



# Media Kit

## University Marketing & Promotions

Mark Miller

Phone: 561-641-3501 cell 561-707-0138

[mark@oohmediausa.com](mailto:mark@oohmediausa.com)

Marilyn Miller

561-628-5807

[marilyn@oohmediausa.com](mailto:marilyn@oohmediausa.com)



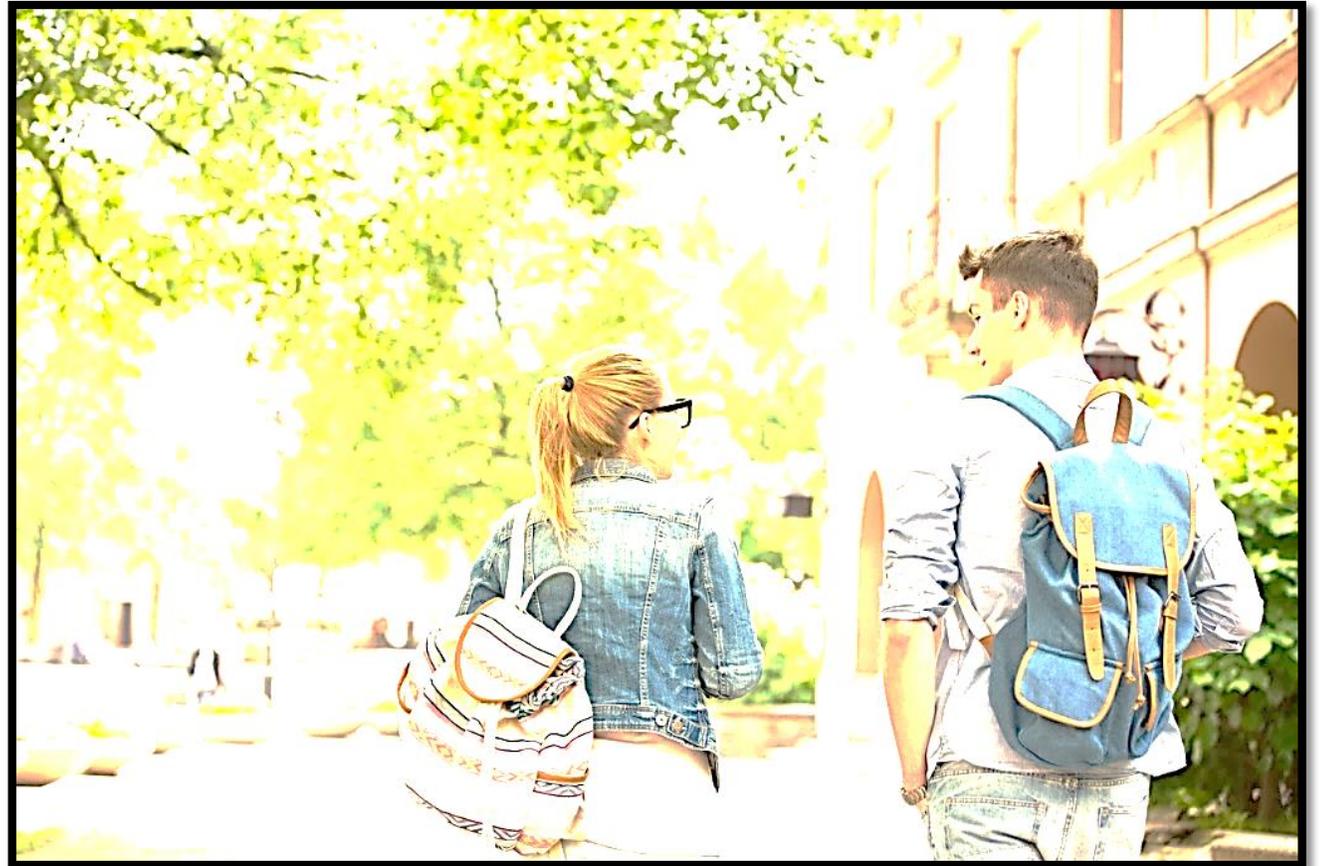


# Company Overview:

University Marketing and Promotions is a full media service agency with focus on reaching millennials specially on college campuses. The Millennial demographic, in part, is comprised of over approximately 30 million college students which makes up an industry that offers over \$300 billion dollars in discretionary spending each year.

