

**2015**

Connecting you to campus

## About Us

The folks at Campus Media Group are deeply passionate about college life and college marketing. Simply put, we specialize in advertising that targets hard-to-reach college kids. College-targeted media is not like general market media. First of all, it sleeps late and eats a lot of pizza. But most importantly, you've got to have knowledge and connections to make it work. We'll spare you the pain and frustration of doing a national college marketing roll-out on your own. Leave the heavy lifting to the college experts at Campus Media Group.



### What We Do:

- Online ad strategy, buying, and optimization
- Mobile marketing and in-app advertising
- Traditional on-campus marketing activation and marketing
- Experiential and custom guerrilla marketing
- Direct marketing to students

### Expert Level Experience:

- Enrollment marketing
- Recruitment advertising
- Retail promotion
- Fast food/QSR
- Movie promotions



# Our Approach

## Today's Youth

A little-known scientific fact: College kids are not completely homogenous and interchangeable. A student in Fargo is different from a student in Orange County, and we're not just referring to how thick their jackets are. Every campus has a different feel, with its own scenes, traditions and centers of activity -all of which confirms that the way a brand is advertised in this environment needs to reflect that one size most certainly does not fit all.



## Avoiding Common Mistakes

It has been our experience that most brands approach students like a novice hiker stumbling upon a wild animal -with caution borne of uncertainty and fear. They sneak up, dangle some ill-considered bait and then scratch their heads when the student sneers and runs away. We know you must provide something of value when you engage this group. Why? Simple: This target can sniff out a sell a mile away. We recommend a more novel approach. Show them something relevant and useful to their lives, and present it in a unique and interesting way. Combining college media and compelling offers will prevent your brand from sustaining a nasty bite.

## Developing A Plan

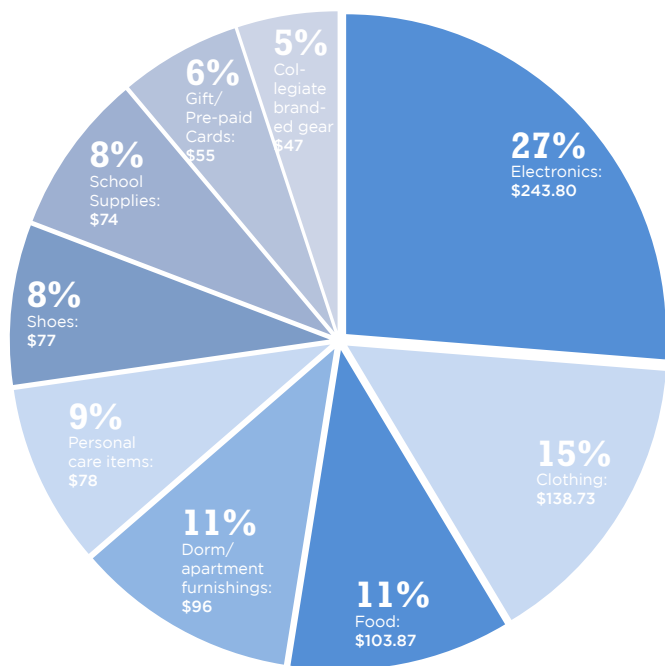
It is our opinion that "buzz" without action is just noise, and people generally don't like noise. It causes them to cup their hands over their eyes and ears and wince. So, when we develop a plan, we're pragmatic and practical. We marry a forward-thinking approach with sensible, deliberate tactics with good old-fashioned service and accountability. Our interest is in brands that want to stick around awhile, because consistency is key when marketing on campus. You can't just show up the first week of class and never come back. We think you should get to know your customer. Study them. Get a sense of their routines. Then, and only then, can you effectively build a brand in their habitat.



## Measuring Success

A big part of our approach is to try to understand how the client measures success and then base our plans around that. We believe in doing a lot of tire kicking. We test and retest to see what works so that we're ready to hit the ground running when we hit pay dirt. The funny thing about success is that people define and measure it in many ways, but we've always found that two fairly accurate yardsticks are:  
1. youth engagement and 2. wheelbarrows full of money.

