

Reaching the Teen & College Market...



Fun Facts

Tidbits

Programs

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Marketing To The Future: Reaching Teens And Young Adults Requires A Radically Different Approach.

Source: By Kruger, Jennifer Barr, *Photo Marketing*

"Young consumers are simply a very important market," says Mike Gatti, executive vice president of the Retail Advertising & Marketing Association, a division of the National Retail Federation, Washington, D.C. (www.rama-nrf.org).

"Young people have their own money and make their own buying decisions; and, as a market, they are growing even more important as society changes. Parents are getting more and more time starved, and they treat their children more like adults than the previous generation of parents did."

Marketers need to both recognize and take advantage of the fact technology is a huge part of young peoples' lives, Gatti notes.

A recent study by Harris Interactive, Rochester, N.Y. (www.harrisinteractive.com) and Teen Research Unlimited (TRU), Northbrook, Ill. (www.teenresearch.com), shows, in an average week, people between the ages of 13 and 24 spend 16.7 hours online (excluding E-mail), 13.6 hours watching television, 12.0 hours listening to the radio, 7.7 hours talking on the phone, and 6.0 hours reading books and magazines for personal enjoyment.

Another study, commissioned by the Carnegie Corp. of New York, New York, N.Y. (www.carnegie.org), shows 44% of young people visit a Web news portal every day, while only 19% read a newspaper daily. 12% of teens say they never read a newspaper.

"You need to talk to young people at their level, understanding they are very Internet savvy and they use all kinds of media simultaneously," Gatti says. "They might be instant messaging on their computer or text messaging on their phones while they're watching their favorite TV show. Mobile promotions are going to become a very significant marketing tool to reach the youth segment.

"You really have to get the right media mix and deliver the right message to them. You have to become part of their world," he adds.

Making the Youth Connection

College Marketing Programs

- Welcome Package Inclusion.
- Your Product Samples are included in the Welcome Kits.
- The Welcome Kits are distributed at the colleges of your choice.
- Evolution works with you to determine the markets.
- The Welcome Kits are distributed at end of summer for fall and in January for winter semester.



College Postering Programs

- You supply the artwork, content and graphics.
- Evolution prints, fulfills and places the posters.
- Your posters are placed on the campuses of your choice in the markets desired.
- Place tear offs or Take Ones.
- We provide proof of placement.

Text Message Program

- What a fantastic event notification system!
- Schedule to send reminders before the event.
- There's no better way to increase your event's attendance.
- Text Coupons.
- Text to win.
- Tap into how this audience responds.



College Ambassador Representatives

- Evolution has created a College Ambassador Representative Network.
- Meaning we have reps on campus who promote your products.
- They do this by:
 - Sample distribution.
 - Working your product into campus life.
 - Setting up tabling at campus events.
 - Blogging about your product.
 - Creatively displaying your product at campus events.



Sorority Movie Nights

- Evolution works with Sorority chapters at dozens of campuses.
- Your product(s) are included in a Sorority Movie Night Package sent to the chapters.
- You can supply the entire theme and all products.
- We post a web link for feedback on the package.



College Game Tailgate Giveaways

- Your product is showcased at the college game of your choice.
- In a tented area providing pre-game tailgate sampling.
- On-site signage, giveaways, on-site online blog.
- Let your product's fans experience a real winner!



Campus TV Advertising

- At almost 300 College locations.
- TV's located in Student Centers, Gym, and Recreation Centers for high traffic visibility.
- 12 airings per hour per screen.
- 28-day minimum purchase required.



College Intramural Sports Programs



- Guys or Girls intramural sports teams are a great way to show your product to the rest of the campus.
- You can sponsor a team – Your Product Branded hats, t-shirts etc.
- The sponsored team provides samples to all other teams they play and audience members they see.
- It's an inexpensive way to reach your target.
- Softball, Soccer, Volleyball and Basketball.