

ymc

*YOUTH MARKETING CONNECTION*



**ymc connects brands with  
generation y.**



**ymc connects brands with  
generation y**

**WE'RE ENGAGING, AUTHENTIC AND RELEVANT.**

We create experiences that communicate the essence of a brand in ways that Gen-Y understands. We engage our extensive network of college and high school students to spread the word about brands in a genuine peer-to-peer fashion.

“

so, what  
does all  
that really  
mean?

”

**it's  
simple!**

**ymc recruits students  
who share a passion  
for your brand. Then  
we set them loose to  
spread the word.**

# ymc what we do

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## PEER-to-PEER

### PEER-to-PEER IS KING.

Our peer-to-peer network drives every campaign we create. With over 600 colleges and universities and 5,000 high schools in our network, we have access to an army of real students that are ready to market your brand to their very real peers.



## ON-CAMPUS

### WE LIVE ON CAMPUS.

Not only do we have access to hundreds of thousands of students on campuses across the country, but our strategic partnerships grant us space in the most coveted locations for events. We can position your brand in the rec center, on the intramural fields, and in cafeterias and dorms.



## DIGITAL

### DIGITAL AMPLIFIES PHYSICAL.

To Gen-Y, the web is as much a part of daily life as eating and oxygen. Fortunately, our student rep network is as active on Facebook as they are on campus. We're equipped to build the most engaging and buzz-worthy campaigns on the web.



## SPRING BREAK

### INFLUENCERS DO SPRING BREAK.

Each year, millions of college students flock to a handful of spring break hot spots in the United States and Mexico. We're there too, on behalf of the biggest brands, to connect with the most influential students 24/7 where they stay and where they play.

# ymc **OUR CLIENTS**

*WE WORK WITH THE LARGEST BRANDS ON CAMPUSES ACROSS THE COUNTRY.*

The biggest brands turn to YMC because of our robust national network of student influencers and our experience with rolling out hyper-local peer-to-peer driven campaigns all across the country. The tremendous depth of our network of real students means that we're able to find the perfect students to represent a huge variety of national brands.



AMERICAN EAGLE  
OUTFITTERS

SONY

Microsoft



T-Mobile

MAXIM

YAHOO!