# College Students Today



**\$913.40**

2015 College Back-to-College Shopping

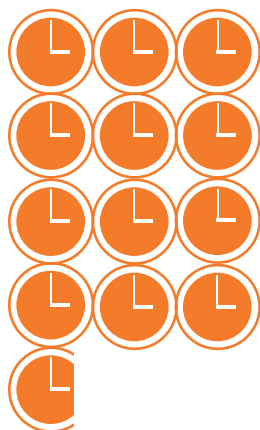
Source: [NRF's 2015 Back-to-College Planned Spend On Items Survey](#)

# 2012 College Student Population

(numbers are in millions) Source: ies (Institute of Education Sciences)

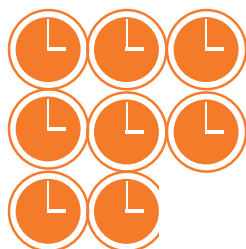
**12.7**

Full-time



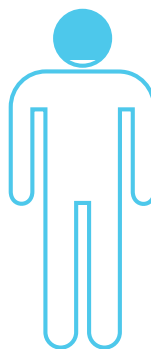
**7.9**

Part-time



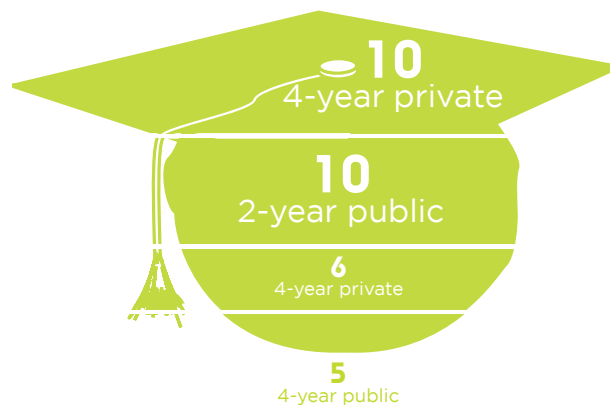
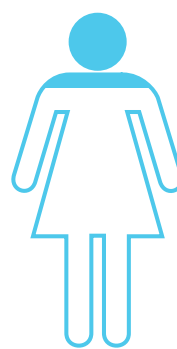
**8.9**

