



- **THE MARKET-NAM Integrated Youth**

- NAM - COLLEGIATE PROMOTIONS/KID CLUB MARKETING - Reaching Youth Markets w/ Engaging – Dynamic - Targeted Media and Advertising. Revolutionary - Novel - Exclusive & Proprietary collateral, products & services that create a Buzz - Call To Action – Brand Education - Targeted & General Awareness to the \$400+ Billion Youth Markets where students work, live & play... NAM provides College, High School, Elementary Schools advertising through On Campus/ In-School Channels, Creative OOH, Print, Location Media, Event Marketing, Cause – Brand Immersion, Experiential, Parent Marketing, Solutions Planning, Intercept Programs, Sampling & Promotions, Direct Marketing, Targeted Multicultural, Mobile, Eye-Level Advertising, etc...To over 77 Million College, Teens, Tweens & Young Adults monthly/nationally. The NAM Network of advertising spaces includes Colleges & Universities, Bars, Movie Cinemas, Destinations, and just about anywhere a college student interacts. When \$0 Wasted Ad Dollars really means something along with personal attention, then NAM is the logical approach. Our Knowledge, Proprietary Networks, Exclusive Client Programs, Methodology, Service and the way we do business is what sets us apart. Established: 1997

- **College Students: An Influential Consumer**

- Today's college student represents a lucrative target audience. They are exercising new-found independence in their brand and product decisions for the first time that will last a lifetime
- College Students Representing \$250+ Billion in Annual Buying Power – 20% of which is estimated to be discretionary power
- \$16,000 Per Student On Average
- 86% Percent Of Students have a Credit Card
- 91% Have a Checking Account
- 64% Have a Savings Account
- 94% Own A PC/ 79% Own a Vehicle / 92% Own a Cell Phone
- 91 % Eat Out at Least 1 X Per Week
- 18.5 Hours Per Week is Spent Online
- 65% Of Total Spending Online: Travel – Technology & Clothing
- \$70 Million Annually is Spent on Movie Tickets
- 41% Receive Money From Home
- 75% Work Part-Time Jobs
- 91% Work a Summer Job

- **The Market - At 17+ Million Students Total**

- 2500 Unique Colleges – 2 & 4 Year Schools
- 50 States – PLUS Canada – Europe
- IMPRESSIONS – Exceeding 800 Million/Month Per Typical Programs

- College females represent 57.5% of the total market
- College Males represent 42.5% of the total market
- 5.7 million 18-24 year old college females aged 18-24 live on-campus versus 4.3 million males
- 18-24 year old college females/males are an influential group, spending on average \$221 per month on discretionary expenses





Date

Name:

Company Name

Address

City, State, ZIP

Phone

Email

Dear Client Name,

The NAMU – Youth Marketing Specialist Team thanks you for this opportunity to present to you some dynamic, well rounded, sounded approaches and practices we have utilized successfully for numerous other clients over the last 15 years in the college space.

Overview

NAMU is proposing to implement an experiential marketing campaign, targeted towards the target audience via regional marketing and media efforts. NAMU will activate promotions that focus on increasing and promoting on campus recruitment measures.

NAMU will work with you to determine which markets are most appropriate for this experiential campaign program based on marketing objectives set forth by Client. NAMU will work with the client to develop all concepts further and refine the budget based on promotional selections. Concepts include the following:

Strategy: Provide in-market teams to execute buzz generating campaigns aimed at undergraduates. The teams will target these consumers via field programs, where permitted commercial marketing, flyering & posters, newspaper ads, mobile, student intercept, direct marketing, digital, place based, electronic, online, social networks, and signage, etc... The program will generate applicants and build awareness among undergraduates and will contain several elements to ensure flexibility in meeting market requirements and goals –cool premiums, lead generation and more.



NewAge MARKETING



Reaching Youth Markets w/ Engaging – Dynamic - Targeted Media and Advertising. Revolutionary - Novel - Exclusive & Proprietary collateral, products & services that create a Buzz - Call To Action – Brand Education - Targeted & General Awareness to the \$400+ Billion Youth Markets where students work, live & play... Mazda will benefit from our 15 years on campuses and in school. Provide Mazda with Targeted College 18-24 BUZZ advertising through On Campus/ In-School Channels, Creative OOH, Print, Location Media, Event Marketing, Intercept Programs, Sampling & Promotions, Direct Marketing, Targeted Multicultural, Mobile, Eye-Level Advertising, etc...To over 15 Million College Students.