There are many different ways to go about reaching this young demographic and many different strategies to use. We've spent over a decade refining and building our various networks that enable us to get your message in front of college students. Whether trying to boost sales or reach consumers at a young age, thus establishing a brand connection for life, our experience and advice will get you the results you are looking for without the hassle and premiums.

It's important to have the right partner in your corner helping navigate through this landscape and with over 20 years working in this industry, we have the experience and connections to boost your ROI while getting the most out of your resources.



**University Marketing & Promotions Mark & Marilyn Miller Phone: 561-641-3501 work**



# Our Team

The U.M.P team has over 20 years of experience in assisting companies execute their marketing campaigns on college campuses. We have started from the 'ground up' in terms of being on-campus, interacting with students, and working with brand and agencies directly, in putting together media strategies, media buying plans and cost analysis of ROI.

As a team, we've worked with a very diverse client base ranging from Fortune 100 companies to small start up companies. Each client is unique, with their own unique set of goals, target demographic, message, call-to-action and resources at their disposal. Our team has made it our mission to fully understand the landscape and situation of each client we speak with, whether it's a simple consultation on reaching millennials or putting together an in-depth comprehensive media plan, we treat each situation and each client as if their goals and resources are our goals and resources and advise and share our expertise accordingly.



**From Concept to  
Creation Our Team  
is Here for You.**

**University Marketing & Promotions Mark & Marilyn Miller Phone: 561-641-3501 work**



# Our Process

Media planning is an important part of any campaign and our team is dedicated and in-tune with how to make each ad dollar go the furthest and how best to invest your resources in making sure that your target demographic is emphasized and your resources aren't being wasted on students who are not candidates for your product or promotion.

Our process is simple:

**Identify school listing:** Do you have a predetermined listing that best suits your goals and/or research or would you like us to make recommendations based on our experience in dealing with similar clients?

**Identify Campaign Goals:** Is your goal general branding, is it to generate web traffic, is it to drive foot traffic to a nearby retail or food and beverage location? What constitutes a 'successful' campaign and what metric will be used to judge the effectiveness of the campaign. These items, and many others, must be considered ahead of all production and execution to make sure you get the most out of your investment whether it be direct ROI and consumer data.