Male



**11.7**

Female

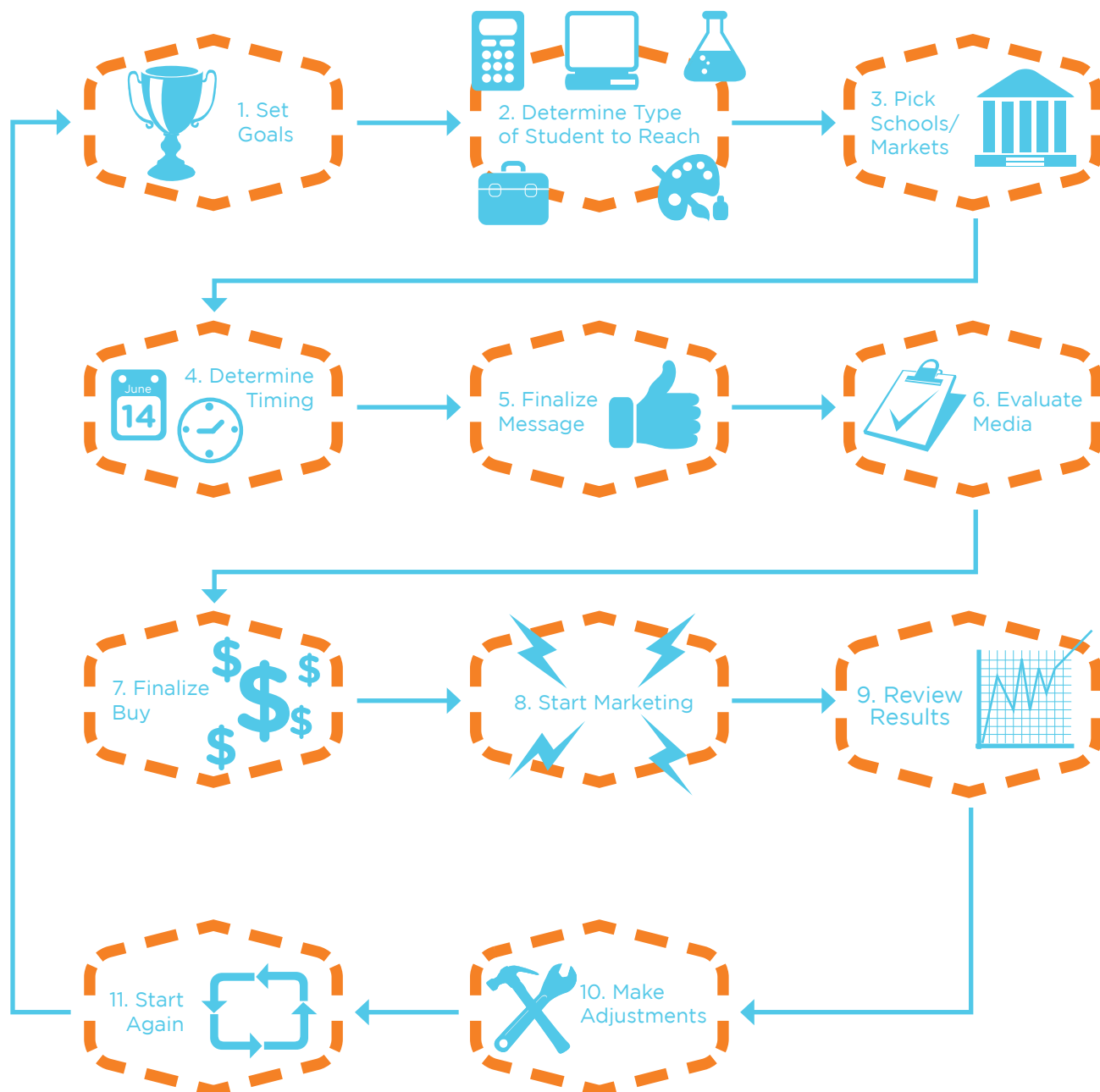


## Solutions

As you may have surmised, this target does not often sit still. Notoriously hard to reach, college kids elude conventional and clumsy methods of marketing. However, we are skilled at tracking your quarry and will develop a strategy to build your brand in the minds of today's college youth.

We offer the newest tactics and latest media from advertising to custom guerilla media tactics, and we do it quickly, efficiently and at a fair price. Plus, we're polite. We'll open doors for you and even offer you a refreshing beverage or a recipe for tater-tot hotdish should we meet in person.

### Our Process



## Traditional Advertising

Campus Media has perfected a variety of tried and true campus advertising and marketing opportunities. Here are some university-preferred channels for marketers looking for a more conservative and traditional approach to reaching students.



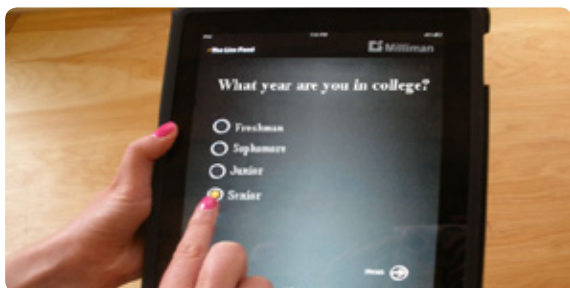
### Posters

Traditional posters and flyers can be placed in high-traffic areas around campus. We use reliable non-student regional reps who know what they are doing. You pick the schools; we'll handle the printing, shipping and placement for you. We'll even send you a batch of pictures as proof your posters went up.



### Tabling

Traditional tabling events on the quad at the dorms or in the student union. We'll handle staff models, permits, rentals, setup and execution!



