FOLLETT MEDIA NETWORK

Unlocking the power of the student audience for brands

2025

Introduction

COLLEGE MARKETING SOLUTIONS, CUSTOM DESIGNED FOR YOU

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 MISSION

Provide scalable, precision-targeted, user-friendly marketing solutions with a proven track record of delivering substantial ROI.

OUR PURPOSE

Ignite, captivate, and shape the student journey with enduring inspiration and influence.

BEYOND STUDENTS, ENGAGE WITH PARENTS, ALUMNI, SPORTS FANS AND STAFF!

Grads, parents and alumni

Athletes/fans

Faculty and staff

WHY PARTNER WITH FOLLETT MEDIA NETWORK

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

1,000+
on campus and digital stores

6M+
college students reached across North America

9M+
in store and online transactions annually

61M+
annual online site visits

SUN DEVIL CAMPUS STORES
UNIVERSITY OF GEORGIA Bookstore
VIRGINIA TECH. HOKIE SHOP
UIC
INDIANA UNIVERSITY
JMU
UH | STORE
TCU CAMPUS STORE
STANFORD BOOKSTORE
TEXAS TECH UNIVERSITY
WF | UNIVERSITY STORES
BOOKSTORE
Baylor BOOKSTORE
BOSTON COLLEGE BOOKSTORE
NYU Bookstore
IOWA

The student journey

LIMITLESS OPPORTUNITIES | CREATE CONNECTION AND INFLUENCE THE COLLEGIATE AUDIENCE

ACCEPTANCE	ORIENTATION	ACADEMIC JOURNEY	ATHLETICS & EVENTS	GRADUATION	ALUMNI
Acceptance into school and **orientation**	Aligning with the student journey for **engagement, sales and influence**	**Omnichannel** experience across desktop, mobile, email, digital kiosks and in-store	The pinnacle brand experience for college athletics	Continue to build your brand at graduation and beyond	**Maximize LTV** with ongoing messaging in their evolving life phases
EMBRACE THE BEGINNING	**MULTI-YEAR JOURNEY**	**ELEVATE YOUR PRESENCE**	**UNVEIL SUCCESS**	**MAXIMIZE POTENTIAL**	**SEAMLESS EXCELLENCE**

Key moments to connect

ORIENTATION: MARCH – SEPTEMBER & DECEMBER – JANUARY

FRESHMAN PACKAGE

Orientations, fairs, tours and welcome weeks

- Banners on 'Welcome to Day One' Landing Page
- Banners with Category Level Targeting
- Email in Bookstore 30% off coupon email
- In-store placement within orientation handout, signage, textbook pick-up and register check out
- Digital kiosk: 30s Loops in Top 250 Schools

FOOTBALL: SEPTEMBER – OCTOBER
BASKETBALL: NOVEMBER – MARCH MADNESS

ATHLETICS PACKAGE

Connect during the season and game day

- Banners on desktop and mobile
- Email 1:1 special offer
- In-store posters and digital kiosk QR codes
- Samples/inserts at register check out

SPRING GRADUATION: APRIL – MAY
FALL GRADUATION: NOVEMBER – DECEMBER

GRADUATION PACKAGE

Connect with Graduates as they make plan for their next chapter in life

- Banners on home page and throughout site
- Email campaign to graduates
- In-store & digital kiosk signage in grad zone, sample inserts cap & gown fittings

ALUMNI: MAY – JUNE; JANUARY – FEBRUARY

ALUMNI PACKAGE

Connect with Alumni as they focus on the future

- Email: Gift Giving & School Spirit
- Banners on Desktop & Mobile
- Banners across Follet+ Audience Extension to target consumers throughout the Web and Mobile

Market opportunity

WHY UNIVERSITY STUDENTS?

DEMOGRAPHIC SIZE

19M+
university students in the US

SPENDING POWER

$200B
annual spending capacity

INFLUENCE

Trendsetters and early adopters, influencing wider consumer behaviors

The problem

CHALLENGES BRANDS FACE

Traditional media struggles to capture student attention.

Difficulty in creating genuine connections with the student demographic.

Need for innovative and engaging marketing solutions.

Our solution – Follett Media Network

Integrated on-campus and digital marketing strategies.

Creation of immersive brand experiences.

Data-driven insights for precise targeting and engagement.

We offer a comprehensive omnichannel marketing solution

1
ON-CAMPUS ACTIVATIONS

- In-store signs and promotional inserts
- Sponsored events and experiential marketing
- Product sampling and giveaways

2
DIGITAL ENGAGEMENT

- Private marketplace or direct digital banners
- Influencer marketing with student leaders
- Targeted email marketing

3
DATA AND ANALYTICS

- In-depth consumer insights
- Real-time campaign performance tracking
- Customized reports and strategy optimization

How we work – our process

1

DISCOVERY

Understand your brand's objectives and target audience.

2

STRATEGY DEVELOPMENT

Create a tailored campaign strategy using on-campus and digital tactics.

3

EXECUTION

Implement campaigns with a focus on engagement and conversion.

4

ANALYSIS AND OPTIMIZATION

Track performance and refine strategies for maximum impact.

5

INVESTMENT REQUIREMENTS FOR DIFFERENT CAMPAIGN LEVELS

Build brand partnerships and test opportunities that can be scaled

Our value

COMPETITIVE ADVANTAGE

WHAT SETS US APART?

Deep expertise and specialized focus on the university student market.

Strong relationships with campus organizations and influencers.

Integrated on-campus and digital marketing solutions.

Access to exclusive student data and insights

PARTNERSHIP BENEFITS

VALUE FOR YOUR BRAND

Direct access to a highly influential market segment.

Enhanced brand loyalty and advocacy among students.

Increased sales and market share in the youth segment.

Comprehensive campaign reports and insights.

Next steps

HOW TO GET STARTED

Schedule a consultation to discuss your brand's goals

Develop a customized marketing strategy

Launch and monitor the campaign for continuous improvement

JOIN US IN REVOLUTIONIZING CAMPUS MARKETING

UNIQUE OPPORTUNITY to connect with a powerful consumer demographic.

PROVEN METHODS and **EXPERIENCED TEAM**.

Let's create **IMPACTFUL BRAND EXPERIENCES TOGETHER**.

Advertising Solutions

HERE IS A SAMPLE OF OUR BEST-IN-CLASS OMNICHANNEL CAPABILITIES

ONSITE ADVERTISING

- Web Heroes
- Web Banners
- Homepage Collections
- Direct Display
- Programmatic Display
- Brand/Custom Landing Pages

IN-STORE ADVERTISING

- Sampling
- Inserts
- Signage
- Tabling Events
- Digital Screens
- Pop-up Event Shops

EMAIL ADVERTISING

- Dedicated Campaign
- Email Banners

OFFSITE DISPLAY

- Co-Branded Display

PRINT ADVERTISING

- Orientation Pieces
- Employee Shirts

SOCIAL MEDIA

- Ambassador Programs
- Paid Social Media

Please contact the Follett Media Network team for the full list of advertising capabilities, packages, and pricing

See how brands are succeeding with us

Follett omni-channel partnership with Hi-Chew

39% Average Open Rate

21% In-Store Sales Lift

1M Average Students Reached

THE GOAL

Promote Hi-Chew sweepstakes, increase brand awareness and drive in-store sales.

HOW WE DID IT

- Developed a well rounded 2-month campaign made up of email, in-store & web order sampling across 240 college bookstores and social ambassadors across 30 college bookstores.

RESULTS

Email
500K reach, 39% Open Rate, 1.71% CTR

Sweepstakes Metrics
19K views & 6,500 sweeps entries

Samples
250K samples distributed across 235 stores

In-Store Sales
21% increase to LY (2/15 – 4/15)
(1) flavor w/165% increase to LY

Follett Social Ambassador
58 posts w/ 5.15% engagement
2.8K engagements
59K followers
47.4K impressions

See how brands are succeeding with us

Follett omni-channel partnership with Axe Deodorant

THE GOAL

Distribute 200K samples of Axe deodorant spray (multiple scents) across TX & CA Follett bookstores via in-store purchases & web orders.

HOW WE DID IT

- Shipped 200K samples to over 100 stores to be distributed over a 2 - month period.
- Provided store with talking points to assist in promoting sweepstakes & coupon provided with the sample.

RESULTS

Positive customer feedback

200K Average Students Reached

Follett omni-channel partnership with Panera Bread

THE GOAL

Increase sales and visibility of Panera Bread's college location cafés (on campus and within 5-mile radius) through FMN's proprietary network of omnichannel ad and marketing capabilities.

HOW WE DID IT

- Geo-Targeted emails to college students, reaching 1.5 million students across 70+ campuses located within a 5-mile radius of a PB café.
- Special student offer to students through web orders and register purchases.
- Campus in-store signage, utilizing QR codes with offers and registration controlled from one source, which provided the ability to change offers and messaging.
- Linked trackable discount through web banners and ads on campus bookstore sites.

RESULTS

44% Average Open Rate

10+ Revenue from Initial Investment

10,000+ Coupon Redemptions

3MM+ Gen Z Impressions

See how brands are succeeding with us

Wall Street Journal

THE GOAL
Build brand awareness of Wall Street Journal, their top tier content and special student membership offer.

HOW WE DID IT
- Delivered monthly email campaigns targeting students across 50+ schools.
- Delivered creative content tied to WSJ free subscription offer to over 300K students each semester.

RESULTS

35% Average Open Rate

24% Unique Click Open Rate

1-3% Click to Open Rate

300K Average Students Reached

Direct TV- NFL Sunday Ticket

THE GOAL
Drive awareness and sales for DIRECTV's NFL Sunday Ticket product by promoting the exclusive student discount to millions of students nationwide, both physically and digitally.

HOW WE DID IT

- Geo-Targeted emails to college students, reaching 1.5 million students across 70+ campuses located within a 5-mile radius of a PB café.
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10+ Revenue from Initial Investment

10,000+ Coupon Redemptions

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See how brands are succeeding with us

THE GOAL

Promote student discount offer nationwide FMN partnered with Discovery+ to reach, engage with over 3M college students via a proprietary Email Marketing Campaign.

HOW WE DID IT

- Email campaign reaching Follett opt in users
- In-Store signage in over 100 stores
- In-Store inserts distributed from over 500 stores

RESULTS

35% Average Open Rate

3M Emails Sent

450K inserts Distributed

THE GOAL

Increase customer engagement with Hello Fresh Student Offer campaign. FMN built a strong partnership with Hello Fresh over the years which provided positive results.

HOW WE DID IT

- Special student offer to students through web orders and register purchases.
- Multiple campaigns throughout the year to maximize customer interaction.

RESULTS

Distribution 600+ Stores

+ Positive |Customer Feedback

Multi Year Partnership

1.4M Inserts Distributed

See how brands are succeeding with us

The Container Store®

Follett partnership with The Container Store to deliver a Pop-Up Shop for Fall BTS 2023.

THE GOAL

Provide customers with well rounded assortment of Dorm & Home items to support the Back-to-School shopping experience.

HOW WE DID IT

- Dedicated email campaign with individual & banner email sends.
- In-Store Pop-Up Shop – Select Stores
- In-Store Signage – Select Stores

RESULTS

- **38% Average Open Rate**
- **2M Average Students Reached**
- **FMN Partners Growth**

THE NORTH FACE

Follett partnership with The North Face for Fall 2023 for Back-to-School to utilize co-op funding and increase brand awareness and sales.

THE GOAL

Sell more of The North Face Backpack product carried by Follett.

HOW WE DID IT

- Developed a best-in-class durability message, showcasing a laptop going into the backpack. Partnered with Apple on banner messages and inclusion on complimentary emails.
- Campaign included: Dedicated emails during fall-back-to school, email banners, primary web banner on the backpacks & bag webpage.

RESULTS

- **68% Average Open Rate**
- **36% Online Sales Lift**
- **FMN Partners Growth**

See how brands are succeeding with us

Dove – Brand Activation Events

THE GOAL

Dove. NEW product launch – engage with customers, build brand awareness to new product line.

HOW WE DID IT

- (4) One day activation events (Inside & Outside bookstore)
- Samples & Giveaways
- Interactive ambassador engagement with customers

RESULTS

35K
Average Students Reached

33% Average Open Rate

Positive Customer Feedback

See how brands are succeeding with us

Poster Invasion Activation Events

THE GOAL

Poster Invasion – engage with customers, build brand awareness to new product line, drive sales.

HOW WE DID IT

- 12+ (4/5 day) activation events (Inside & Outside bookstore)
- Annual events – 2x a year
- Ambassador engagement with customers to promote/drive poster sales.
- Multi-level marketing efforts support each event

RESULTS

10K+
Average Students Engagement

Positive Customer Feedback

Multi Year Partnership

THANK YOU

Follett Media Network

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Follett
HIGHER EDUCATION