NewAge Marketing, Inc. (NAM) is a Full-Service College & High School Youth Marketing Specialist Agency that provides advertisers with a medium to target youths from as early as their first day of kindergarten to their last day of grad school and beyond. When it comes to cultivating your business, by tapping into the lucrative, yet elusive college and k-12 markets.....we know what you're thinking. For over 15 years, NAM has been implementing unique student marketing solutions for clients seeking to market to students. NAM has built the most extensive college, high school and youth marketing network Nationally. We reach virtually every campus from coast to coast. The most important aspect of our network is that it lends itself to flexibility. Market to an entire nation or just one campus. It is always our recommendation that a client employ several avenues simultaneously to achieve the optimum level of exposure and to ensure that their student advertising message gets across to the target audience.

- *Personal Attention - Start To Finish
- *Current Knowledge of the College Market Place
- *Effective/Efficient College Advertising Services & Promotions
- *Fastest Turnaround by a College Advertising Agency in the Industry

MEMBER - AAAA

A's LEADERSHIP
COMMUNITY
ADVOCACY
GUIDANCE

In as much as due diligence, NAM is the undisputed leader in this field with over 15 years experience. Buyer beware of pretender financially strapped competitors who have little to no substance and little to no actual networks or industry experience. Low price schemes are not consistent with industry standards, which translates into campaigns that are poorly done at best with little to no transparency. Picking the right company that you will be associating your company name with is imperative for successful implementation and ultimately ROI. We would be happy to illustrate the pros and cons to any offer you entertain via our price match and beat guarantee within reason and explain the realities of such with clear and upfront discussion.



NewAge MARKETING



By **NewAge** MARKETING

Our Exclusive College Advertising Agency Network chooses prime locations to achieve maximum, repetitive exposure and abide by and operate within campus rules and regulations. Spot checks and monitoring and wave photos ensure for a successful promotion via our Real Time Tracking FTP Portals.

➤ **THE MOST COPREHENSIVE NETWORK IN THE INDUSTRY** – Work with the marketing company advertising to college students that has actually been on college campuses – Others promote but in most cases have never posted a poster themselves – We utilize a **FOUR TIER** approach that no other company offers. **NAM Professional Agents, Student Agents, SGA Representatives' & Department Specific Mailings** turnkey approach to college marketing delivers results. What this means for you, our client is that we can distribute materials in a fraction of the time (usually **DAYS with NAM VERSUS WEEKS / MONTHS** with the other guys) that other companies promise with a consistency.

Components

Project Management

For all projects, CPNAM provides a Project Manager to coordinate and manage all aspects of the following:

- Develop creative attention catching promotional tactics
- Scouting and organizing logistics for events and venues relevant to the target demographic.
- Staff, train and coordinate Connectors that are fully trained on the Client brand.
- Coordinate selection and acquisition of giveaways if needed
- Manage and stage all props required for activities
- Identify promotional locations for selected services
- All staff activities
- Schedule, logistics, and coordination of activities
- Conduct field audits with photos
- Document all activity
- Report all project details
- Provide timely recaps on all activities

Event Marketing/Client Ambassadors

Concept: CPNAM will deploy the Client Ambassadors to targeted locations such as college campus student unions, career services, high traffic areas, sporting events.. An activity will be set up to enable the Client Ambassadors to take permission based posed photographs of groups of people. The Ambassadors will distribute material that instructs people on how to view their pictures and will notify people that they will be invited to join the Client Team.

5 Ambassador members are suggested to perform the following jobs:

- 1 people to take photographs
- 1 person to complete uploads
- 2 person to interact with crowds, collect and distribute information

Props needed:

- Signage – postcards – flyers – announcements
- Table
- Table skirting
- 3 Digital Cameras
- Laptop set up with wireless internet connection
- Collateral materials

CPNAM Services:

- Research and develop targeted venue and event lists for each school target.
- Design and print materials -artwork provided and approved by Client - Pending
- Organize venue and event logistics
- Provide Campus Ambassador Recruitment – Call To Action and Placed based Services.



