

How a Global Candy brand won Gen-Z on the US Campus

This Omnichannel campus marketing drove 21% sales growth

Background

A leading global candy brand transformed its iconic fruit candies into a mainstream US candy through strategic localization and relentless innovation.

Their primary audience comprises Gen Z and Gen Alpha, known for their adventurous palates and desire for authentic, shareable experiences.

Rather than traditional ads, the brand engages their consumers through relevant digital, social, and experiential channels, and prioritize interactivity and community.

To promote their sweepstakes, increase brand awareness, and drive in-store sales, the candy brand partnered with Follett Higher Education that helped them reach over 6M students across 1000 campuses in the US.

Strategic Approach

Follett designed a comprehensive 2-month omnichannel campaign that comprised the following activities:

Precision Targeting	Free sampling at in-store booths	Social amplification by student ambassadors
Hyper-targeted emails and visually striking promotional inserts on the Follett website. This drove awareness and incentivized trial through sweepstakes for exclusive merchandise; tapping into Gen Z's love for gamified engagement.	QR code sign-ups converted casual samplers into a retargetable audience, fueling both trial and data-driven follow-up.	Student influencers posted reels unboxing various flavors and their sweepstakes wins. This drove organic reach on TikTok and Instagram.

With email, in-store and web order sampling across 240 college bookstores, and social ambassadors across 30 college bookstores, the campaign had significant business across channels.



Email outreach

500,000 students reached, 39% open rate, and 1.71% CTR; *shattering industry benchmarks* for student lists.



Sweepstakes engagement

19,000 views, 6,500 entries, converting curiosity into sustained engagement.



Sampling at scale

250,000 samples distributed across 235 stores, driving brand awareness and trial among the core Gen-Z demographic.



Social buzz

58 ambassador posts across 30 campuses generated a 5.15% engagement rate, reaching 59,000 followers and 47,400 impressions.



Sales surge

21% YoY in-store sales lift, with one flavor rocketing 165% YoY.

This program shows how coordinated email, in-store sampling, and student-led social can convert campus attention into measurable in-store growth.

Ready to win on campus?

Engage new audiences with the Follett Media Network. We support world-class partners with market-leading advertising and marketing support online and in-store to ensure your message and products get in front of the right people, at the right time.

Our extensive channels and engagement tactics open new opportunities for driving brand awareness and increasing revenue.

- 1000+ On-campus and Digital stores
- 6M+ College students reached across North America
- 9M+ in-store and online transactions annually
- 61M+ annual online site visits

Beyond students, engage with parents, alumni and staff!

[Contact us](#) to get started.