



media

kit

Campus Commandos

01

about us

02

trusted by the best

03

major wins

04

our work

05

the process

06

our reach

07

capabilities

01

about us

our mission

*We exist to **secure your future customer.***

01

about us

We are the **campus marketing powerhouse** that focuses solely on marketing products and services to college students. We've been building **brand experiences both online and offline for gen z / millennials** and getting results for 10 years. Clients, ranging from startups to multi-national companies, stick with us because we're constantly evolving, always relevant, and continually delivering results.

Q2

trusted by
the best

02

trusted by the best

We've executed countless programs all
across North America for clients such as:



03

major wins

03

major wins

Campus Commandos has had a ton of success over the last 10 years, evidenced by our client **relationships with Fortune 500s**.

40%

Reduction in costs for **Coca-Cola's** brand ambassador program while increasing reach by 3x.

"I am thankful for you [Adam] and Mickey in my life this year." - **Cassie, Coca-Cola**

60%

Increase in calculator sales for **HP** during student orientation.

"On HP shopping we've seen 60% sales growth for the 50g and 7% growth for the 10bII+" - **HP**

28%

Increase achieved in diversity recruiting for **Volkswagen**.

"Very interesting results! Whatever we're doing is working, because we have a record-breaking 1200 applicants, and it's only been a week and a half! And of those nearly 1200, almost 800 meet our program qualifications, which tells me that we're getting the right type of applicants." - **Cameron, VW**

04 our work

04

our work

We've executed **thousands** of campaigns all across the country for a variety of brands. Check out some of our projects.

L'ORÉAL®

case study

CLIENT
L'Oreal Paris

TIMEFRAME
2018 Fall Semester

ACTIVATIONS
Welcome Week Events
Greek Life Events

CATEGORY
Cosmetics

OVERVIEW
During the 2018 Fall Semester, Campus Commandos executed **10 events** on a total of 9 campuses. Our footprint was designed to showcase new L'Oreal portfolio products and provide an **opportunity for students to sample specific items, both physically and virtually**. Students had the opportunity to **test our virtual makeup through two options: the Target makeup studio and the You Cam makeup app via our iPad pro**. Students also had the opportunity to have makeup applied to them by sitting in our makeup chairs.

GOALS
Goals for the program included **collecting email addresses**, promoting specific L'Oreal products and promoting **brand affinity**.