ACTIVISION

ROCKSTAR  
ENERGY DRINK

AXE



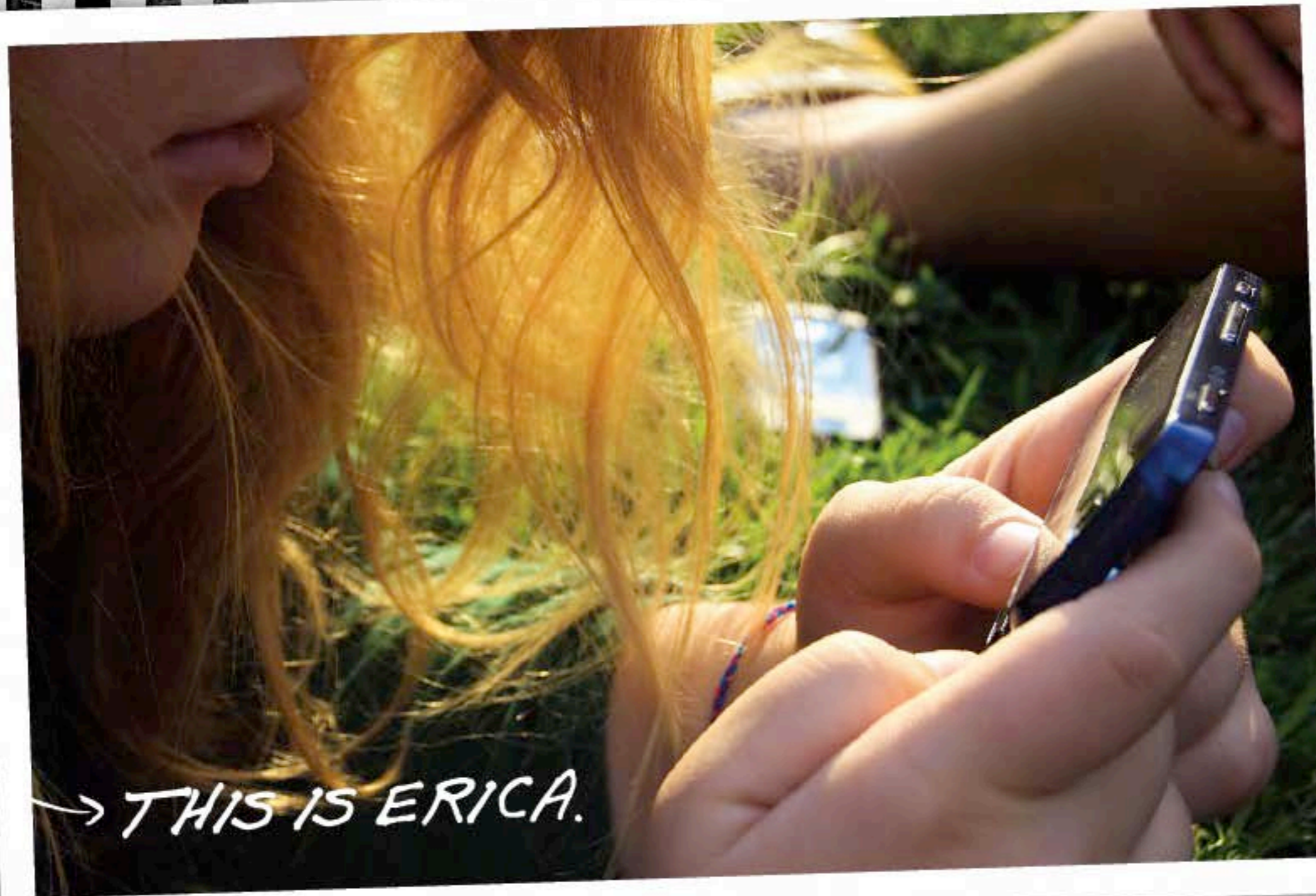
Lufthansa

SIRIUS  
SATELLITE RADIO



CHASE

ymc



→ THIS IS ERICA.

ympc

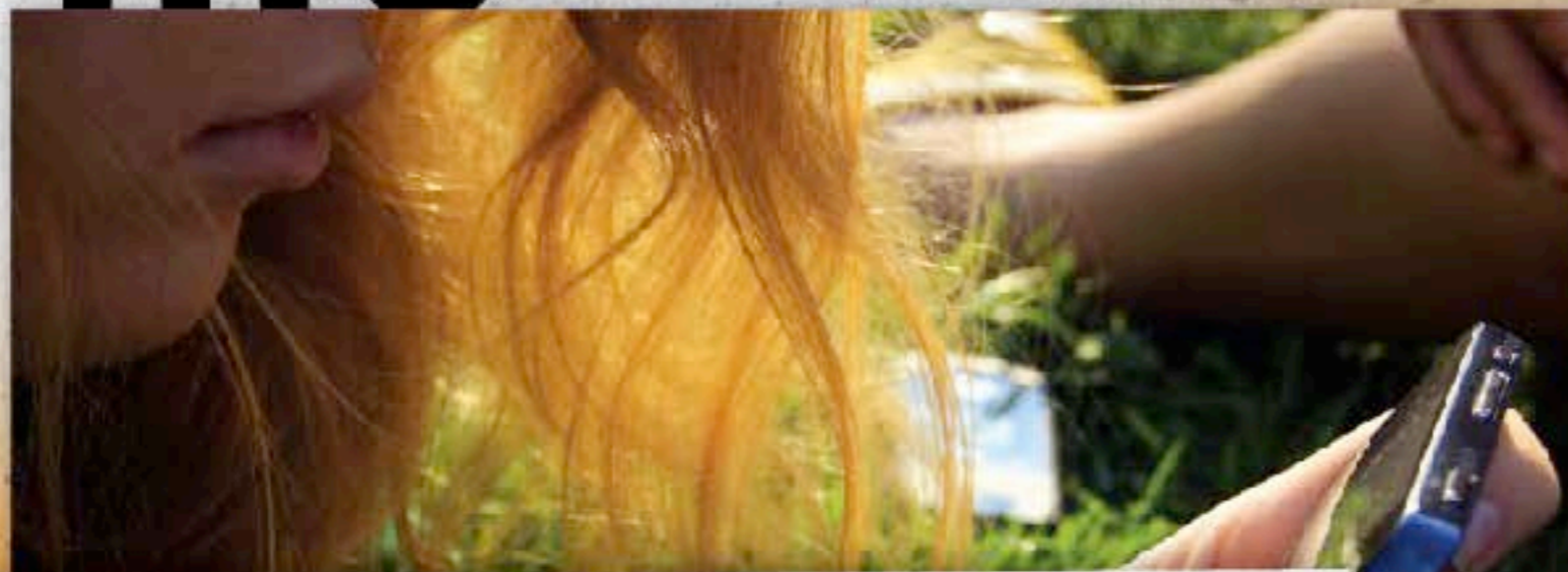
HOW DO YOU REACH ERICA?



