

Reaching the “Trend Setters”

On Campus



At the Mall



At the Movies



At the Hot Spots



At the Beach



On Campus

College Marketing Programs

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



College Postering Programs

- You supply artwork, content and graphics.
- Evolution prints, fulfills and places the posters.
- Your posters are placed on campuses of your choice in markets desired.
- Place tear offs or "take ones".
- Proof of placement .

Text Message Program

- Fantastic event notification system.
- Schedule to send reminders before the event.
- 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.
- We have reps on campus who promote your products 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 even post a web link for feedback on the package.



College Game Tailgate Giveaways

- Your product is at the college game of your choice.
- Tented area providing pre-game tailgate sampling.
- Signage, giveaways, onsite online blog.
- Let your fans experience a winning product.



Campus TV Advertising

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



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.
- An inexpensive way to reach your target.
- Softball, Soccer, Volleyball and Basketball.

At the Mall



Evolution has access to over 200 malls across the nation.

- Events and Tours.
- Sampling.
- Sponsorships.
- Consumer Promotions.
- Point of Purchase.
- Cross-Promotions.
- Mass Media Advertising.
- Internet Presence.
- Pop Up Retail Space.



At the Movies



Evolution has access to over 500 theatres;
But remember it's the movie, not the theatre

- Lobby Tabling Demos.
- Lobby Display Signage.
- Exit Sampling.
- Dangers.
- Vehicle Motor Display.
- Event Marketing.

At the Hot Spots



Evolution has access to over 250 of the hottest night clubs.

- Sampling.
- Entertainment Sponsorship.
- Vehicle Motor Display.
- Event Marketing.
- Great for Non-alcoholic clients.

At the Beach



Evolution can create promotions for you at beaches across the country, Caribbean, and Mexico.

- Sample distribution.
- Event Marketing.
- Parking lot displays.
- On the beach comfort areas.
- Sponsored games on the beach.

Also ask about our upcoming – Urban market programs