

SUCCESS STORY

Winning College Fans

How this NFL Campaign Scored 10X RoAS

Background

- A leading content aggregator aimed to build early awareness and loyalty among college students through memorable NFL game-day experiences.
- Fall was the ideal window as football dominates campus life and student engagement peaks.
- The brand partnered with Follett Media Network for direct access to student communities online and in-store.



Strategic Approach

A 2-month Omnichannel Campaign



The brand used an omnichannel approach to reach students where they live, learn and celebrate football.



Follett Media Network combined on-campus reach with digital precision to link in-store activations, online offers and campus messaging.



This drove attention, participation and measurable results from student NFL enthusiasm.



Geotargeted Emails

Personalized emails to students near campus hotspots.



Exclusive Offers

Online discounts, and QR-based in-store promotions.



Omnichannel Visibility

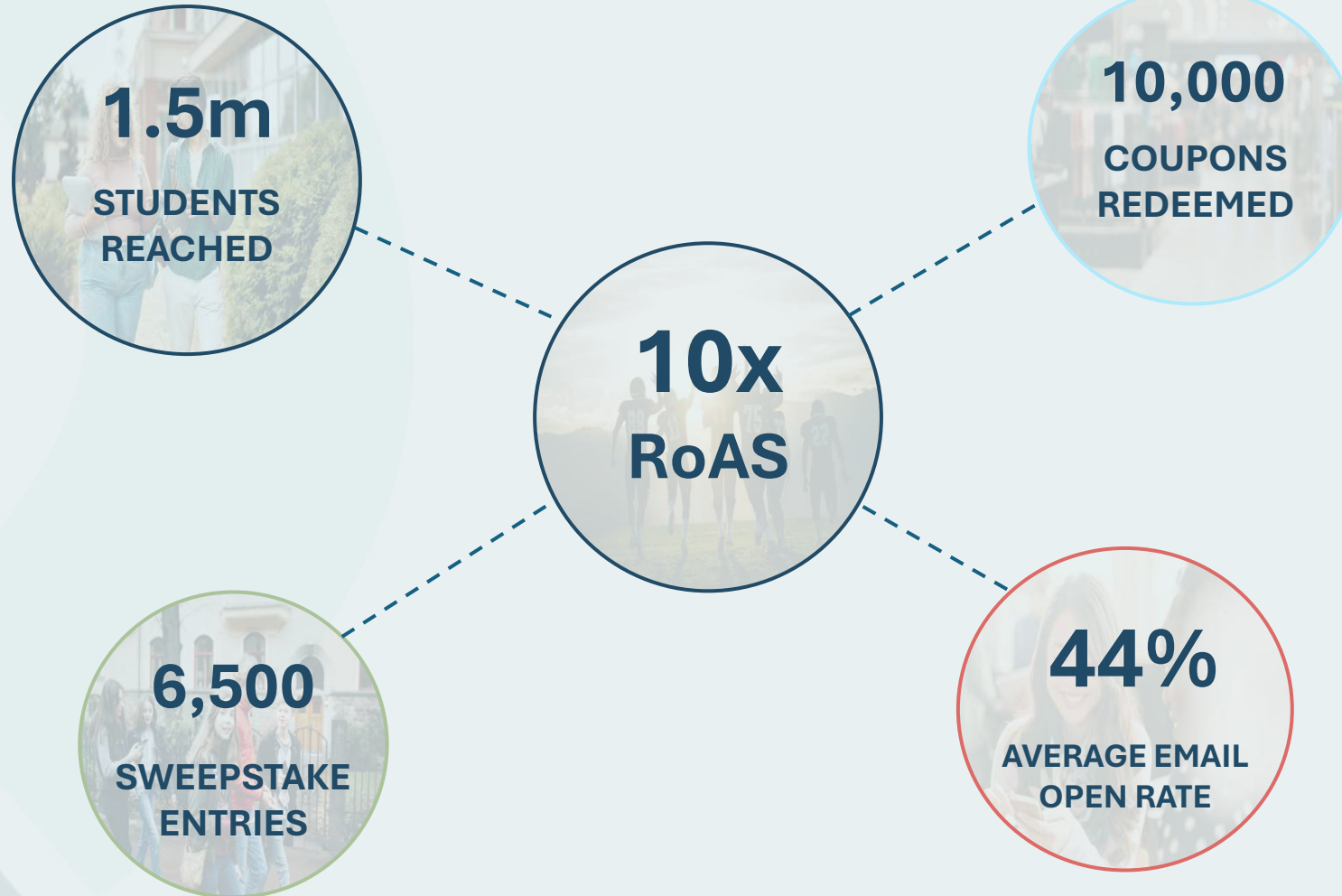
In-store signage, website ads, and campus-specific digital placements.



Community Engagement

Ads on selected campuses to amplify conversation

Impact



Get unmatched access to Gen Z



1,000+

on campus and
digital stores



6M+

college students reached
across North America



33M+

Inserts and samples
delivered annually



9M+

in store and online
transactions annually



61M+

annual online
site visits



Beyond students,
reach Parents, Alumni,
Staff and Fans

Access the Campus Advertiser Playbook

go.follett.com/media-network