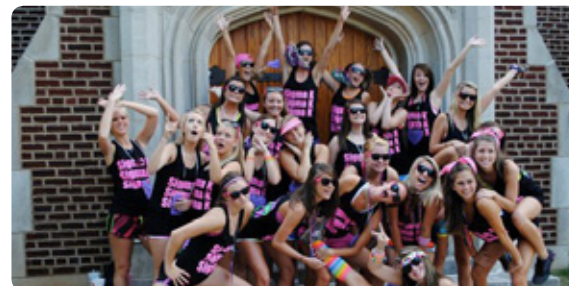
### Custom Research & Clipboarding

Sometimes, you just need answers! Let us put some boots on the ground at your target campuses to do a little pre- and post-campaign research, conduct surveys or gather names for a petition. A little insight into the campus world can help you understand what works and what doesn't. Insights and options are sure to save you valuable time and money.



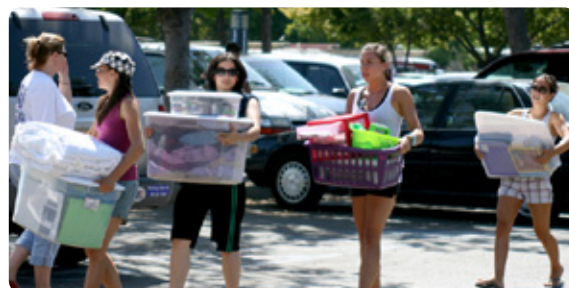
### College Press Releases

Reach the campus crowd by sending your news to more than 1,500 college and university newspapers in the US and Canada. In addition, content aggregators send your news to a network of topic-specific and general-interest websites.



### Greek Outreach

Fraternities and sororities are full of some of the most influential students on campus. Tapping into them means tapping into a social network of potential brand enthusiasts, peer influencers and student leaders. Campus Media offers postal lists, sponsorships, door hangers, chalking and sampling at sorority and fraternity houses nationwide.



### Dorm Move-In & Move-Out

Have you ever wanted to get your product into the hands of students during move-in? Maybe you have a product or service that would be perfect at a time when students are packing up for the semester. Whatever your motive, we can put you on multiple campuses at once. Major campuses, full-service planning, setup and execution.

## Digital Media

It doesn't take a rocket scientist to figure out that college youth are digital natives. Our theory is that all of your marketing efforts on the ground should be complimented digitally through online media and with mobile. These channels are the thread that should tie everything together.



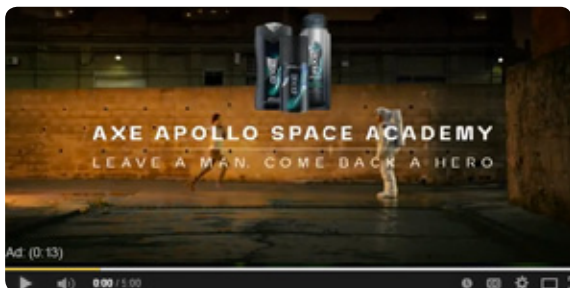
### Campus Targeted Online Ads

Through custom IP based targeting and ad inventory across thousands of websites, we can serve ads just to web traffic coming from a college or university campus. Looking to reach specific audiences or the general market? We can serve ads to them too.



### Popular Websites

Let us build a list of popular college sites on which you can advertise. Choose from college news sites, gaming, celebrity gossip, greeklife, film, music, fashion and more!



### Video Ads

Campus Media can place video advertisements as well. We will place your :15 sec or :30 sec video ad on websites with video players that are visited by students. The ads can appear pre-roll, mid-roll or post roll. With so many students consuming online video and ditching TV, this is where you need to be.



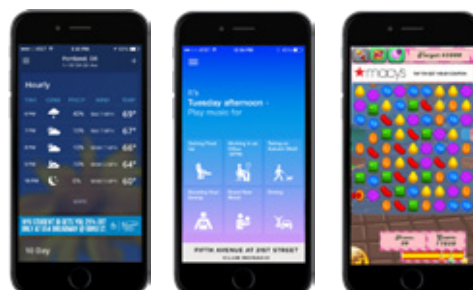
### Targeted Student Email Advertising

Reach 12 million 18-24 youth nationwide with opt-in email advertising. Target by dozens of data points such as degree program, school, and zip code. We also have email lists for teens, parents and faculty. Direct mail lists also are available.