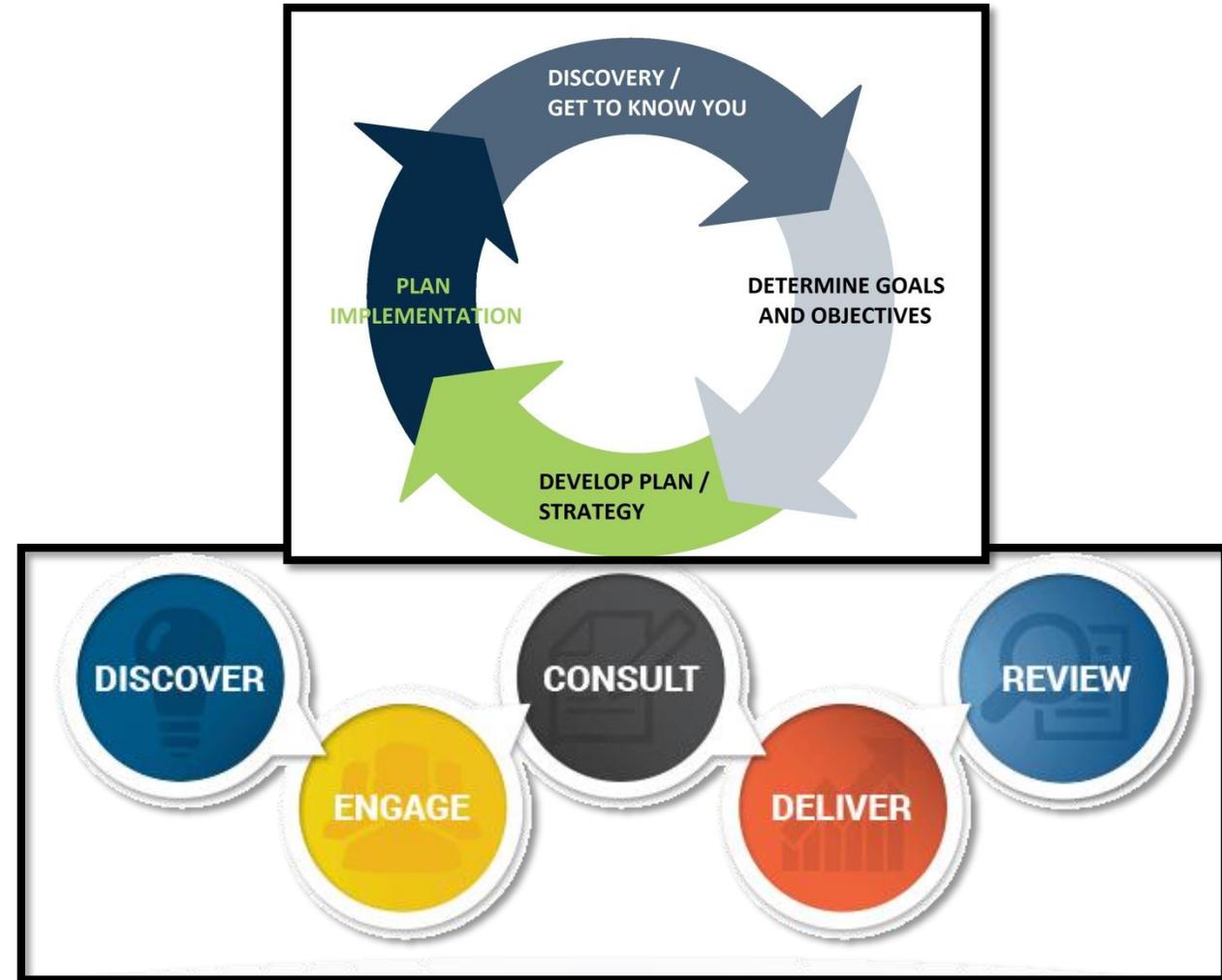




# Our Process

**Determine Marketing Mediums:** Once the goals and preliminary details have been established, selecting the right advertising mediums is the next and probably most important step. Our team specializes in generating the best marketing buys that not only have synergy with your promotion, but also take into account the reality of funding a marketing campaign and how best to make your ad dollars go the furthest in reaching millennials on college campuses.

**Reporting & Tracking:** Understanding the result of your marketing campaign and how your ad dollars were put into use is key in determining how to proceed in future campaigns. In addition to our proof of performance (P.O.P) protocols, the best way to make these determinations is by building on one campaign to the next. Our team U.M.P has the years of experience in making sure the right process is put into place from the beginning of the planning process to ensure the back-end tracking metrics are accurate.





# About Us

Media planning is only half the battle. You need a partner with connections in the student body and school administration and U.M.P has an established reputation in working with colleges and universities. Our network is two-fold:

**Our professional representatives** lay the ground work by placing our campus specific media in high traffic areas on-campus. These high traffic locations include but are not limited to campus centers, academic buildings, classrooms, libraries, mail rooms, gyms and athletic facilities, student lounges, fraternities and sororities and more. Locations can be requested by clients depending on availability.

**Our student representatives** allow us to support our professional representative on campus by supplementing their effort. Also by utilizing our student representatives, we are able to deliver your brand's message from one student to another. Since many college students are skeptical to some degree to begin with and even more so to corporate brands, our student representative network allows the "peer to peer" recommendation which is the most effective way to advertise to this demographic. Getting student involved with your brand's campaign also creates a "viral" element which, in effect, is free advertising for your brand/client.



**University Marketing & Promotions Mark & Marilyn Miller Phone: 561-641-3501 work**



# About Us

Through our reputation and relationships with on-campus organizations such as Student Government Associations, the Greek System and Administrative Groups, we are able to streamline our distributions on campus in a effect, economical and most importantly OFFICIAL manner.

We have a simple philosophy here at University Marketing & Promotions. We understand that there are many companies out there that want to proactively target the college audience but lack the detailed knowledge to do so and need some help. We want to give you that help in a way that won't break the bank and have you back again the next year. The only way to do that is by providing honest and genuine advice so that you get the most bang for you buck and we have the pleasure of having you back when school is back in session.





# Print & Out-of-Home Media

Through our reputation and relationships with on-campus organizations such as Student Government Associations, the Greek System and Administrative Groups, we are able to streamline our efforts on campus in an effective, economical and most importantly OFFICIAL manner.

**Posters:** Place in high traffic areas on-campus via our student network of distributors, we are able to place your materials in front of students in high traffic areas on campus including student unions, academic buildings and classrooms, gyms, libraries and many other locations where students congregate that are campus specific.