70K+
impressions in-person
WELCOME WEEK EVENTS

198K+
bonus impressions
DIGITAL

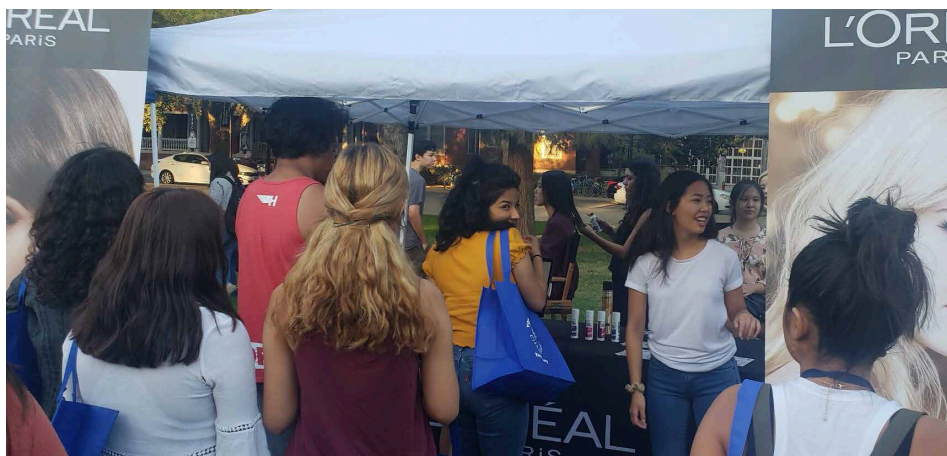
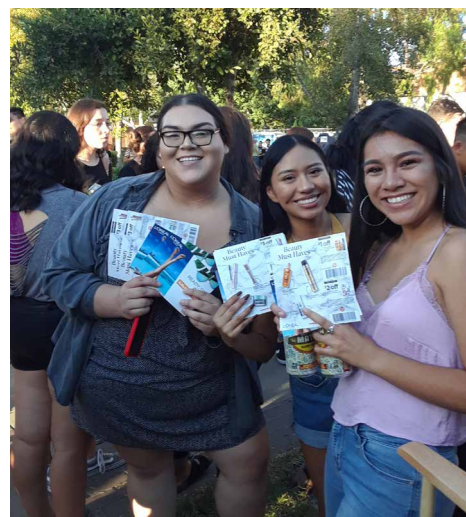
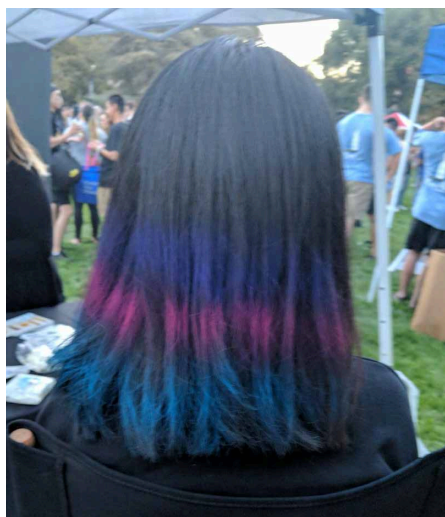
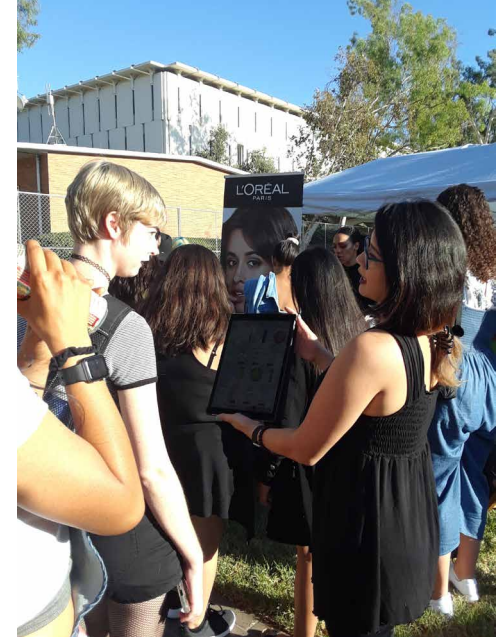
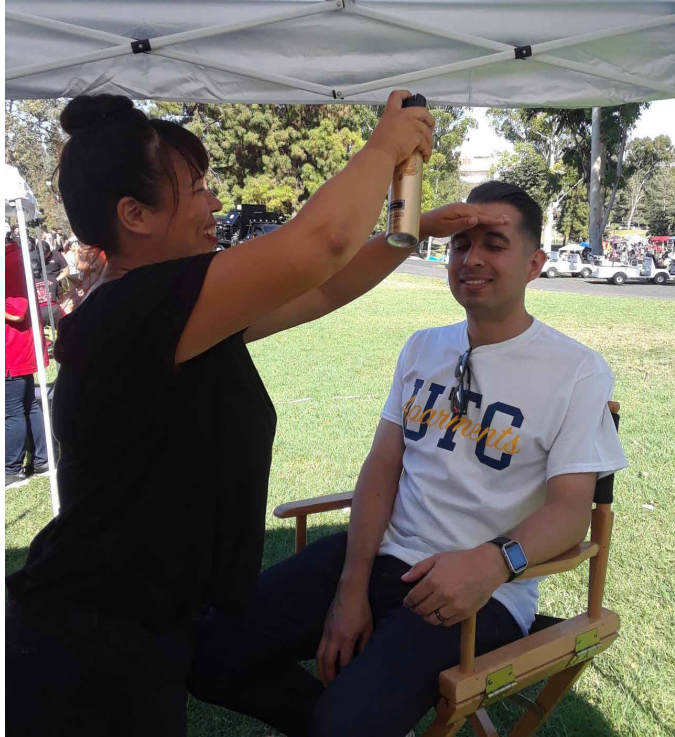
1965
makeup applications
WELCOME WEEK EVENTS

RECAP VIDEO
<http://bit.ly/lorealWW18>



LOCATIONS
University of Minnesota
University of California Irvine
University of California Los Angeles
University of California Davis
University of California Riverside
California State Northridge
University of Florida
University of Houston
University of Southern California

GREEK LIFE EVENTS
As part of a larger campaign for L'Oreal, Campus Commandos executed 5 sorority events in the Spring Semester aimed at driving **product trials, awareness, and coupon redemptions** using our Go Commando Software





case study



GOALS
Goals for the program included collecting student data, promoting brand awareness and increasing purchase consideration for Canon's printing products.

