

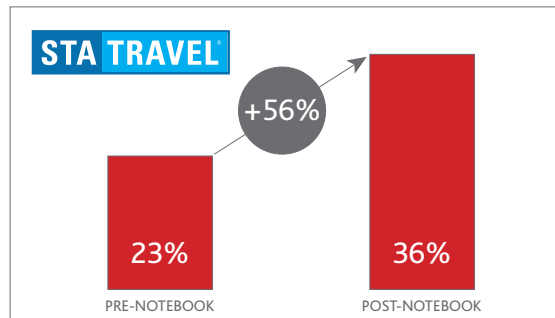
IMPROVE TOP OF MIND AWARENESS

STA Travel gains 56% in brand awareness

STUDENTS ASKED TO LIST TOP 5 PLACES THEY WOULD USE TO BOOK TRAVEL

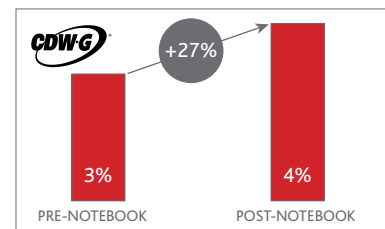
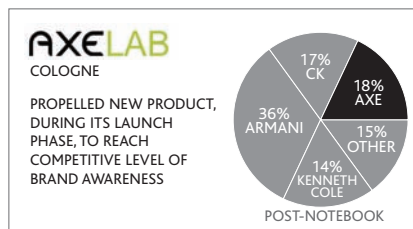
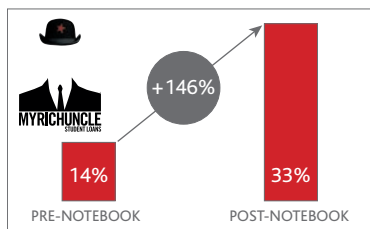
PROGRAM: STA designed an interactive print campaign using the completion of a crossword puzzle as an incentive for cash-off a travel purchase. The campaign ran in the ABS Notebook which was given out to every undergraduate student at Northwestern University in Chicago. The effort was concentrated on having students spend hours interacting with the ad and being exposed to the STA Travel brand.

STUDENTS NAMING BRAND IN LIST OF TOP 5



RESULTS: In a brand awareness survey of 400 students, conducted before the launch of the notebook, 23% of students at Northwestern named STA as a place they would use to book travel arrangements. Just two months into the 4-month semester, 36% of students using the notebook named STA as a destination of choice (with over half naming it as their first stop!). **That's a 56% increase in brand awareness!**

Increased awareness was seen for all our advertisers



STRENGTHEN POSITION AS BRAND LEADER

Altoids takes an even stronger position as the leader in mints

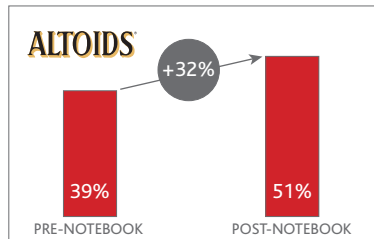
STUDENTS ASKED TO NAME 5 BREATH MINTS THAT COME TO MIND

PROGRAM: Wrigley's Altoids positioned themselves at the front of the ABS Notebook with an existing print campaign ad that really spoke to students. The campaign was an effort to create brand awareness and stimulate purchase intent amongst the undergraduate student body at Northwestern University.

RESULTS: In a brand awareness survey of 400 students, conducted before the launch of the notebook, 74% of students at Northwestern named Altoids as a breath mint that came to mind. Just two months into the 4-month semester, 89% of students using the notebook named Altoids – a 19% increase.

STUDENTS NAMING BRAND IN #1 POSITION

Even more impressive was of their top 5 mints, over half of the students now named Altoids as their #1 choice which represented a 32% increase from the pre-survey results for the top position.



INCREASE PRODUCT USAGE

Vault turns students into users of its products and services

STUDENTS ASKED TO LIST THEIR FREQUENCY OF USE

PROGRAM: Vault, the most trusted name in career information, is a great resource for students; but how many not only know about it, but actually use it? Vault used the ABS Notebook to provide a special online redeemable coupon for Northwestern students. The campaign was an effort to bring more Northwestern students to its website and turn browsers into users.

RESULTS: In a brand survey of 400 students, conducted before the launch of the notebook, 8.2% of students were using Vault's offerings either occasionally or on a regular basis. Just two months into the 4-month semester, 12.9% of students were using Vault; a 57% increase in overall usage. Furthermore, Vault experienced a 100% increase of users on a regular basis with students that used the ABS Notebook.

STUDENTS WHO USE VAULT OFFERINGS

