

Media Capabilities Presentation

2017 - College Marketing and Media Services



oncampusadvertising

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Company Overview

OnCampus Advertising is a **college marketing and media services** company that helps brands reach students on campuses across the US and Canada

Since 2003, we have developed an independent media network through our partnerships with universities departments, student organizations, and municipalities. Our diverse portfolio of campus-based media includes out-of-home, college newspapers, digital, brand ambassadors and direct marketing **strategies on more than 5,000 campuses**

The OnCampus approach is simple – make it **highly impactful, memorable, and cost efficient**. We customize our recommendations to the unique goals of each client and design a plan to bring clarity to complex multi-campus, multi-media plans

Clients

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Financial Services



Retail/Apparel



Quick Serve Restaurants



Armed Services



Education



Telecom/Tech



Why OnCampus Advertising

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Digital

Display, Video, Native
Desktop, Mobile,
Social Media and
Email



Out-of-Home

Bus Shelters, Campus
Transit, Campus
Kiosks



College Newspapers

Print & Online
Editions, Official
Campus News Source



Brand Ambassadors

One-to-One
Engagement

Multi-Media Approach

Combine traditional **OOH, print, brand ambassadors and events** with **digital** to build brand awareness and increase KPI's

- Digital on the Desktop
- Digital on Mobile
- Out-of-Home
- Print in College Newspapers
- Social Media
- Email
- Brand Ambassadors



Planning and Analytical Services



Industry Expertise

OnCampus' team of industry professionals possess a wealth of media planning and college advertising experience



Statistical Data Analysis

OnCampus sources data from the Department of Education for all student and university demographics



Distance Analysis

OnCampus' proprietary software matches store locations to a database of 7,500 colleges and universities to determine the closest and best schools to include in your campaign

Campus Media Strategies

Reach Students Where They Live, Study, Work & Play

Digital

College Newspaper Websites:

OncampusWEB is a proprietary ad network of student newspaper websites. Digital formats include: desktop and mobile, display, video and native advertising

IP-Targeted Ads:

Online display reaches students while they are browsing online by identifying based on their school's IP address. Inventory includes banners and video ad formats on commercial websites and Facebook

Mobile Display Ads:

Mobile ads served to our database of student-owned mobile devices at client-targeted universities. Ads are displayed in app and on mobile websites. Both video and display formats available

Social Media:

Brand ambassadors post to personal and campus-affiliated social media accounts. Social media display campaign management services. Social media influencer postings

Student Email:

Over 10 million students emails available. All emails are opt-in, CANSPAM compliant and sourced from registration data of partner websites. Partners include internship, recruiting, scholarship and financial aid websites

College Newspaper Websites

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oncampusWEB Ad Server Network: College newspapers use OnCampus' proprietary ad server, enabling us to directly place, manage and optimize campaigns across this network

Proprietary oncampusWEB network of over 500 publications

Above-the-fold banner positions

Standard IAB banners. Video (VAST & VPAID compliant) and native advertising formats are available

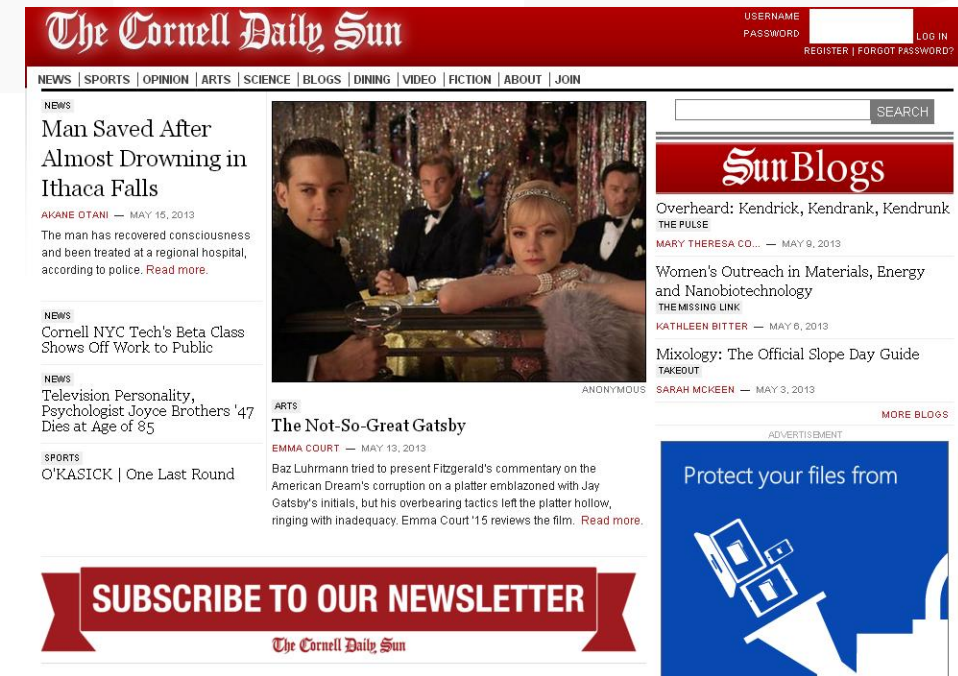
oncampusWEB network of 500 websites includes:

