₹10-lakh quarterly budget across sponsorship fees, on-site activations, pre- and post-event marketing and ambassador incentives, providing a rationale

for your spending mix. Consider cause-aligned events to leverage consumers' preference for brands that support social or environmental causes.

4. **Measuring ROI & ROE:** Develop a framework to evaluate both return on investment (ROI) and return on engagement (ROE) for the ambassador program and event sponsorships. Recommend quantitative metrics such as new community sign-ups, event footfall, social media mentions, lead generation, conversion rates and repeat purchases. Incorporate qualitative measures—sentiment analysis, Net Promoter Score, story submissions—to capture community loyalty. Explain how these metrics link to business outcomes and propose data-tracking methods (unique promo codes, UTM links, surveys).
5. **Assessing & Enhancing Brand Appeal:** Evaluate Nasher Miles' current positioning based on its emphasis on vibrant design, quality and D2C distribution. Does this resonate with Gen Z? Identify strengths (e.g., bold colour palettes, influencer collaborations) and gaps (e.g., sustainability messaging, pricing, after-sales support). Suggest branding or communications tweaks—storytelling on social media, cause-marketing partnerships, limited-edition collections co-designed with students—to strengthen Gen Z affinity and authenticity.
6. **Implementation Roadmap & Risk Mitigation:** Outline a phased implementation plan for a pilot and full roll-out. Include timelines (recruitment, training, co-creation sessions, event activations, program review) and key milestones. Identify potential risks such as ambassador misalignment, inconsistent messaging or budget overspend, and propose mitigation strategies (clear guidelines, monitoring, feedback loops).

5. Deliverables

1. A market & consumer analysis summarising Gen Z preferences, e-commerce traffic/conversion data and community-building best practices.
2. A program blueprint detailing ambassador recruitment, roles, co-creation activities, event sponsorship strategy, budget allocation and marketing tactics.
3. An ROI/ROE measurement framework linking community engagement metrics to business outcomes and explaining data-collection methods.
4. A brand evaluation with recommendations on product design, sustainability, influencer collaborations and communications to appeal to Gen Z.
5. An implementation roadmap with timelines, budget considerations and risk mitigation strategies.