

Tous Case Study

1

Overview: The female jewelry and accessory company, Tous, was looking to drive student traffic to stores around 6 universities.

University of California-Irvine, New York University, Duke University, University of Maryland-College Park, University of Central Florida, University of Miami

Goal: Raise brand awareness and drive student traffic to Tous retailers and Tous.com

Timeframe: 10/25 – 12/31/16

Media Plan: OnCampus designed a plan that combined our Campus Influencers, who promoted Tous by posting on social media, handing out flyers and hanging up posters, with targeted email blasts to female students at select schools.

of Influencers: 22

Social Media Posts: 124

of Social Media Likes: 33,574

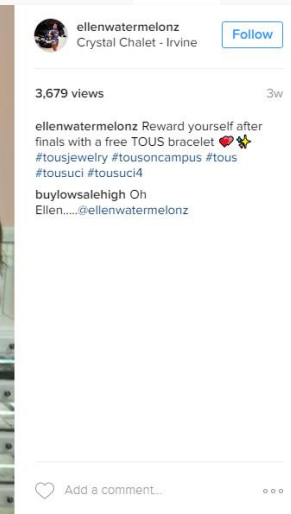
❑ 32,048 Instagram Likes/Video Views

❑ 1,526 Facebook Likes

Flyers Distributed: 13,200

Posters installed: 1,700

Emails Sent: 158,151 (38% Open Rate)



Tous – Social Media

2

Social Media Strategy Overview: Social media served as the backbone of the campaign with brand ambassadors posting photos of themselves modeling Tous jewelry. These posts were used to increase brand awareness and encourage females to visit Tous stores and website.

An important aspect of our social media strategy was the timing of each series of posts. For Halloween, Thanksgiving and Christmas, we encouraged the brand ambassadors to align their post's content with each respective holiday.

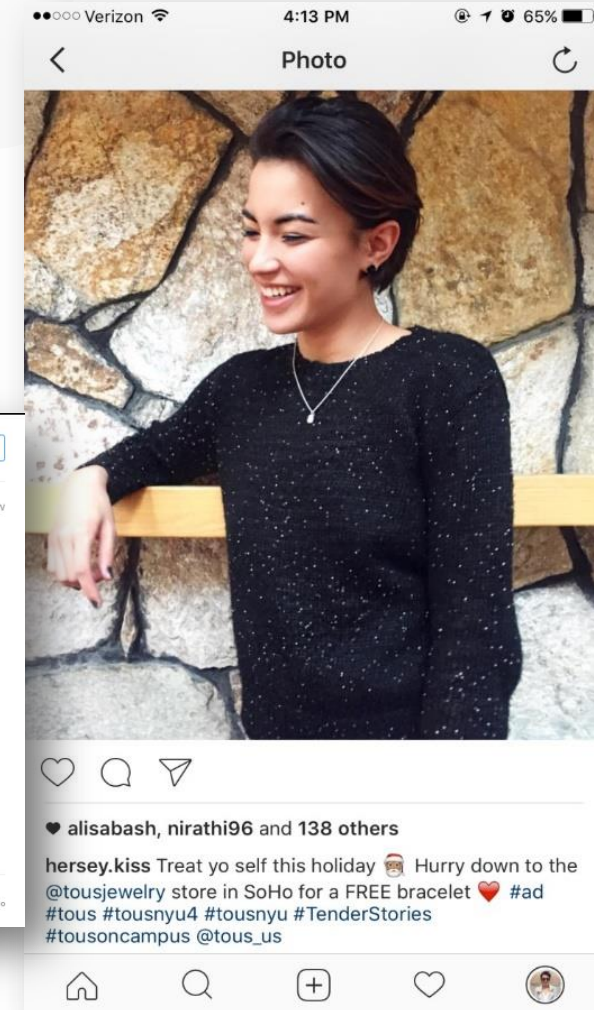
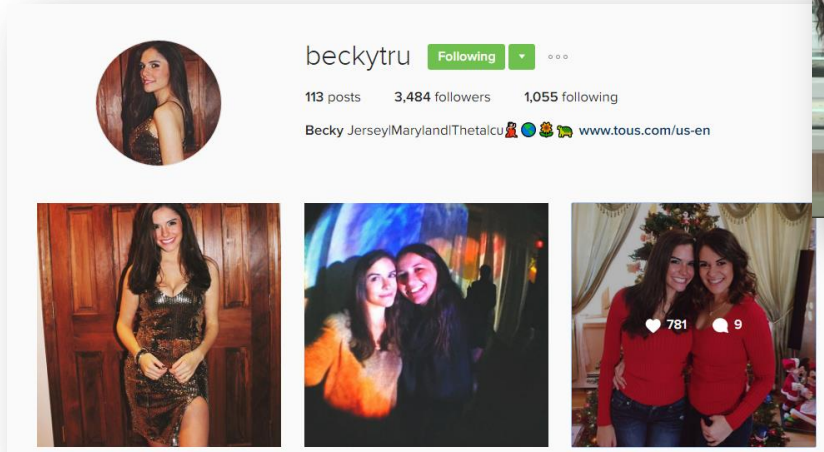
Social Media Results:

124 Social Media Posts

33,574 Social Media Likes

32,048 Instagram Likes/Video Views

1,526 Facebook Likes



Tous – Flyering

3

Flyering Strategy Overview: Spanning from the end of October through the last day of classes in December, brand ambassadors distributed a total of 13,200 flyers to female students at the targeted universities. Each brand ambassador, wearing their Tous shirt, flyered for 5 hours, split between 2-3 days, at high-traffic areas on campus. Hot spots included quads, student lounges and popular hangout spots.

A unique addition to the flyering strategy was the inclusion of the Tous bear cut-out, which proved to be a great way to increase brand awareness. While flyering, brand ambassadors encouraged female students to take photos with the bear and post them on social media.

Flyering Results:
13,200 Flyers Distributed



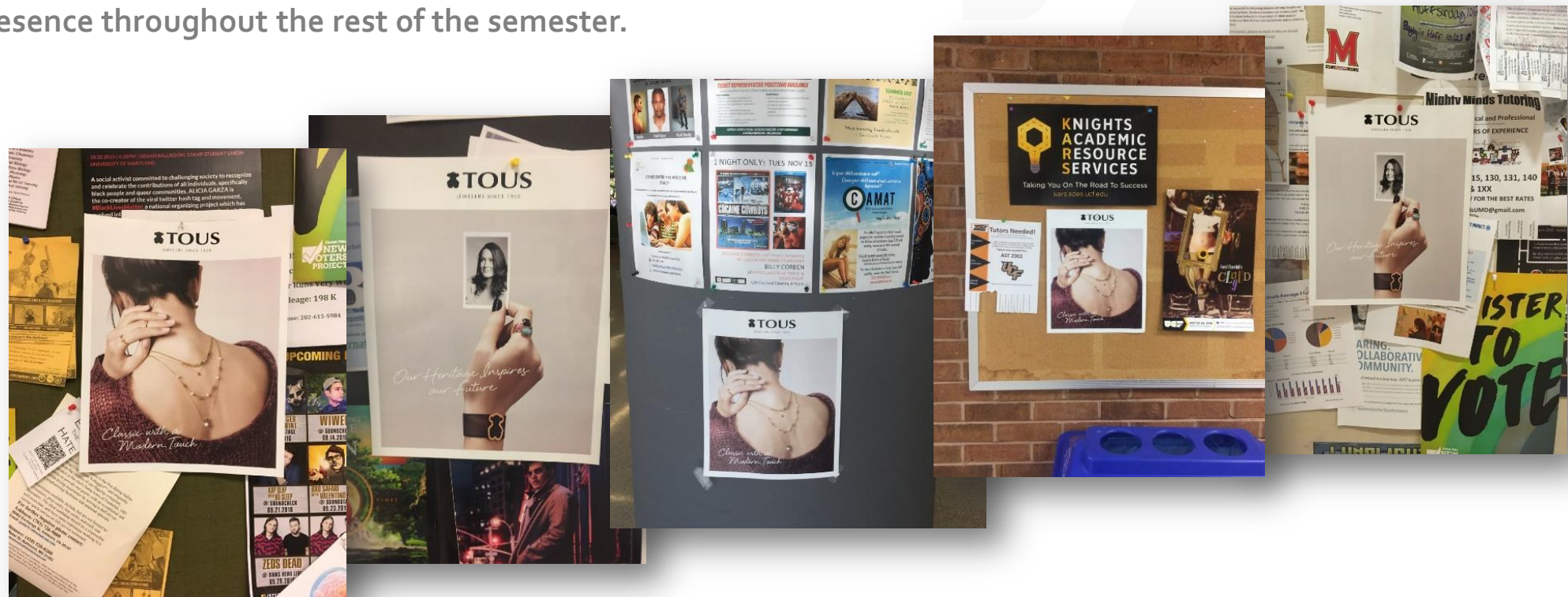
Tous – Postering

4

Postering Strategy Overview: The strategic placement of 1,700 total posters on campus bulletin boards and various other high traffic locations amplified Tous' presence on each of the 6 targeted campuses.