4.5 million combined enrollment

33 million monthly page views

10 million unique visitors

Real time campaign trafficking & optimization by school



Online Display by School IP Address

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Audience Discovery

Student computers logged onto schools WIFI network are identified by OnCampus' proprietary database of university IP addresses

Ads Delivered

Ads appear on websites like CNN, Yahoo, and Facebook served through networks & exchanges

Optimize & Report

Ads are closed trafficked and optimized to websites that perform better

- Proprietary database of university IP addresses in the U.S. & Canada

- Standard IAB display banners, pre and post-roll video and Facebook news feeds

- Advanced Demographic Reach

Behavioral targeting: monitors online behavior of user to determine gender, online interest (auto, shopping, tech savvy, etc.) and other criteria

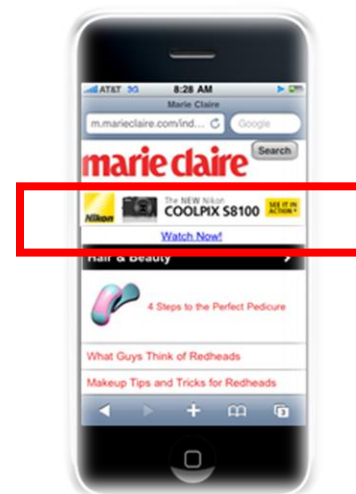
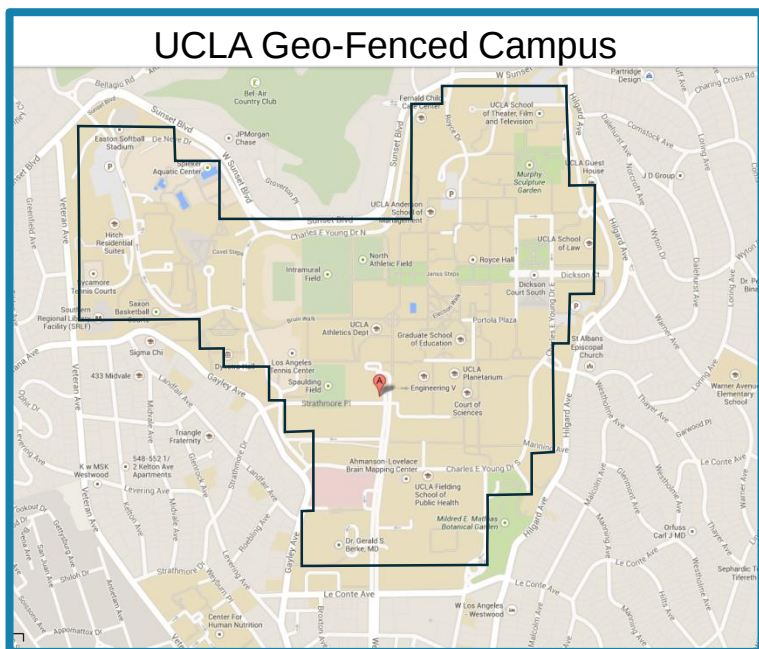
Contextual advertising: ads placed on websites where content is relevant to users

Re-target students when they are on or off campus

Mobile Display Ads

Mobile display advertising using our proprietary database of **3.5 million student phone IDs** continuously collected as students walk through any of the 1,600 geo-fenced college campuses

- Polygon campus-mapping technology of the campus perimeter ensures the highest level of accuracy
- Banners served through both mobile apps and mobile websites
- Served to handheld devices and tablets
- iOS and Android compatible
- Full screen display and video formats available



Click through to mobile landing page, phone number or download



Social Media

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Student Influencers

OnCampus' student brand ambassadors will post your message across personal and school-affiliated social media platforms including Facebook, Instagram and Twitter