**Table Tents:** Place in dining halls, study lounges, computer labs, etc... This program ensures the highest visibility where students spend a good portion of their time.



**Outdoor Signage:** Typically placed on outside kiosks in fixed locations, these OOH mediums are highly effective in reaching students and gaining exposure as students walk around campus



# Print & Out-of-Home Media

## Dorm Door Hangers:

Placed in dorms either on dorm door or under the door. This program serves as a 'Take-One' concept and the media piece goes directly into the living space of your target student demographic. Great for reaching underclassman Freshman and Sophomore who are typically required to live in the dorms their first two years.

Through our relationships with residence hall associations and RAs on campus who are part of the UMP team, we are able to place dorm room advertising, i.e door hangers placed on dorm room door knobs, postcards slipped under the door, media drops in dorm building common areas, UMP is able to bring your message to where students live and spend the majority of their time.

## Other key advantages to dorm room marketing:

- Especially effective in reaching under classmen (freshman & sophomore)
- Highly effective if there is an online point of sale or call to action given most students live with their laptop in the dorms
- Reach many students in a viral effort considering the close proximity in which students live



# Print & Out-of-Home Media

**Outdoor Signage:** Typically placed on outside kiosks in fixed locations, these OOH mediums are highly effective in reaching students and gaining exposure as students walk around campus



# College Newspaper

- Placing ads in college newspapers is a basic and traditional approach but remains one of the most effective to this day. College newspapers are freely distributed on-campus which makes them an item that is in demand by the student body.
- Although placing newspaper ads may seem very basic in nature, there is a lot of coordination and legwork involved in placing ads. Many newspapers are managed by students who do not work the normal business day. This can make the process difficult if your company is not aligned with the right partner.
- University Marketing & Promotions has spent the last 6 years developing relationships with these newspapers and understanding the subtleties in which they operate resulting in a more efficiently run campaign for your client.





# Student Ambassadors Sampling & Product Engagement

- By utilizing our student network, we have the ability to provide your company with student Peer-to-Peer outreach and engagement. A recommendation from one of your peers always goes a lot further than a traditional corporate advertisements which this demo is skeptical of already.
- Our network of student ambassadors will engage students in high traffic areas on campus in a friendly and informative way, conveying all the talking points related to your promotion and educating them on how to interact with your brand/promotion through a call-to-action. The scope of our ambassador campaigns can be customized to meet your goals.
- The functions of our networks can be to conduct product sampling, simply pass out media collateral, staff different events already taking place on campus (i.e football game tailgating, Back-to-School Orientation, Commencement, etc...)





# Direct Email

## EMAIL DATABASE

5 million pieces of fresh data per month—scrubbed to ensure quality and deliverability, making our database one of the largest and most hygienic in the marketplace today. Over 135 million Opt-in emails with time stamps and URL to verify recipients consent.

Securely delivered to National, Regional or local audiences. Data is overlaid with consumer demographic information with large data partners.

100% CAN Spam, DMA compliant to ensure delivery to quality email recipients

Sourcing Includes: Opt-on online surveys, E-subscriptions, E-registrations, Network of permission based sites

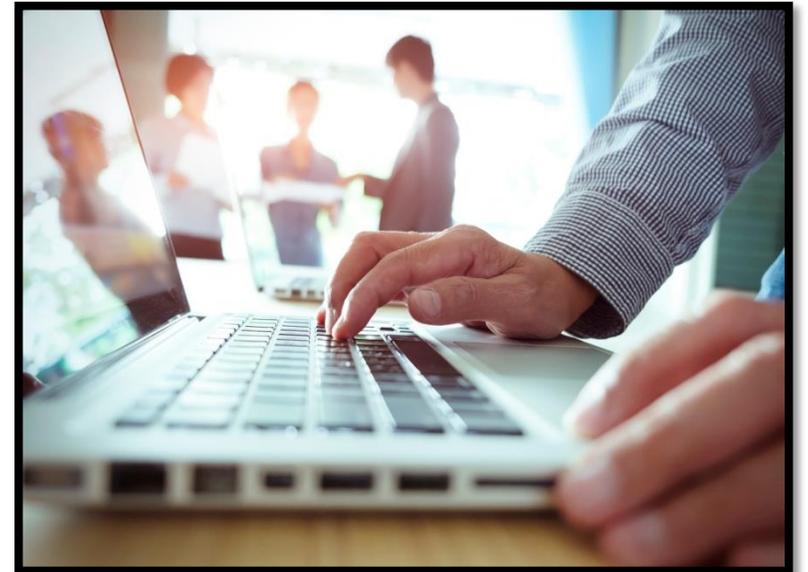
Key Advantages to NAM Student Email Listing

