



## Students at hundreds of the country's biggest schools ready to work for you.

### OVERVIEW

#### CBS Sports Network Campus Reps

- Increase brand awareness
- Create buzz on and off campus
- Collect valuable consumer data and insights

#### On-Campus

- Recreational: intramural sports, recreation centers
- Social: Greek life, student dorms, libraries, classrooms, cafeterias

#### Local Markets

- Local sports communities
- Popular bars and restaurants
- Targeted shops

#### Online

- Email blasts
- Social networking sites: Facebook, Twitter, MySpace, YouTube
- Message Boards
- Blogs
- Instant Messenger (AIM, Gchat)

### CASE STUDIES



#### SAMPLING

##### EMERGEN-C

Approximately 13,000 samples were distributed at events between February and April 2009 including:

- **UCLA** – “Bruin Run/Walk,” one of the biggest student-run events on campus every year
- **Georgia** – Annual “Relay For Life” event brought out over 2,500 students
- **Tennessee** – At the “Knoxville Covenant Health Marathon” Campus Reps distributed 5,000 samples
- **Miami (FL)** – Over 1,000 students attended Sigma Alpha Epsilon fraternity’s annual “Paddy Murphy Week Charity Concert”
- **USC** – 28th annual “Swim With Mike,” the largest philanthropic event on USC’s campus
- **Washington State** – “Up All Night” is a late-night entertainment series including movies, live bands, comedians, and more

**CAMPUS  
REPS**



## SAMPLING

### CBS COLLEGE INTRAMURALS

- Over 50 campuses
- Weekly bottle distribution to players and fans
- 412,000 bottles sampled since September 2007
- Marketing materials drive traffic to the custom program website
- Viral marketing campaigns on Facebook, Twitter, and AIM
- Photos and video from events posted to individual school pages on program website
- 146,719 photos and 15,202 videos posted



## COUPONING

### JACK IN THE BOX

- Started Spring 2008 on 2 campuses; now on over 50 campuses
- Over 75,000 coupons distributed
- Over 25,000 branded premiums distributed
- 65% coupon redemption rate
- Customized game "Tic Jack Toe"
- 29 campuses were selected for co-promotion with Dr Pepper



## VIEWING PARTIES

### CW

Reps planned, executed, and promoted viewing parties for the premiere of the CW's Pussycat Dolls Present: "The Search for the Next Doll"

- 20 college campuses
- Branded posters & coasters
- Self-made flyers
- Word of mouth
- Facebook, AIM, and email blasts
- Sorority & Fraternity houses
- Dorm lounges
- Campus auditoriums
- Favorite student bar/restaurants