In order to maximize the effectiveness of the postering strategy we completed 2 installs at each school. The first poster install was completed at the beginning of the campaign in late October. The final install was completed 3 weeks later to guarantee a branding presence throughout the rest of the semester.

Postering Results:
1,700 Posters Installed



Tous – Email

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Email Strategy Overview: Specifically targeting female students, Tous and OCA worked together to find the ideal subject line for each of the blasts. Making sure that each subject line was relevant to the time of year was key and as a result we realized an incredible open rate.

Email Results:

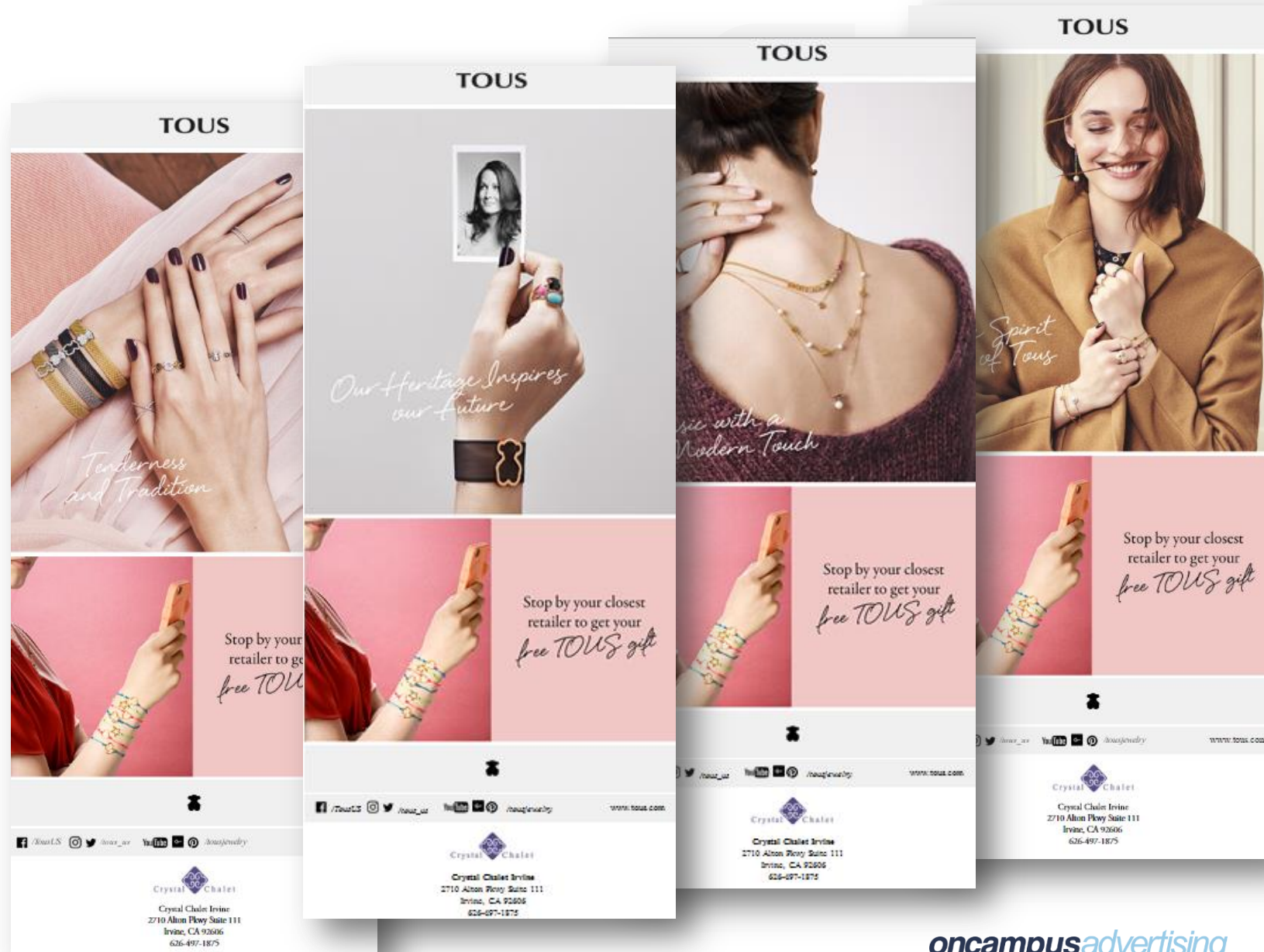
158,151 Emails Delivered

60,698 Emails Opened

❑ Open Rate: 38.38%

4,485 Clicks to the store locator landing page

❑ CTR: 7.39%



Tous Summary