National Promoted Posts

Leverage the reach of national influencers with the largest Gen Y & Z followings. Their promoted posts reach 100K's of students across the leading social media platforms

Campaign Management Services

Outsource the management of your social media advertising strategy. OnCampus' services include:

- Development of multiple targeting tactics to retarget website visitors, custom demographic profiles and lookalike segments based on common attributes of your existing customers
- Optimizing advertising investment across the campaign's segments with the goal of reduced conversion costs
- Increase client engagement and conversions across social platforms
- Comprehensive reporting on campaign trafficking



Student Email Blasts

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- College students – 10+ million addresses
- College bound high school - 1.4 million email addresses
- Recent college graduates - 4.5 million email addresses

Dedicated HTML emails

Selection criteria includes: school, major, year, and gender

Parents of students

Emails sourced from partner websites, including financial aid, recruiting and student loan publications

Comprehensive trafficking reports

CANSPAM compliant, full opt-In, Lists are regularly maintained and cleansed



Traditional Campus Media

-  College Newspapers - Print: Primary source of campus news offering traditional print advertising and free standing inserts
-  Out-of-Home Displays: Network of bus shelters, campus transit buses, billboards, and campus kiosks
-  Bulletin Board Postering: Posters and Static Wall Clings installed throughout campus buildings
-  Brand Ambassadors: One-to-one brand engagement on campus. Distribute flyers or product samples, survey students, demonstrate products
-  Other Campus Media: Direct Mail, Student Mailbox Distributions, On Campus Events, Pizza Box Advertising, High School Students, College Sports Marketing

Print Display Ads

- College newspapers are the primary source for campus news, sports and entertainment written for students by students
- College newspapers print one paper per every two undergrad students. Each paper is read 1-3 times. 50% to 80% of students regularly read their paper
- College newspapers offer the broadest reach of any campus media except OOH
- OnCampus Advertising maintains relationships with and up-to-date data for over 1,500 college newspapers



Out-of-Home

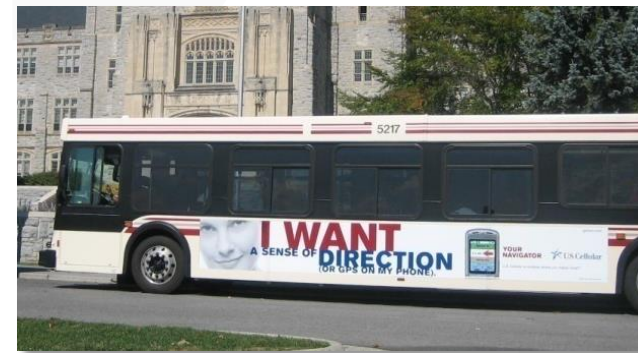
Out-of-home displays drive brand awareness like no other media format. The OnCampus network reaches **300+ colleges and universities across the U.S. & Canada**



Campus Kiosks



Traditional Billboards



Dedicated Campus Buses



Bus Shelters



Street Furniture



Interior Transit Cards

Campus Digital Screen Network

The OnCampus Digital Screen network reaches **450+ colleges and universities**

More than **1,500 screens** throughout Campus Bookstores, Rec Centers, and More



:15, :30, and :60 Second
Spots available throughout the
day



Bulletin Board Posters & Wall Clings

Bulletin Board Posters – Installed on approved campus bulletin boards located in all college buildings

Wall Clings – A non-permission guerilla-based media that are installed on doors, windows and walls throughout campus.

Posters & Clings are installed using our national network of professional installers (not students)



Brand Ambassadors

Every brand ambassador campaign is custom designed to meet the specific marketing objectives for each client engagement

Brand ambassador campaigns include:

- Product demonstration
- Flier or product sample distribution
- Campus surveying – One-to-one interaction guarantees survey completion
- Campus event staffing
- Dorm room door hangers
- Sidewalk chalking



Other Campus Media

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Direct Mail

4 million college postal campus and home addresses that can be segmented by college, year, major, etc.