→ THIS IS ERICA.

# ymc

peer-to-peer



## HERE'S HOW WE REACH ERICA.

We don't rely on the traditional trappings of marketing because with Gen-Y, peer-to-peer is king. Using our nationwide network of students, we recruit peers who speak Erica's language, live on Erica's campus, and are genuinely passionate about your brand. It's simple: we create opportunities for students to talk to other students about the brands and products they love.

## Erica is like a lot of millennials.

She's sophisticated, independent and instinctively wary of marketing. She's supremely picky about the brands she embraces, but unswervingly loyal when she does. So, how do you reach her?



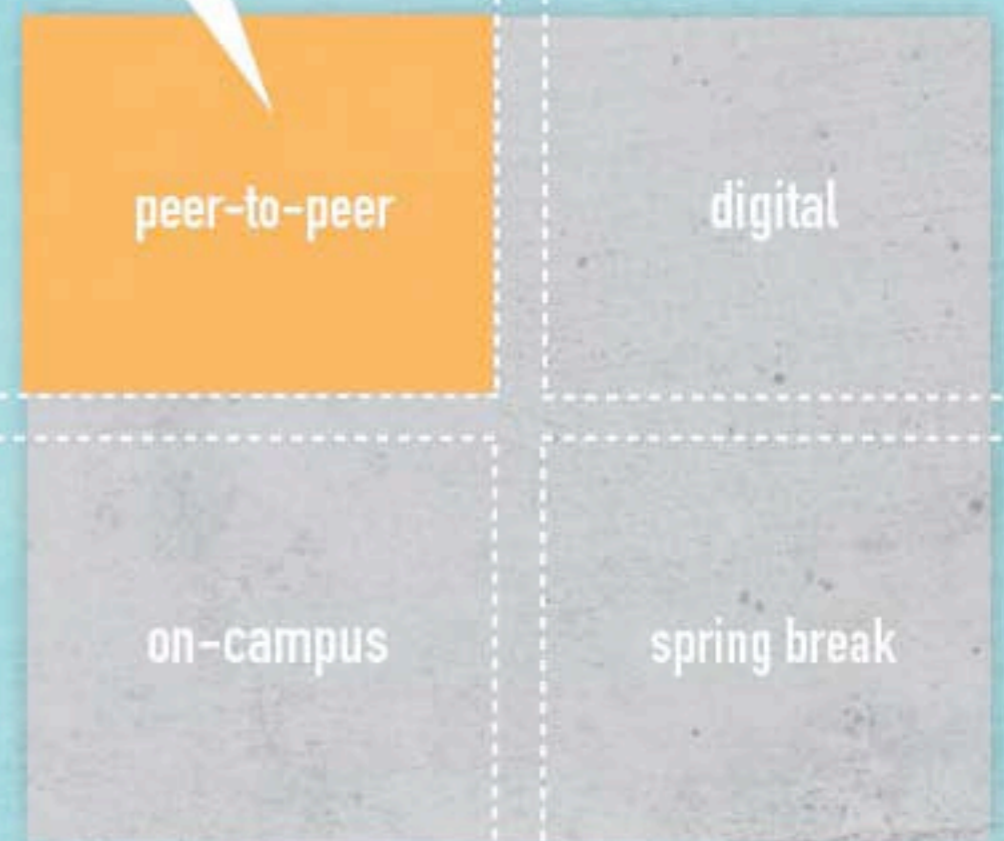
## LET YOUR AUDIENCE DELIVER YOUR MESSAGE

Our nationwide network of students is the backbone of every campaign we create. For each new client, we diligently recruit, train and manage student reps that authentically represent the essence of your brand. That means that you'll have legions of true believers ready to talk to their friends about your brand on campus.

### *HOW CAN YOU USE OUR ARMY OF STUDENT REPS?*

- Create a peer-driven, hyper-local presence
- Word of mouth / buzz campaigns on campus
- Intramural sports and rec-center activations
- Brand advocacy campaigns and dorm parties
- Guerilla-style tactics enacted by student reps
- Distribution of collateral in targeted locations
- Peer-driven social media campaigns

Our national network of students is the backbone of our holistic experiential marketing campaigns.