### Targeting:

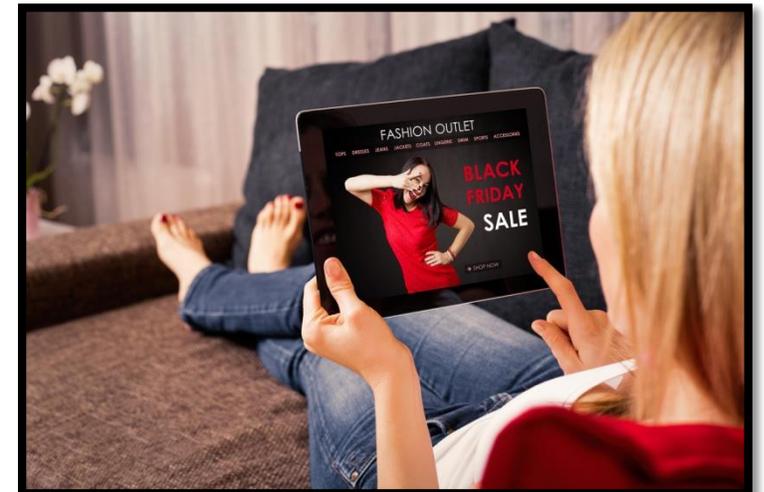
Top 2 and 4 yr colleges and universities in the U.S and Canada. Database Over 135 million  
100% opt-in and permission-based emails.

### Permission:

Our list is 100 percent opt-in. That's the highest standard in the industry.



- **I.P Targeting:** Reach students through their targeted I.P address as an entry point to deliver banner and video ads based on school location and target student demographic.
- **Geo-fencing:** Be specific in requesting our the geographical area that your target student demographic is located (campus, city, state, region, etc...)
- **Mobile Ads:** Reaching students on their mobile device is becoming one of the most effective ways to reach students with digital ads. Given the amount of time a typical college students spends on their smart phone and their use of social media, our mobile ad platform is highly effective. Using our Geo-fenced model of reaching students on a geographical basis combined with our proprietary database of student opt-in phone I.P Addresses, we have the ability to ad this marketing component to any campaign.





# Social Media

## Social Media Outreach

The way the college and millennial market is trending, it's essential to have a presence on the various social media platforms that college students and millennials are most active. This will give your brand an opportunity to not only have exposure on this critical avenue but allows you to interact with your audience and give you a better opportunity to form a bond with millennial consumers.

There are several ways to go about navigating this landscape in effectively utilizing social media platforms to your advantage resulting in conversions, brand recognition and ROI. University Marketing and Promotions has perfected our approach and options to our clients through experience in working with clients and college students alike.

**Paid Advertisements:** Whether it's a 'one-off' sponsored Facebook ad or Tweet or an in-depth social media campaign supported by a hefty budget, Paid Social Media Ads are a great, traditional way to get in front of students where they spend the majority of their time online. With Facebook leading the way as the best ROI producer with Paid ads, closely followed by Twitter, Instagram and LinkedIn, it's important to make sure your brand is visible of these platforms.

**Organic Social Media Advertisements:** While many companies take the traditional option of paid social media placements, University Marketing & Promotions offers a unique way to utilize social media in the college landscape that will give you the inside track. Utilizing our student ambassador network, comprised of students with large social media footprints, we have the ability to place your message from students, in an organic, peer-to-peer non-corporate approach. By placing these 'organic ads' on student group social media sites, student government social media sites and additional avenues, we can make your message resonate while giving you the inside track.



**University Marketing & Promotions Mark & Marilyn Miller Phone: 561-641-3501 work**



# Thank You

Mark Miller & Marilyn Miller  
OOH Media USA  
561-707-0138 Mark cell  
561-628-5807 Marilyn cell  
[mark@oohmediausa.com](mailto:mark@oohmediausa.com)  
[marilyn@oohmediausa.com](mailto:marilyn@oohmediausa.com)  
[www.oohmediausa.com](http://www.oohmediausa.com)