Student Mailbox Distributions

Reach over **200,000 college students** with product samples, coupons, letters, or flyers

On Campus Events

OnCampus plans, manages and launches campus events

Pizza Box Advertising

OnCampus partners with food distributors enabling **guaranteed delivery by pizzeria**

High School Students

Target high schools students using **mobile banners geo-targeted to campus** as well as **1.4 million opt-in College Bound High School email addresses**

College Sports Marketing

Target digital media to student and/or non-student **college sports fans** using Sports Content on college newspaper websites, Mobile by stadium location and IP Targeting with Sports content



Case Studies

Digital & OOH Case Study

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Microsoft SkyDrive

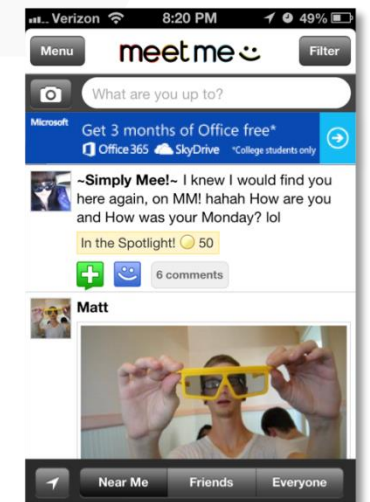
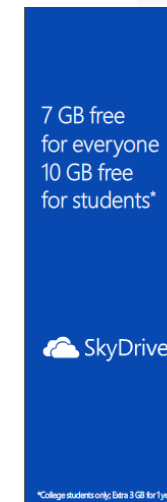
Overview: Microsoft approached OnCampus to promote its SkyDrive cloud storage service

Goal: Reach college students across US to build brand awareness and drive website traffic

Media: OOH displays (campus transit, bus shelters, street furniture and campus kiosks) and Digital (college newspaper websites, IP targeting and student-targeted mobile display advertising)

Results: The campaign reached students at 300 universities with a combined enrollment over 6 million. The OOH portion of the plan consisted of 18,300 units over a 10 week period. Digitally, the campaign generated 30 million impressions across three digital media formats

The plan successfully built brand awareness among college students for the SkyDrive product and drive traffic to the SkyDrive website



Digital Case Study

BigWords

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Overview: Bigwords is in the online textbook market. Recently rated in the top five sites to buy textbooks, students use Bigwords to find the online retailer offering the lowest price for a textbook available at that moment

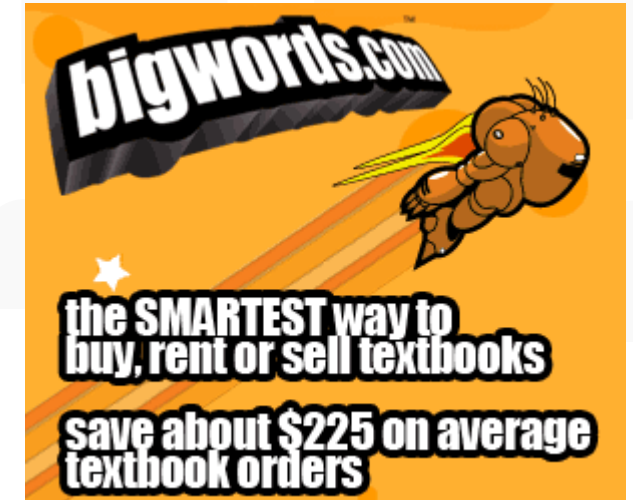
Goal: The fall textbook buying season starts in late July and continues through the first week of school. Bigwords tasked OnCampus to reach college students at 182 targeted schools across US during the late summer months and when they return to campus. The goal was to drive website sales

Media: OnCampus deployed display ads across 61 college newspaper websites and IP targeted 182 campuses using both web and Facebook newsfeed inventory

Many of the college newspaper websites used our oncampusWEB ad server, which enabled us to launch and manage the campaign with minimal assistance from the publications' summer staffs

The IP targeting was able to reach students over the summer months both on campus and at home

Results: The 4.5 million impression digital campaign drove profits for Bigwords. Profits per school (after marketing expense) increased 200% at schools with IP targeting only, and 300% at schools with both IP targeting and college newspaper website advertising, when compared to a control group of schools that did not benefit from the digital media





Research Supported Case Study:

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The Princeton Review

Overview: OnCampus Advertising managed The Princeton Review's first national campus advertising campaign after several years of limited marketing outreach

Goal: Raise awareness of Princeton Review Test Review Prep solutions among college students

Media: Campus media included OOH (billboards, bus shelters, campus transit, and posters) and print advertising in college newspapers

Results: The Princeton Review achieved a substantial lift in brand awareness based on a survey to 1,000 students before and 1,000 students after the campaign – surveys completed using campus brand ambassadors

Survey Results	Increase in % answering "Princeton Review"
When you think of a Test Prep companies, which comes to mind first?	+ 28%
When you think of test prep courses for the LSAT, MCAT, GMAT, or GRE, which company do you think of?	+ 50%
Have you seen any advertisements from a test prep company? If yes, which company?	+ 74%



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