# MEET THE STUDENT REPS:



## STUDENT PROFILE

NAME: *MATT*

AGE: *21*

SCHOOL: *NORTHERN IL.*

FACEBOOK: *2,252 FRIENDS*

LIVES IN: *FRATERNITY*

BRANDS: *ROCKSTAR*

LOVES:

*LOST, TRIATHLONS, THE BEARS, NIKE  
GOING OUT, HIP-HOP, WORKING AT A BAR*

## HOW DOES MATT WORK WITH YMC?

Matt works at Northern's most popular bar, and thanks to his strong relationship with the bar's owners, he was able to create and promote "Rockstar Nights" on Thursdays. He has also organized Facebook events, posted pictures of the sponsored nights, and distributed tons of free product, which all means significant exposure for Rockstar on campus.

# MEET THE STUDENT REPS:



## STUDENT PROFILE

NAME: *BRAD* AGE: *21*

SCHOOL: *BOWLING GREEN STATE UNIV.* FACEBOOK: *1,233 FRIENDS*

LIVES IN: *DORM* BRANDS: *AXE*

LOVES: *BEING SOCIAL, HIS BLACKBERRY, TECHNOLOGY, DANCING*

### HOW DOES BRAD WORK WITH YMC?

Brad's a social man, and he put those gifts to work for AXE during his senior year. Using his huge list of contacts and Facebook friends, Brad distributed collateral about an AXE contest on campus and across the social web. Thanks to Brad's work, AXE had a campus leader enthusiastically promoting their campaign in a natural and authentic way.

# MEET THE STUDENT REPS:



## STUDENT PROFILE

NAME: *SARA*

AGE: *19*

SCHOOL: *FLORIDA*

FACEBOOK: *2,395 FRIENDS*

LIVES IN: *DORM*

BRANDS: *AMERICAN EAGLE*

LOVES: *FASHION, THE REAL WORLD, THE BEACH!  
LATE-NIGHT DANCE PARTY*

## HOW DOES SARA WORK WITH YMC?

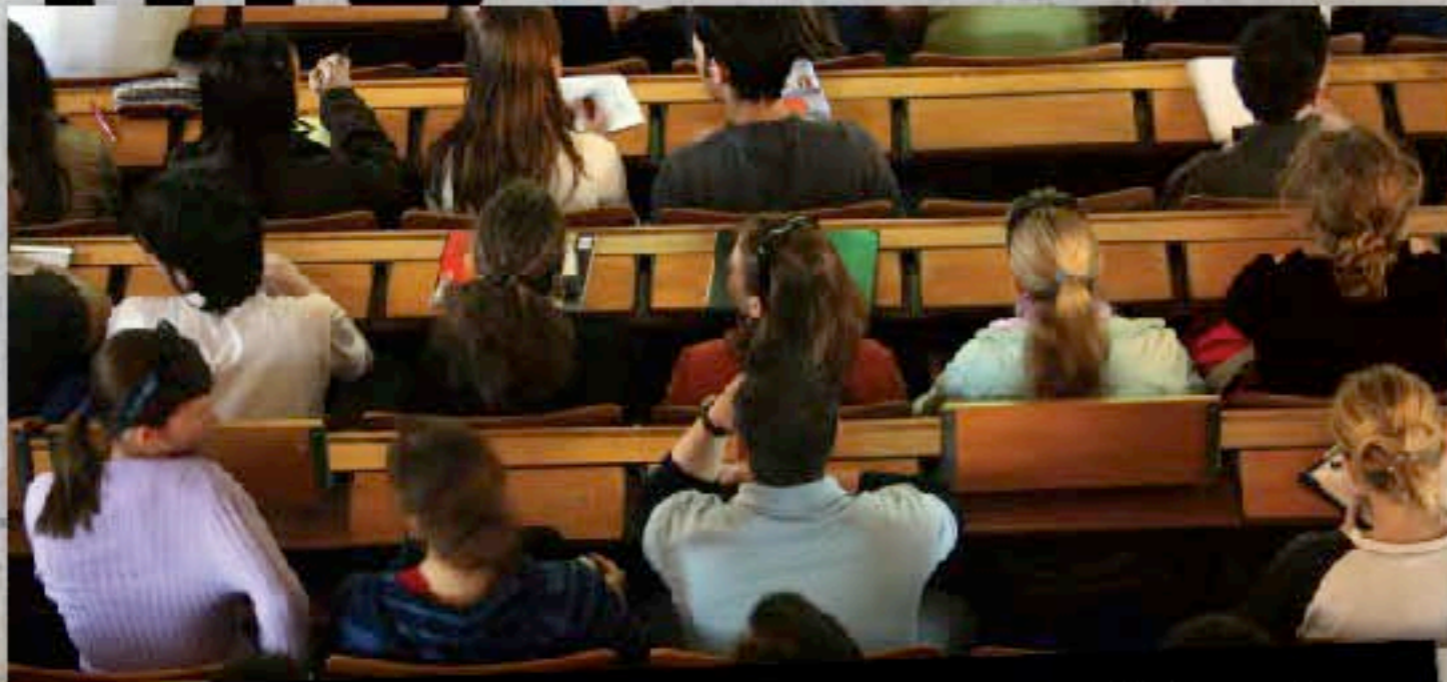
Since the Fall semester of 2009, Sara has been an American Eagle Outfitters student rep on-campus at The University of Florida. She has been executing guerilla style physical tactics -- like dropping pairs of AE jeans throughout the library as part of a treasure hunt -- and handing out tons of fun AE branded freebies. She also creates buzz about the brand through her Facebook network.