RECAP VIDEO
<http://bit.ly/Canon2019Recap>

7K+
demos given
WELCOME WEEK EVENTS

CAMPAIGN HIGHLIGHTS

37.76%
engagement rate
SOCIAL REPS

689K+
impressions
ON SOCIAL MEDIA

ACTIVATIONS

- Welcome Week Events
- Sorority Events
- Market Research
- Social Ambassadors

TIMEFRAME

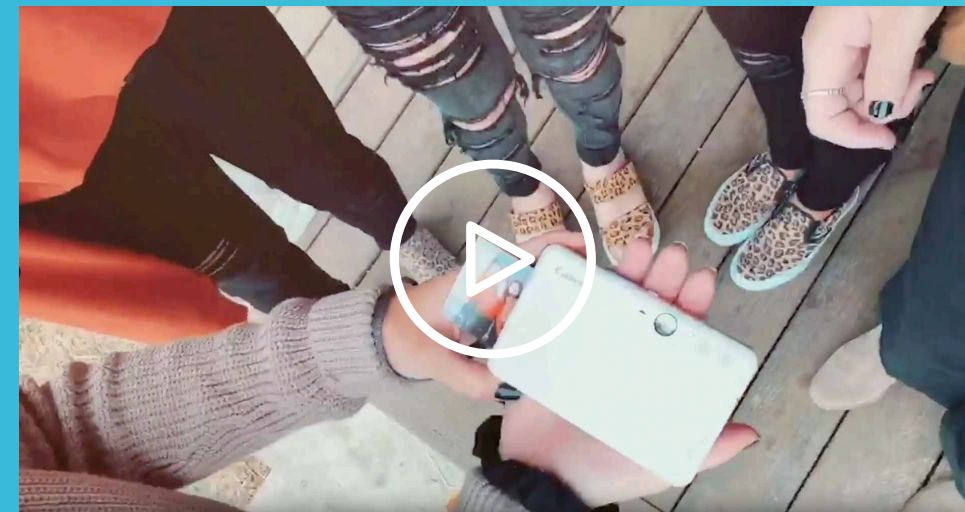
January - December 2019

PRODUCT

Canon IVY CLIQ & CLIQ+

OVERVIEW

In 2019 we completed **20 on campus events** which totaled **over 343,000 impressions**, created **over 1,400 pieces of unique content** with our social ambassadors, created quality engagements with **over 940 sorority women**, demonstrated the Canon CLIQ and CLIQ+ over **7,000 times** and had **over 689,000 impressions on social media**. Our main objective was to introduce as many students across campuses to Canon's new products, the IVY CLIQ and CLIQ+, and gain a stronger insight into what students thought about these products.



MARKET RESEARCH FINDINGS

We asked students to comment on whether they might **consider purchasing the CLIQ or CLIQ+ after seeing it on campus** and over **84% polled** said they would.

QUOTE FROM SORORITY

"My favorite part of the event was seeing everyone enjoy themselves with the camera. **A lot of sisters were asking where they could purchase one ASAP!** It was a beautiful turn out and my sorority enjoyed the event overall."
- Abyssinia, Grambling State

