



# CAMPUS CLOUT

Connecting with your Campus Community

## COMPANY FACTS

### Follett Higher Education Group

- Privately held
- 137 years of experience
- Retail sales in excess of \$2 billion
- Headquarters – Oak Brook, IL
- The Leader in College Bookstore Management
- Largest retailer of textbooks and emblematic clothing and gifts in the world
- Located on over 700 campuses in 48 states and 5 Canadian Provinces
- Serves over 5 million students and over 1 million faculty and staff.
- efollett.com is the 55th largest retail website



### What is Campus Clout?

Campus Clout is an extensive, multi-faceted college marketing program tailored to aggressively present brands and successfully market to 18 – 24 year old college students.

Campus Clout provides brands access to 860 individual Follett-managed campus bookstore locations as well as their websites.





## PAST & CURRENT CAMPUS CLOUT PARTNERS





## ONLINE: EFOLLETT.COM

- Largest online retailer of textbooks, emblematic clothing, and gifts in the world
- 55th largest retail website
- Supports 850 individual e-commerce bookstores sites
- Most successful site at converting traffic to sales
- Reaching 6 million students & 500,000 faculty and staff

## ONLINE OPPORTUNITIES

- Awareness & Email Sponsorships
- Online Banners
- Sweepstakes & Promotions
- Social Media Integration



# SAMPLING



With an exciting range of cooperative and custom sampling options, we can effectively drive your product to these important, but often elusive college demographics.

## CUSTOM SAMPLING PROGRAMS

Designed to deliver efficient and effective hand-to-hand sampling in college bookstores.

## GENDER-SPECIFIC SAMPLING

Bookstore staff can sample to males or females as appropriate.

## ONLINE ORDER SHIPMENTS

Samples are inserted in packages during the efollet.com fulfillment process.

## FRESHMAN ORIENTATION FOLDERS

Folders enable the delivery of flyers and coupons alongside campus and bookstore information to over 500,000 freshman students and parents during the spring and summer. Folder materials drive to retail for purchase, or online for coupon retrieval, sweepstakes entry, social media integration, etc.



# EVENTS



Young adults have high expectations. They want to be entertained and excited by your brand. Event marketing leverages the energy of young people and directs it to build a connection between them and your brand.

## IN-STORE EVENTS

Drive sales of your product or service either in the Follett bookstore or point to a local business through experiential/retailtainment events.

## CUSTOM EVENTS

- National or Regional Tour
- Mobile Marketing
- Truck Tours
- Movie Screenings

## GUERRILLA MARKETING

- Guerrilla Marketing
- Intercept sampling
- Wild posterings
- Promotional staffing
- Campus marketing
- Chalk art



# PARTNERSHIPS



Campus Clout programming is brought to life in Follett Bookstores nationwide through a strategic alliance with two best-in-class companies; IMG College and Pierce. Together these partners guide brands from concept through activation.



Pierce is a top-ranked, global experiential agency specializing in lifestyle, community and retail marketing. Its internal insights and measurement group, ExpM, delivers marketing research and ROI analysis services to Campus Clout programs. Founded and headquartered in Portland, Maine in 1990, Pierce has offices in New York, Washington DC, Chicago, Charleston, Toronto, London and Bentonville. Pierce is fully-owned by Omnicom Group, Inc.



IMG College is the premier college marketing, licensing and media company, with over thirty-five years of experience in college sports. As an elite portfolio of top universities and conferences across the country, IMG College affords access to the college market at the national, regional and local level.



# IN-STORE MARKETING

The campus bookstore of today is more than just books. Seen as a one-stop shop for school spirit, gift giving, and technology needs, the bookstore is a destination point for entertainment and information. We provide in-store promotions and deliver marketing programs that include the following elements:

- Ceiling Signs
- Banners
- Shelf Talkers
- Store Entrance Signage & Standees
- Demo Days
- Take-One Display
- Counter Cards
- Counter Mats
- Sweepstakes Sponsorship
- Literature or Sampling Hand-to-Hand at the Register
- Textbook Stuffing



## CAMPUS CLOUT IS A YEAR-ROUND ACTIVATION PLATFORM

In-store sampling, awareness campaigns and demonstrations to align with campus events

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
FALL BACK TO SCHOOL			HOLIDAY BOOK BUYBACKS				FRESHMAN ORIENTATION PERIOD				
		MIDTERMS			JANUARY BACK TO SCHOOL	MIDTERMS		SPRING BOOK BUYBACKS			
									SUMMER BACK TO SCHOOL		
efollet.com WEB BANNERS						STUDENT BODY EMAIL BLASTS					

