

# Campus Marketing

A **CAMP** initiative



BY

**Brandbaron**

## Complete Student Marketing: 16-24

### A one stop solution for targeted and measurable marketing campaigns

We have a thorough knowledge of the student market; continuously interacting, learning and working with our audience.

We bring new innovative ideas to student marketing, offering brand and marketing managers a full consultancy and implementation service.

Contact us to find out how we can help your brand.

## Campus Events

Brandbaron Campus Marketing combines excellent relations with universities, educational institutes and student unions with a wealth of experience organising road shows, seminars and events.

We offer clients field marketing services, direct sales, graduate recruitment, sampling and brand building activities.

We create opportunities to expose your brand to the student audience. This involves; Individual Education Programs, In campus brand promotion, Study tours, In campus contests and partnering with institutes in their events through sponsorship.

This gives you a flexible platform for brand building and to achieve the following:

- Feedback and Surveys
- Data Collection
- Sampling and Taste Tests
- PR Activities
- Product Placement

## Campus Grad

### Innovative recruitment services

Campus Marketing offers innovative recruitment services for one very simple reason:

Our job is to ensure our clients are taking part in the annual campus recruitment. We ensure they are the most successful recruiters in this crowded marketplace and have a competitive advantage in the “war for talent”.

- Events
- Campus Brand Managers
- Roadshows
- Promotional Giveaways

#### Fact Findings

Careers Fairs and on campus recruitment presentations are often poor value for money because of poor attendance by students or the wrong audience. Companies spend huge sums of money on the milkround. Staff billing, travel and accomodation expenses, room hire charges, exhibition stands.

We try to provide our client a very cost effective and result oriented recruitment platform. [Contact us](#) to know more on the same ...

## Campus Brand Managers

### The eyes, ears, voice, hands and feet of a brand

Many companies recognise the value of having your own team of students in campus to represent them and assist with their marketing activities.

Unfortunately this concept is often poorly implemented because of the difficulties involved with recruitment, retention, remuneration and supervision of these teams.

Brandbaron has designed a system that will overcome these challenges and make the concept effective and affordable for clients. Our Campus Brand Managers are the eyes, ears, voice, hands and feet of our clients. They are involved in the process from day 1, bringing their insider knowledge and creativity to the campaign.

The gains for any brand are as follows

- a. Direct Presence of brand ambassadors in the campus.
- b. Creating visibility through the managers.
- c. Word of mouth publicity
- d. Original Feedback collection
- e. Ready platform for test marketing

## Campus Media

### Independent, professional media buying services

With a huge range of publications, websites and other media in the student market it is important to use a truly independent service which can provide access to the most appropriate opportunities.

We provide clients with a highly professional media buying service including:

- Media with a Student Audience
- Regular term-time publications (national and local student newspapers and magazines)
- Permanent residual on-campus marketing (mousepads, posterboards and screensavers)
- Plasma Screens - CBTs
- Freshers mailing packs
- Freshers guides and handbooks
- Student society publications and websites
- Radio advertising
- Online advertising
- Bespoke opportunities (branded pint glasses, hand stamps, doorhangers, promotional giveaways etc)
- Recruitment presentations
- Booking freshers stalls

# Campus Research

## Quantitative and qualitative research services

Brandbaron Campus Research offers its clients a full range of quantitative and qualitative research services aimed at providing them with a comprehensive and up to date understanding of a target market that is dynamic and notoriously difficult to predict.

Our services include:

- Focus Groups
- On-line surveys
- Off-line surveys
- Brand reviews
- Scenario research

# Campus Online

## Targeted Email

We provide the mass mailer services to our clients , through this . The use of internet in student community is very popular now a days Students use the internet and most of students have an email address. Through Campus Marketing's in-house databases, access to external databases and relationships with universities we are able to pin point the students with whom you want to interact.

## Interactive Marketing

Campus Marketing offers its clients the facilities to run interactive and viral marketing campaigns through new direct marketing channels.

Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Brandbaron Campus Marketing offers clients creative viral marketing solutions including games and promotions that aim to achieve rapid multiplication and hence maximum marketing benefit for minimum cost.