A photograph of a university campus. In the background, there is a large, multi-story building with a prominent dome and classical architectural features like columns. The foreground shows a paved walkway leading towards the building, flanked by green grass and trees with autumn foliage. The entire image has a warm, golden-brown color cast.

**IS  
YOUR  
BRAND  
*On* CAMPUS?**

# ymc

on-campus



## Your audience lives on campus.

You know where your customers are -- the question is, how do you reach them? For the last 10 years, YMC has been connecting students and brands on campus.

**WE CAN GET YOUR BRAND ON-CAMPUS.**

Whether your brand belongs in the student rec center, the quad, the cafeteria, in dorms or on the intramural sports fields, we have the network to connect your brand with students. We'll create events that allows students to naturally experience your brand, and recruit students to share your brand with their peers.



# ymc **on-campus**

## CREATE AN AUTHENTIC CONVERSATION ON CAMPUS

It's simple: we get your product into the hands of influencers on campus -- and they share it with a thousand friends. But YMC has more than an exceptional network of diverse, responsible and engaged student reps: we have the necessary relationships with each school to get your brand into the most coveted spots on campus.

### *HOW CAN YOU USE OUR ON-CAMPUS RESOURCES?*

- Rec center activations
- Intramural sports activations
- On and off-campus housing activations
- Guerilla-style tactics around campus
- Greek life events
- Sports tailgates