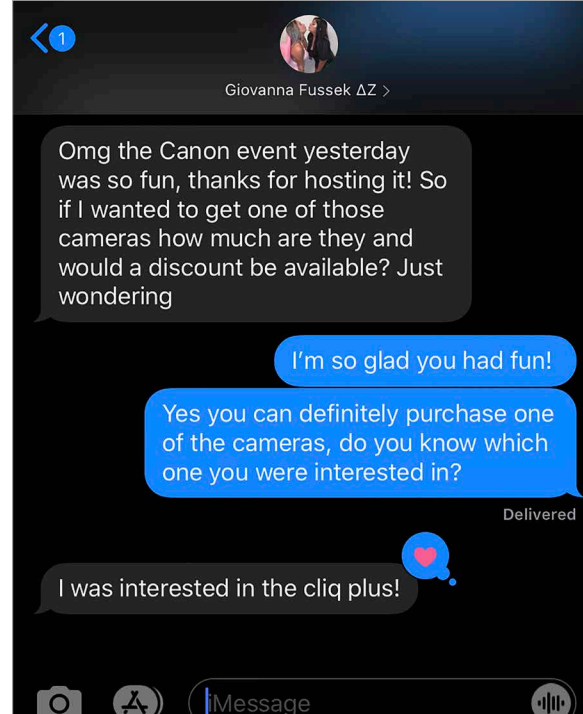




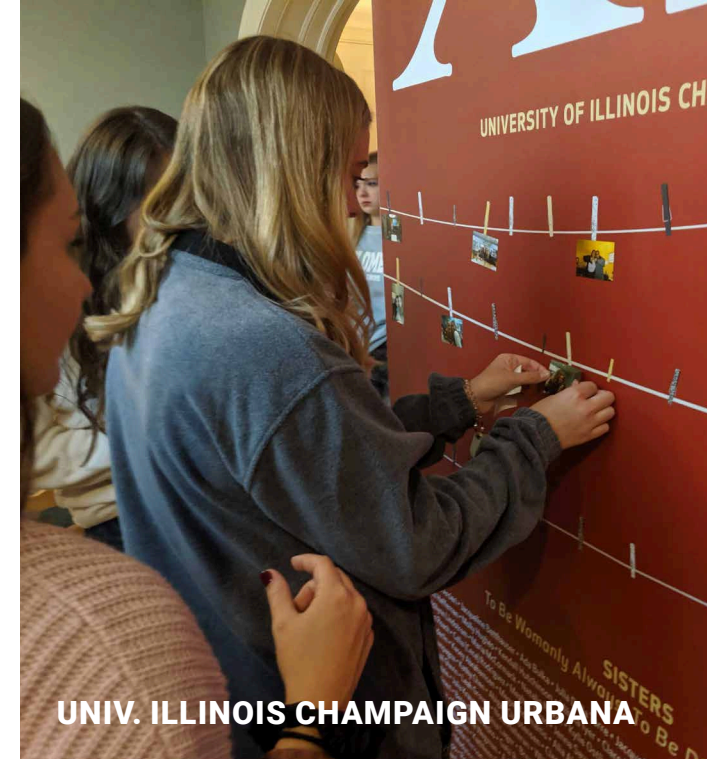
EAST CAROLINA UNIVERSITY



NUMBER OF VIEWS
713



WESTERN KENTUCKY UNIVERSITY
"My favorite part was seeing all of my friends be so excited and interested in a product they haven't ever used." - Meredith Wilson