NewAge MARKETING



4 TIERD (Waves-Runs) DELIVERY APPROACH – CONSISTENT DELIVERY – EXACT LOCATIONS -SOLID ROI

****NAMU Ambassadors are the Voice of The Campus – Events Organized – Distribute Literature On Campus – In Dorms – Around The Quad – Near Bookstores – Hosting Events- Organizing Group Meetings – Create YouTube Video Contests -**

****NAMU Student Agents Are Your Peer 2 Peer Influential Human Verified Referral Machine – Drive content via facebook and Twitter – Create Likes – Fans – and Open Up Discussions and Blogs – Agent MUST Have MINIMUM of 500 Friends on Facebook to be eligible**

****NAMU Professional Networks KNOW The Campuses AND THEY GET IT DONE CORRECTLY – and where to distribute placed based posters – flyers – tabletents – kiosks – media posters –**

****NAMU Professor Connection Unlimited – Direct Source to Department Specific Board Space –**

Hiring – Our process begins with our national student database network of some 75,000 students and groups which are prequalified brand ambassadors. After review of the talent pool (and many agents are repeat ambassadors who are graded). We also recruit through our external resources which identifies the strengths of the candidate in regards to marketing and campaign execution we deploy.

Training – We coordinate the entire process from start to finish and INCLUDE SOW (Statement of Work) and a series of ONLINE REQUIRED MEETINGS to discuss the logistics. Clear Communication leads to better performance and results. We also detail the basics including demeanor, dress code, attendance, timing, delivery of messaging, and campaign reporting.

Managing – Communicating clearly is the key in management in that ALL Messaging is delivered properly. Our staff employs real time tracking and procedures to ensure that we HIT Target markets identified – and during the times appropriated.

Management of students can be challenging as student schedules vary throughout the semester. Understanding their schedules leads to more optimal success for your program/brand. Students are clear on our expectations and demands as they sign off on official contract terms. This is WHY Pepsico, Doritos, Vera Bradley, GM, FEDEX utilized our services.

Case Studies Attached -

Your Success is our Passion and we will work tireless to achieve your goals – My cell phone number is 401-529-1124 – Call me anytime and I will be sure to be available – Try and get that from the other guys – They may not have a job in 4 weeks – who knows –

**From: Ballas, Linda {FLNA} – DORITOS/PEPSICO – College Channels
To: Marc Sorel; Dave Sorel;
Subject: THANK YOU! Reporting: Doritos Sampling**

Marc,

While I haven't yet had the opportunity to "download" with the Customer Marketing Managers for Aramark and Sodexo, and the (Doritos Brand Team), I have had the opportunity to review the reports and many of the pictures and just want to say thank you for the outstanding and professional services you provided. Thank you Marc and Dave for the great service

-Tiered Network Marketing- Solid Approach – Solid ROI





PLACE BASED MARKETING - PRINT

Postering:

Guaranteed High Visibility Through On Campus Advertising. Informative products POSTED in high-traffic college locations; classrooms, dorms, career centers, student centers, mail rooms, dining halls, common areas, etc....

*15,555,471 College Student Target Market

*164,895 College Bulletin Boards

* 4 Color Visual Impressions – 8.5" x 11", 11" x 17" or 11" x 22"

*Targeted Distributions Available – Science – Math – Graduate, etc...

College Bulletin Board Posters -4COLOR Impressions TOP 500 Campuses – 1:150 Ratio

Total gross impressions per poster campaign.....120,321,00



Tabletents:

Advertise to College Students with Table POP Tents. They can be used to promote upcoming college recruitment or recruiting services events, special discount offers, etc...