**Our student reps drive the conversation; our relationships with schools make it possible.**

peer -peer

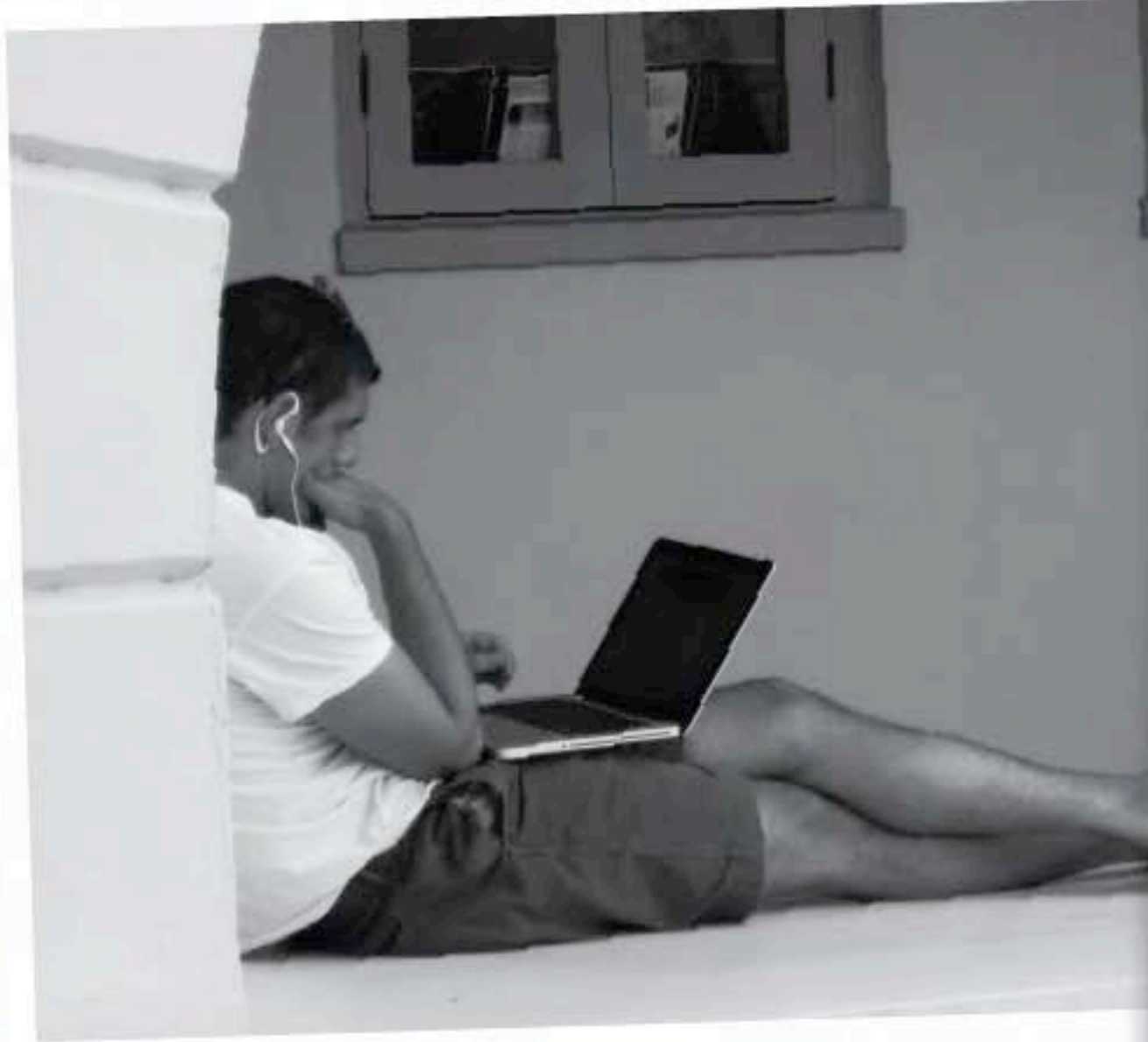
digital

on-campus

spring break

# ymc

digital



**And your brand  
can benefit from  
that.**

In addition to tackling full-scale digital projects like micro-site and social application development, we can leverage our network of students to build buzz and grow your online community - and of course, we'll work with you to track and measure the impact of everything we do.

*GEN-Y LIVES ONLINE.*



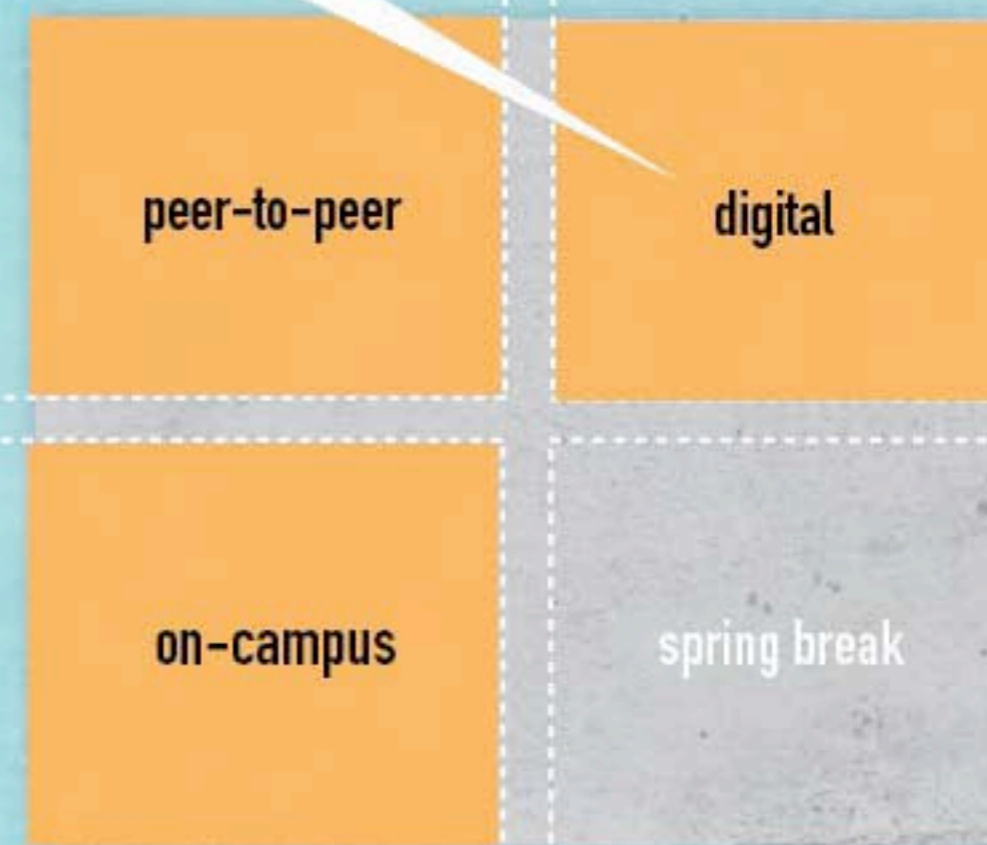
## YOUR BRAND WANTS TO LIVE ONLINE.