UNIV. ILLINOIS CHAMPAIGN URBANA



UNIVERSITY OF SOUTHERN CALIFORNIA



PENN STATE UNIVERSITY



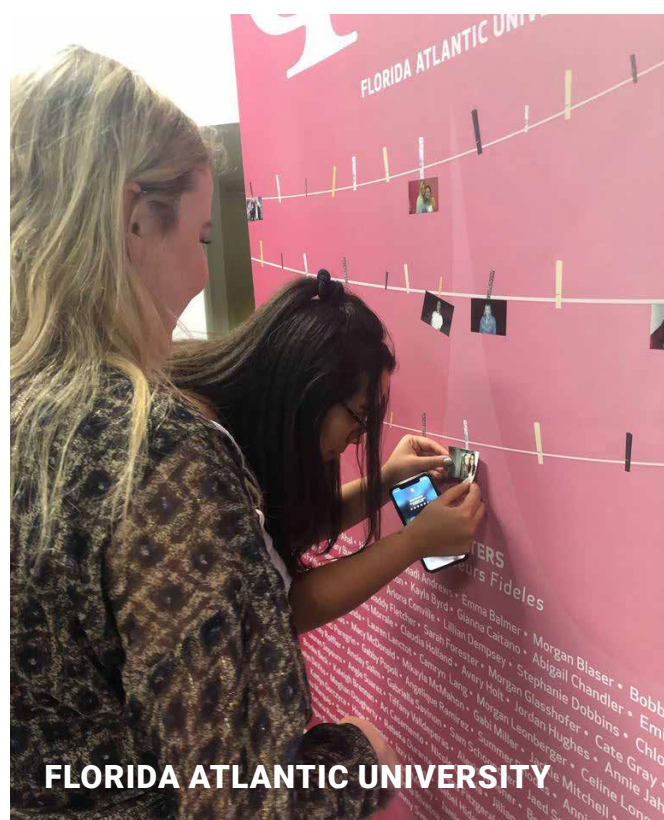
GRAMBLING STATE UNIVERSITY



OHIO STATE UNIVERSITY



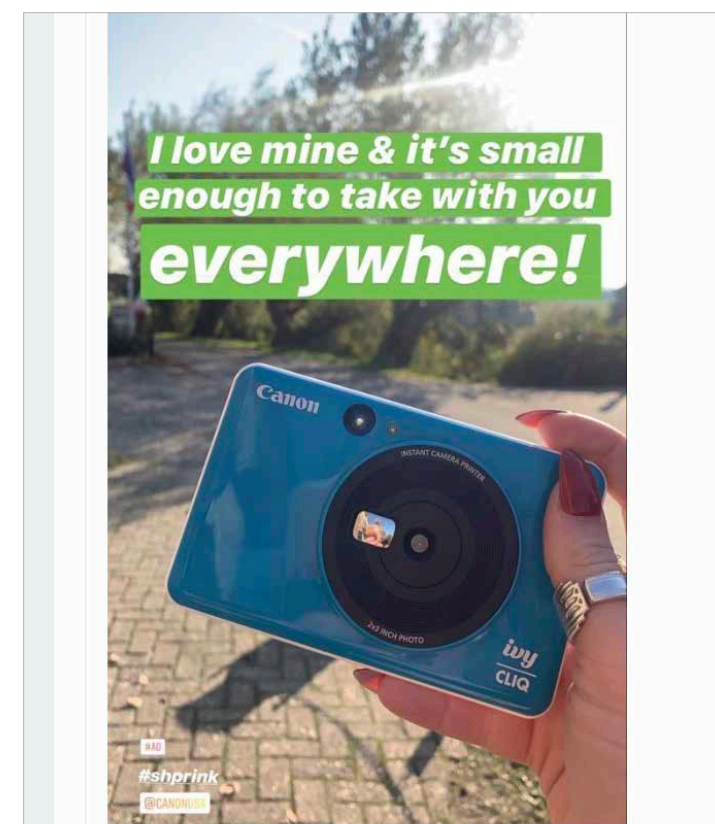
OHIO STATE UNIVERSITY



FLORIDA ATLANTIC UNIVERSITY



GEORGIA SOUTHERN



NUMBER OF VIEWS
2398

UCLA:
"I wouldn't change anything! This was hands down the best and coolest sisterhood event we've had!"
- Karsen Kolnicki



case study

THE CLIENT
Jimmy John's

TIMEFRAME
Fall Semester 2019

ACTIVATIONS
Email Marketing
Welcome Week Events

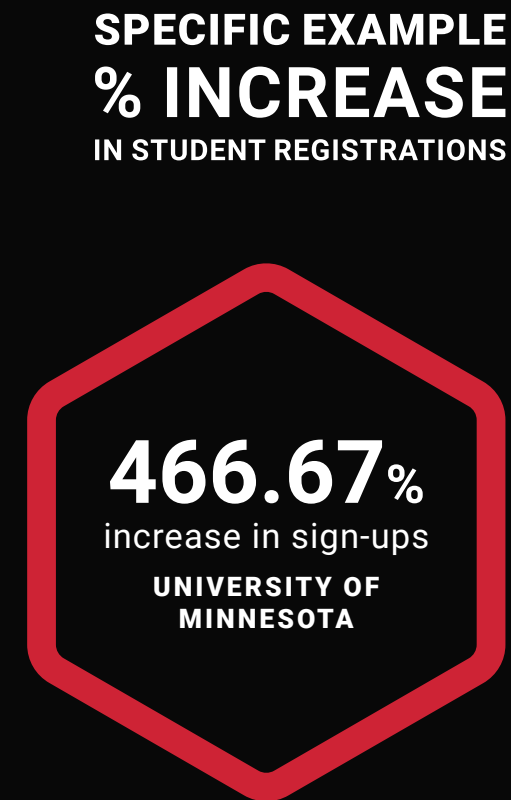
CATEGORY
Food

QUOTE FROM CLIENT

**"It was an impressive increase."
- Ian Dalzell**

OVERVIEW

Campus Commandos helped Jimmy John's with the **national launch of their rewards program, Freaky Fast Rewards**, to college students.