### Facebook Advertising

Potential customers are on Facebook every day. Facebook has 1.2 billion users worldwide "Liking" 4.5 billion things per day. If you aren't there, then you don't exist. Campus Media Group makes it easy for you to get up and running with targeted news feed and right hand side ads.



### Mobile App Ads

We offer mobile and tablet banners placed in more than 250,000 apps across the Android and iTunes marketplaces. Geo-fencing around schools, malls and zip codes is also available. Choose from a wide variety of static and rich-media ad units including video.



## Out-of-Home Advertising

Major colleges and universities across the United States offer their own distinct networks and options for outdoor advertising. So how do you know where to start? Let us build a OOH plan that gets you BIG TIME exposure with college students and the surrounding college community. Options include; outdoor kiosks, transit shelters, fitness and recreation center screens, and digital screens in bookstores. Markets and availability vary.



### Kiosks

Outdoor Kiosks provide a larger format ad unit for your brand that is sure to get noticed. These 26" W x 50" H displays are placed in high traffic areas on campus on a per month basis and can include an acrylic take-one brochure holder. The majority of these kiosks exist on campuses on the west coast.



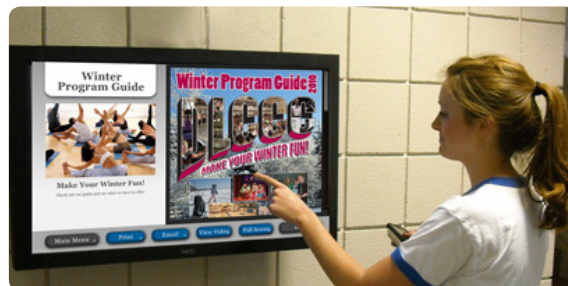
### College Kiosks and News Racks

Outdoor advertising on campus offers you the chance to be in high-traffic areas to reach students all semester long. We can help you determine what outdoor or news rack media is available on your campus list and handle the whole buy from start to finish.



### Campus Transit Shelters

University campuses operate like their own mini cities and need to move thousands of students from point A to point B all day long. Reach them on the way to class, lunch or home by advertising with campus transit media. We offer transit shelters and campus shuttle advertising on top colleges all over the country. Ask us for a list today.



### Fitness and Recreation Center Screens

Digital video and rich media options exist with access to an extensive network OOH screens in college bookstores and recreation centers on hundreds of campuses nationwide.



### College Bookstore Screens

Be seen during key student shopping periods. Run your :15 or :30 sec. ad spots in hundreds of college bookstores nationwide.



# Guerrilla Marketing

Sometimes traditional college marketing channels need a boost. We offer the latest buzz marketing tactics and custom guerrilla media available to get you noticed on and off campus. Here are some non-permission based tactics for brands that aren't afraid to be bold and try something non-traditional.



## Sidewalk Chalking

Sidewalk chalking on and off campus delivers timely messaging in a fun way while giving you a “grass roots” feel that resonates so well with college youth. We have professional media installers in every major market ready to place sidewalk graphics, custom chalk designs and other ground advertising.



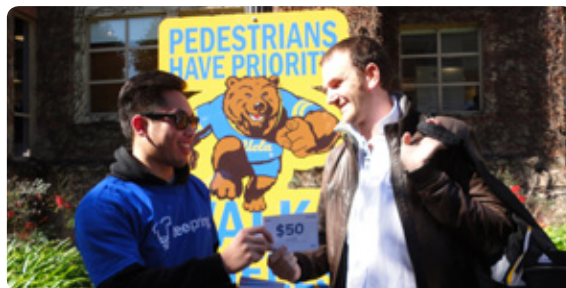
## Sidewalk Vinyls

Need something high-impact, fun, and unique that also delivers quality printing? Vinyl sidewalk clings can be placed around campus, outside bookstores and coffee shops, or at your next event or festival. They're great for movie releases, bands and other timely announcements. Made with durable, anti-slip material that won't damage the ground.



## Clings and Wall Graphics

Sometimes, you need to fly under the radar to deliver a strong message. Repositionable stickers, mirror clings, and other wall graphics can be placed on and off campus in unexpected areas. We handle production, delivery, and location scouting. Great for cause marketing, bands, and movie promotions.



## Street Teams

We've got talent! Whether you need attractive models to hand out branded footballs at tailgating events this Fall or energetic staff to hand-distribute product samples in 50 markets on a single day, we've got you covered. Full-service planning, setup and execution anywhere in the U.S. on and off campus. Professional and reliable staff. Fully insured.

## Custom Media

Sometimes, one size does not fit all. We understand that unique challenges call for unorthodox ways of thinking. We love projects where brainstorming gives life to creative solutions. We are equipped to handle custom projects, media experimentation, and good old-fashioned hard work to ensure that your project gets done on time and on budget.



### Wild Postings

Make an impact with wild postings and rip-away posters in major markets. Postings like this can't be done on campus property, but we can do this for you in popular off-campus areas, major cities or urban markets. Perfect for movie promotions, concerts, cause marketing and other projects where you want your media to be stolen, photographed and put up in a dorm room!



### Projection Media

Need to turn some heads for a nightlife promotion or grand opening event? Our roving street teams can take your brand images, video and project it on to any flat surface. Our handheld projection devices are easy-to-move and set-up in multiple locations throughout the night. Large format 2-D projection is also available.



### Campus Events & Tours

Need to get on campus in a big way? Looking for a university approved event with vehicle wraps, branded tents, and the whole shebang? We have the connections and experience working with Student Activities departments, student groups and private entities to build larger-scale events and tours.



### Custom Media Design & Installation

Need a good fake blood recipe for a horror movie promotion? Maybe you want to stamp your logo in the snow all over campus this winter. Maybe you have an idea for something cool and just need someone to bring it to life. We're all ears. We may even already have a blueprint for it lying around in our office somewhere.



### Consultation

The leadership team at Campus Media Group has more than 30 years of combined college marketing experience. If you are in a position with your brand or client where you need expert advice and fresh insights, consider hiring us for your next project. We have affordable consulting packages to ensure you make educated decisions on reaching the college market.



### Jet Pack Sampling

Get out into the community and socialize! These compact beverage jet packs can deliver a cold beverage on a hot day or a warm cup of joe on a cold campus. We handle all the logistics while your brand carries the conversation.



### Screen printing

Make your event come alive with custom t-shirt printing demonstrations. Mobile screen presses can be moved to any market and customized to produce high-quality apparel or prints with your brand front and center.

## Off-Campus

College marketing doesn't always have to take place directly on campus. College towns are buzzing with their own unique opportunities and centers of activity for us to reach young adults. Here are some examples of "other" media and marketing tactics you may not have thought of.



### Mobile Billboards

Make a big impact on campus and around town by branding our fleet of mobile billboards. Rent them by the week or month for competitive blunting, events or to circle and park around college campuses.



### Campus Coffee Shops

Coffee shops are a great place to reach students all hours of the day. Whether they are studying for finals or seeing their favorite acoustic act, these shops become centers of social activity. Coffee sleeve advertising is available in major markets at independent campus coffee houses on & off campus. We can even arrange to have an in-store coffee event hosted by you!



### Bars & Nightclubs

What does Mills Street at Arizona State have in common with State Street in Madison? Both have great campus bars. We know the hot-spots for every college town and can negotiate with bar owners to get your brand tapped into the college nightlife.



### Spring Break

Be part of the party! Send our street teams to popular Spring Break locations to execute guerrilla marketing at clubs, on the beach and around hotels. Or, consider using our mobile marketing reach to target spring breakers on their phones.

# Worksheet

Use this blank flowchart to plan your College Marketing goals.

Set Goals

What action do I want college students to perform?

Student Target A

Student Target B

Not all students are the same.  
What type of student are you trying to reach?  
[i.e. Freshman & Accounting Majors?]

Geo/  
Schools

Geo/  
Schools

Geo/  
Schools

Geographic/Schools Targets and Markets

Media Type A

Media Type B

Media Type C

Media Type D

What media to choose?  
Consider online and offline tactics.

- Biggest challenges?  
- Key time periods?  
- How will Campus Media support you?  
- How will you measure success?

Plan parameters including flight range dates & budgets