The argument was settled long ago: this is a digital generation, and they're used to communicating and sharing in new and different ways. Trust us, if you're not being talked about online, your brand simply isn't being talked about. Which is where we come in: by leveraging our digital expertise and national network of students, we can create a unique and engaging online campaign.

### HOW CAN WE HELP YOU BUILD BUZZ ONLINE?

- Facebook campaigns with photos, wall posts, & shares
- Micro-site and social application development
- E-mail and SMS text blasting
- Word-of-mouth / brand advocacy initiatives
- Brand monitoring and social analytics

Our student reps live online, and with 1,000+ Facebook friends each, they can employ that social capital for your brand.



ymc

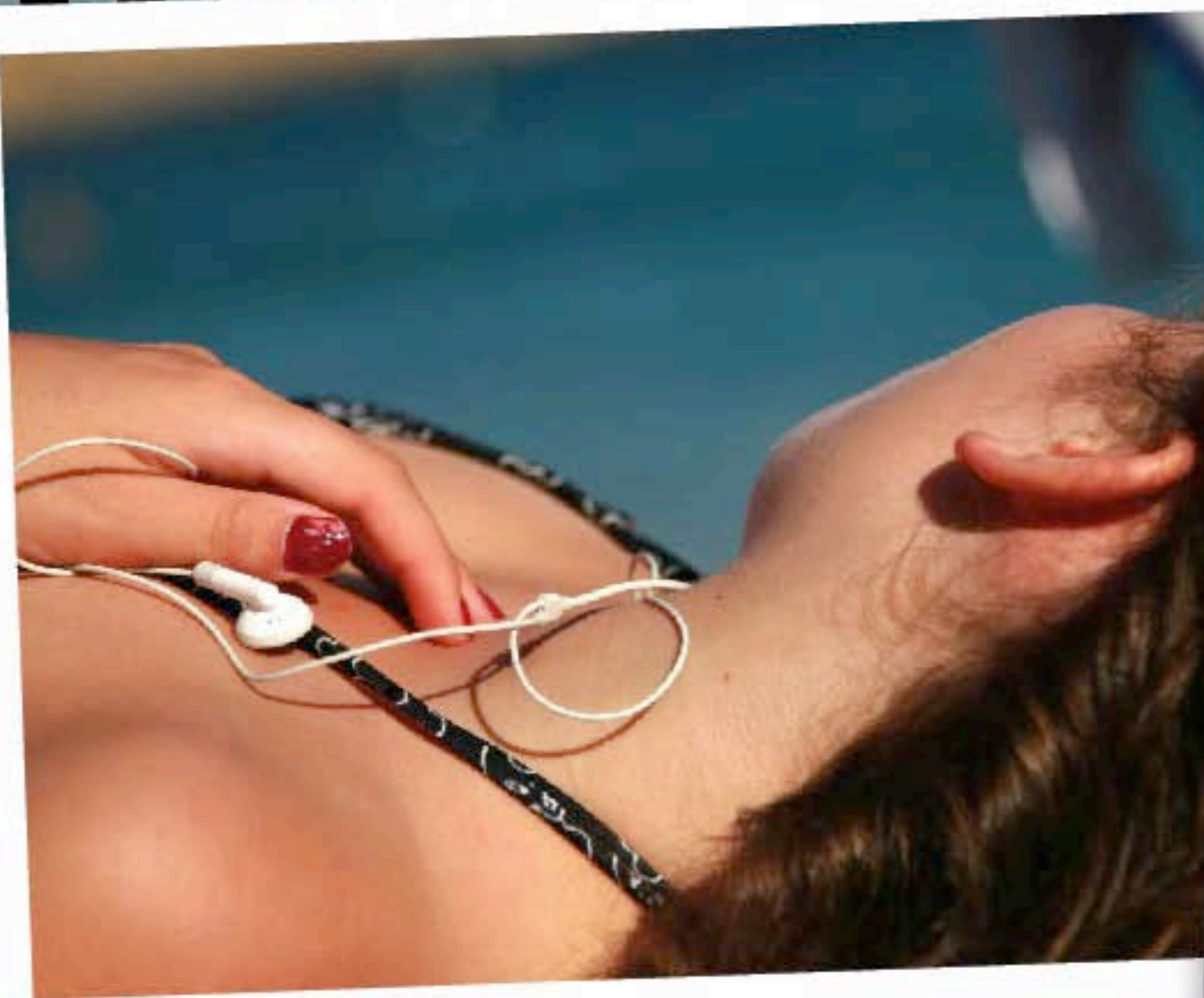
SPRING BREAK



→ INFLUENCERS DO SPRING BREAK.

# y m c

## SPRING BREAK



→ *INFLUENCERS DO SPRING BREAK.*

**The students  
you want are at  
spring break.**

Each year, millions of students flock to beaches and ski resorts throughout the United States and Mexico. In addition to getting a tan, hitting the slopes and partying all night, it turns out that the students who go on spring break, are the same students that set trends on campus. We can help you reach them.

# ymc **spring break**

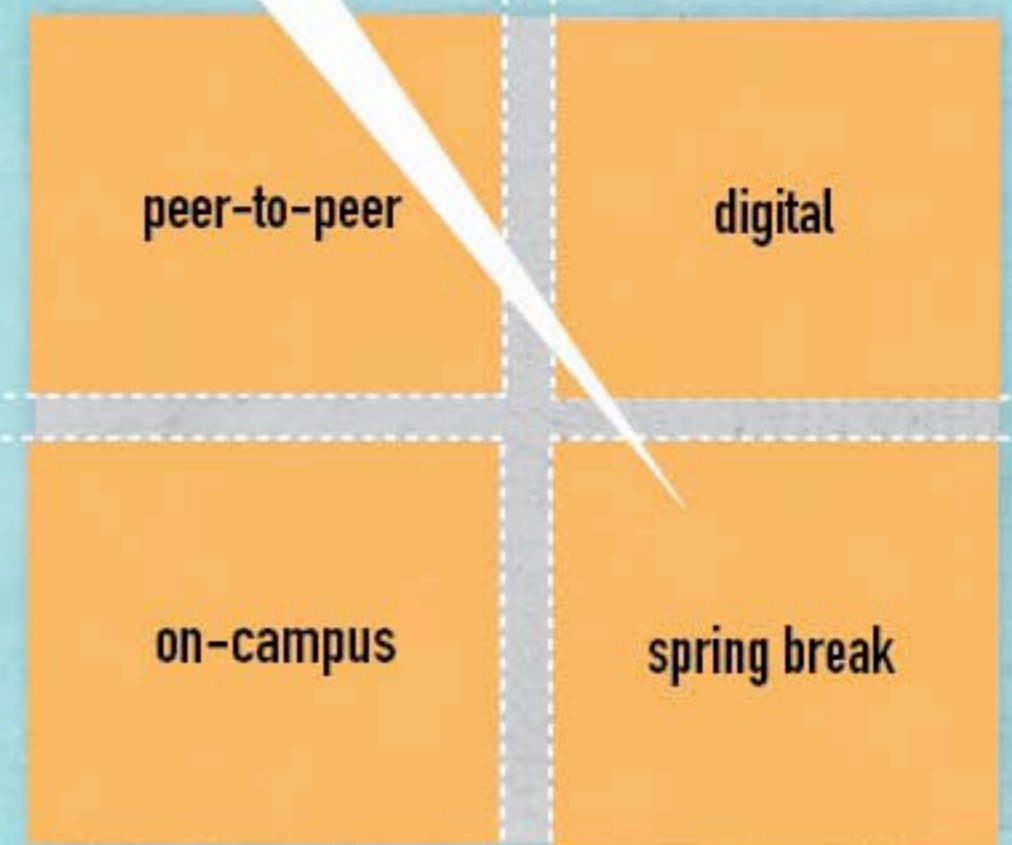
## FIND YOUR BRAND AT SPRING BREAK.

Every year, YMC brings the world's biggest brands to spring break hot spots throughout the United States and Mexico. To help brands reach spring-breakers where they stay and play... before, during, and after their trip, we leverage our national network of student reps, along with our exclusive travel industry and hotel partners - - YMC owns spring break.

### *HOW CAN YOU REACH SPRING BREAKERS?*

- Daytime beach, pool, and ski events
- In-room branding and product placement
- Interior and exterior hotel branding
- Night time events, concerts and parties
- Interactive stage contests
- Street teams

The true trend setters, the students who change the direction of a campus, are the students at spring break.





**FIND  
YOUR  
BRAND  
EVANGELISTS.**



**ymc**

engaging. authentic. relevant.

The YMC Team

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