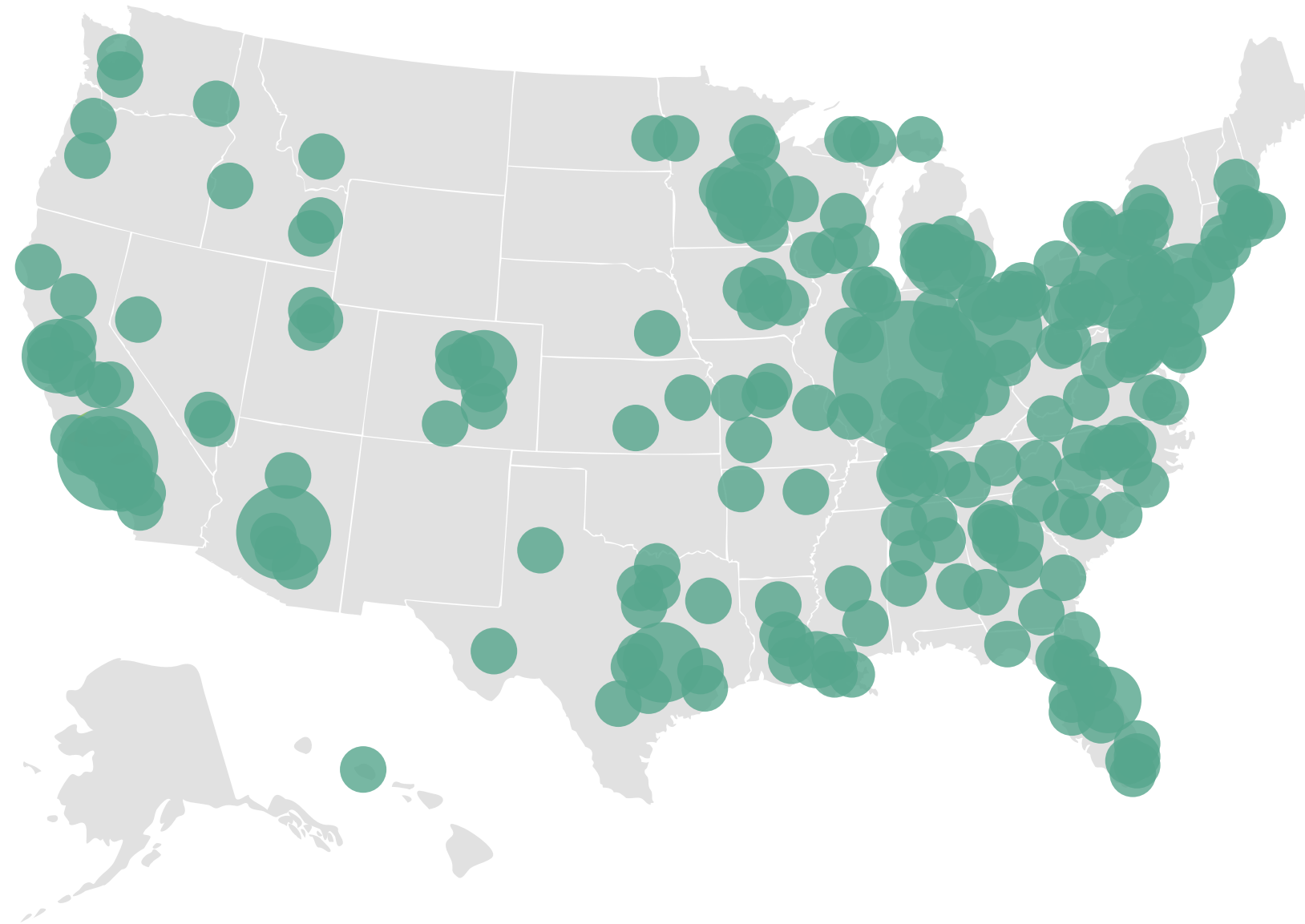


06

our
reach

06 our reach

Reach **over 15,000 college influencers**
across **1,300 campuses and universities**
nationwide. We work with our client partners
to create a list of prospective cities, markets,
campuses, festivals, stores, events, and other
targets for our campaigns.



DIVERSE REACH

- Community Colleges
- HBCUs
- HSIs
- Greek Life
- Parents

07 capabilities

07

our capabilities

Our most requested capabilities are below:

CAPABILITIES

- Campus Reps / Brand Ambassadors
- Market Research
- Email Marketing (*Targeting: School Name, City, State, Zip Code, Degree Program, Year in School, Gender, Race*)

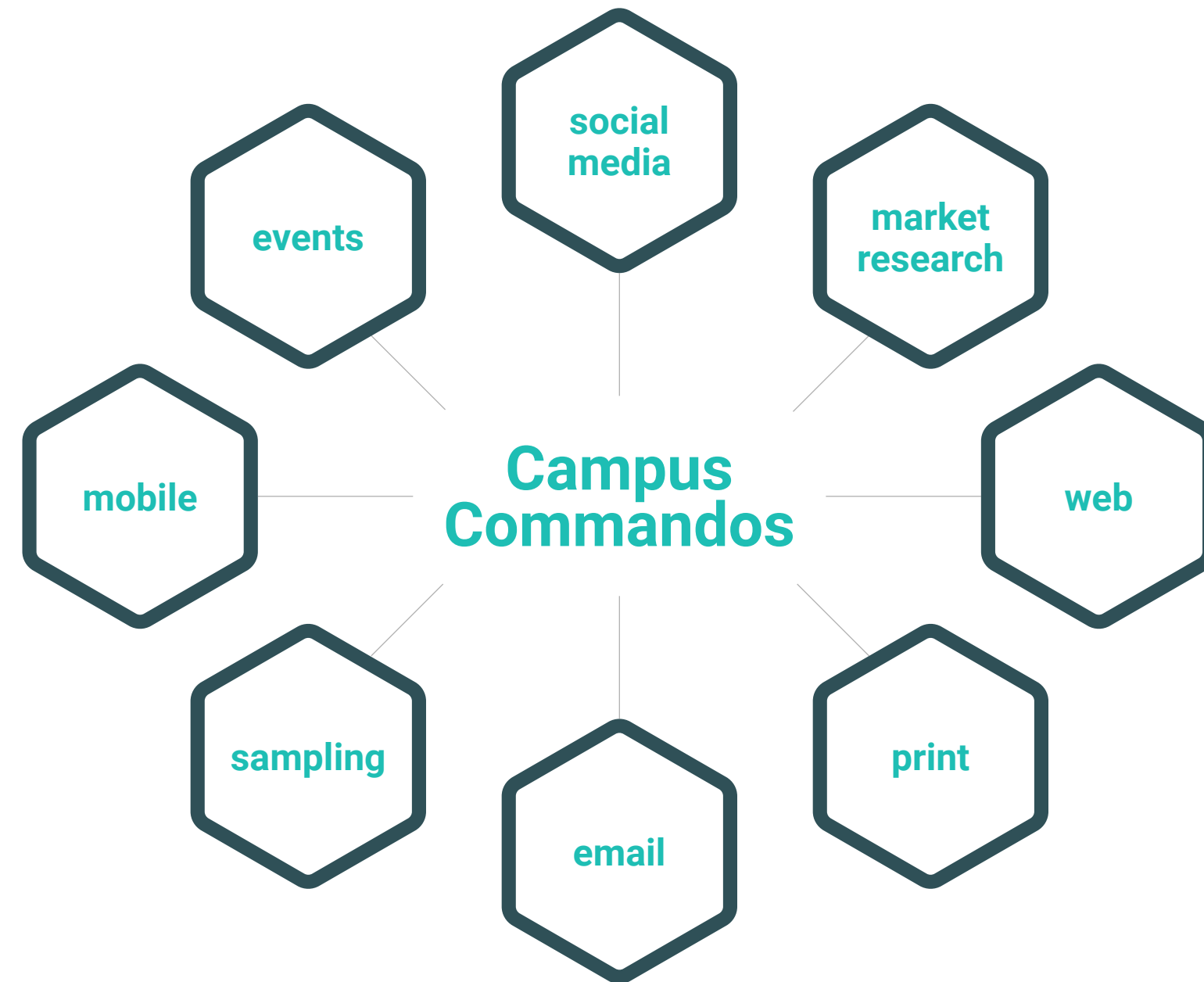
- Social Media Influencers (*Example Live Campaign: [#iworkforcokeCA](#)*)
- Mobile Marketing
- Street Teams
- Reserve Space on Campus
- Freshmen Orientation
- Road Tours

OUR RELATIONSHIPS

- Greek Life
- Student Activities Boards
- Career Services
- Campus Rec Centers
- Student Housing
- Bookstores

07 360° approach

Campus Commandos will develop a 360° approach marketing plan tailored to reach your brands' objectives.