Exclusive Strategic Placement Locations

1,500+ Campuses Available –

75,000 Strategic Locations Weekly

Top Colleges – 18,563 Locations – 1 per every 350 student ratio

76% Viewed a Table Tent Advertising Promotion in the past seven days

College Table POP Tents-4COLOR Impressions TOP 500 Campuses

TOTAL IMPRESSIONS.....3,500,000



Campus Kiosks:

The largest 3D Kiosk Ad Network with a potential reach of over **15 million students at Over 1,500 campuses in 148 ADI markets nationwide** (95% of college students).
NAM Survey – 1200 Students from 60 Top Colleges Revealed:96% Viewed a Totem College 3D Kiosk Media Ad in the past seven days

Over 60% viewed a 3D Totem Kiosk more than 10 times during a seven day period

College 3D Totem Kiosk Displays -4COLOR Impressions TOP 500 Campuses

TOTAL IMPRESSIONS.....307,125,000



Dorm – Fraternity – Sorority Doorhangers:

College Dorm Marketing Utilized as Branding or Call to Action

Placed directly on students door handles in college dorms and other on/off campus housing Target the top 500 campuses nationally or any of our 2,000+ Campuses

Typically 1:2 dorm hanger to student ratio

Top 500 Campuses / 1 month - 1 time distribution:

935,135 Dorm Room Available (Top 500): \$401, 765.00 – ALL Inclusive – Printing Included

College Dorm Room Door Hangers -4COLOR Impressions TOP 500 Campuses

TOTAL IMPRESSIONS.....10,500,000



Media Posters: – Wall Mount Oversized Posters-Media Posters are an excellent, Cost-effective way to REACH College Students

They are 11x17, 12x18, 13x19, 18x24 information carriers, incorporating full color artwork. Displayed on a Monthly Basis at the college campuses of your choice.

Media Boards are placed in high traffic area locations (Student Union

-Mail Room-Dorms-Career Center-Dining halls, etc...) for the most visible viewing by students and faculty.





NewAge MARKETING



NAMU BRAND AMBASSADOR NETWORKS

“Pass The Pad” – Branded Shrink Wrapped Notebook Paper:

‘Pass The Pad-NoteAds’ is a unique and simple concept that allows our clients to Target & Reach over 10,000,000 Students On College Campuses with a highly targeted, one-to-one hand distribution method. Generates a Favorable word of mouth publicity about products and services with catchy NoteAd writing tools. Students’ notes and notebooks are one the main tools they use while at school and in class lectures.

‘Pass The Pad-NoteAds’ is a service in which we offer FREE Sheets of Notebook Paper to students upon entering lecture halls, classrooms, etc...



LISTEN UP!

PEER 2 PEER – STUDENT INTERCEPT - WORD OF MOUTH – BRAND AMBASSADORS -

Highly targeted college sampling programs & hand-to-hand offers to college students nationally: Co-Op Student Sampling Programs, Custom Campus Sampling Marketing Programs. Exclusively deliver your products to the brand-responsive college market using attractive tabling and sampling booths we place in high-traffic areas. Select from over 500 schools nationwide or to specific local and regional locations up to 1800 colleges and 2 year schools. If provided, trained staffers will wear brand identified apparel.



NAM COLLEGE NEWSPAPERS

College Newspapers/Free Standing Inserts/Classified Ads:

College Newspapers Reaching over 12+ Million Students at more than 2,000+ campuses nationwide.

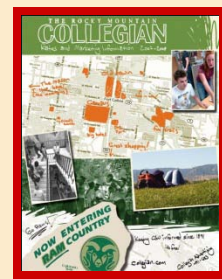
One Stop Buy, Placements and Reporting

95% College Student Newspaper Readership

Competitive Pricing – National Reach - Volume Discounts – Premium Placements – ONE MEDIA BUY

College Display Ads – College Classified Ads – Free Standing Inserts –Spot & Full Color –

NAM Relationships Built Over 12 Years



NAM TEXT – EMAIL MARKETING

Student Email MARKETING – MILLIONS OF RECORDS

COLLEGE STUDENTS

5 Million Individuals

College student names have been compiled from numerous educational sources.

Selectable by class year, field of study, college attended, home address, school address, tuition level and competitive rank..

List Usage: All lists are rented for a one-time use unless otherwise agreed upon in writing. Unlimited usage is for a one year period.

Sample mailing piece /telemarketing script required on all orders prior to shipping



Student Text Messaging (SMS) MARKETING – Text To Vote Campaigns:

We offer one of the most extensive text vote services much like that used on

American Idol and Dancing with the Stars. Beside traditional text vote for

competitions, we can also provide text voting for marketing purposes.