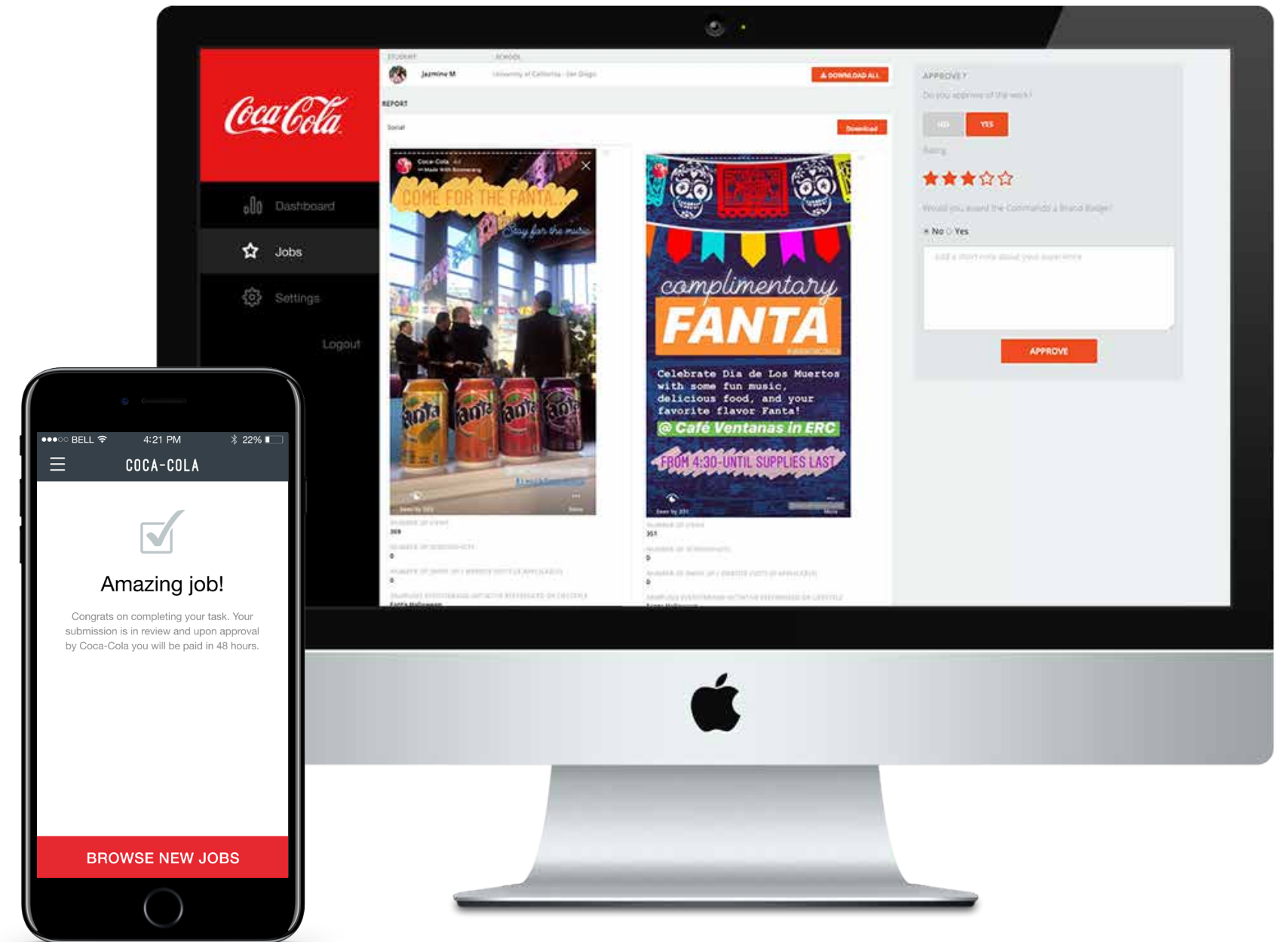


07 proprietary app

Reach college students **in seconds** using our Campus Commandos App, a communication and reporting tool for your campus reps.

DOCUMENTATION TOOLS:

- GPS Check-In
- Photo/Video
- Share App Link
- Survey
- Social Share (Instagram, Snapchat, Facebook, Twitter)



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