Most Comprehensive TEXT Message 3x OPT In List Verified Weekly –

Over 2,000,000 College Records

Over 700,000 College Bound Records – 6.5 Million Parents High School Students





NewAge MARKETING



2D BARCODE "QR" TAGS

Turn Physical Marketing Materials into INTERACTIVE and Digitally Measurable Media.

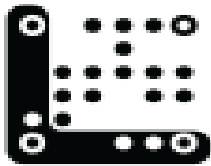
2D Barcode QR Tags – We reach 97% of Smart Phone Users Versus 1% With traditional tagging that requires the end user to download an app reader.

- **Extends a single pushed impression into a 90-second requested engagement
- **Provides source media, cross campaign and ROI performance metrics
- **Delivers most efficient and relevant message of any media type

Static Media Digital Content

NewAge Marketing - 50 Sutton Avenue - East Providence - Rhode Island - 02914 - Voice 401-431-9774 / Fax 401-431-9774 / www.ColleciatePromotions.com

QR TAG – 2 D Barcode



NAM REAL TIME CAMPAIGN TRACKING

The people want to play.

Win the new Tiguan instantly.



NAM State of the Art Photo Tracking

NAM'S STATE OF THE ART TRACKING PHOTOS - No More Guessing The Job Is Completed...

- TRACKING Your Campaigns In Real Time –
- FTP Site UN and PW Issued Login
- Wave Photo Galleries –
- REPORTING & METRIX ON ALL MEDIUMS
- 100% Transparent – ZERO Wasted Ad Dollars

NAM Youth Marketing - PO Box 1170 Conway NH 03818 Voice 888-631-9222 / Fax 603-452-5069 / www.ColleciatePromotions.com

REFERENCES:



National Coverage – US and Canada

6500 - 4 Year & 2 Year Schools

18 Million Students





A D V E R T I S I N G A G E N C I E S :

Accent • Arnold • BBDO • Campbell-Ewald • Carat • Cramer-Krasselt • Dentsu America • Dieste • DMGUS • Erwin-Penland • Fallon Worldwide • Generation Outdoors
 Ground Zero • Horizon • Idea City • Ivie & Associates • JWT • Kinetic • Lopez Negrete • Marketing Associates • MEC Global • MediaVest • Mindshare • MPG • GlobalHue • Olson
 OMD • OMG • OOH Pitch • Posterscope • RedPeg Marketing • Saatchi & Saatchi • Starcom MediaVest • TargetCast • Uni World • Universal McCann • Zubi

Disclaimer: All corporate logos, marks, names, identities, and/or likenesses utilized within these materials are for display purposes only. There exists no association between any 3rdparty and NAM unless explicitly stated as past vendor or client.. Any potential association, agency, relationship, or copyright infringement created or perceived is neither intended or implied and hereby expressly disclaimed.

In as much as due diligence, NAM is the undisputed leader in this field with over 15 years experience. Buyer beware of pretender financially strapped competitors who have little to no substance and little to no actual networks or industry experience. Low price schemes are not consistent with industry standards, which translates into campaigns that are poorly done at best with little to no transparency. Picking the right company that you will be associating your company name with is imperative for successful implementation and ultimately ROI. We would be happy to illustrate the pros and cons to any offer you entertain via our price match and beat guarantee within reason and explain the realities of such with clear and upfront discussion.



NewAge MARKETING



By **NewAge** MARKETING

Client Name:

Project Name:

NewAge Marketing Acct Exec:

Concept:

Markets:

Project Goal:

Important Dates:

Staffing Requirements:

Staffing Costs:

Project Costs:

Upfront Costs:

TOTAL:

DEPOSIT AMOUNT DUE AT SIGNING 25% Upon Contract/ 50% Upon Commencement/ 25% (Conclusion)

Deposit Invoice#

***exact hours/costs vary**

Items/Services Provided by Client:

Marketing materials to be shipped to local managers

**Accepted by,
Company
Name:**

NAM – Youth Marketing Specialist Corp

Name:

Title:

Title:

Date:

Date: