

# The Value of Campus Advertising

## 1 Properly planned and executed campus advertising campaigns will:

- ✓ EXTEND YOUR REACH TO GEN Z
- ✓ ESTABLISH YOUR BRAND
- ✓ STRENGTHEN YOUR REPUTATION
- ✓ DRIVE WEBSITE TRAFFIC
- ✓ GENERATE MORE LEADS
- ✓ INCREASE ENGAGEMENT
- ✓ BOOST SALES, APPLICATIONS, ETC.
- ✓ IMPROVE YOUR RETURN ON INVESTMENT

## 2 Campus advertising reaches students at a pivotal point in their consumer development as they are:

- eating away from home • furnishing dorm rooms and apartments • taking responsibility for their own transportation • shopping for new wardrobes • expanding their entertainment horizons



## 6 College students have significant purchasing power:

While earning a 4-year degree, the average college student will spend almost **\$53,000 on personal expenses, \$16,500 on rent, and \$4,000 on eating out**

## 7

**College students are a captive audience – living, learning, working, eating, shopping, and socializing within a limited area**

**They can't turn traditional campus advertising off, scroll past it, or fast forward through it, and there's a campus advertising option for every time frame, budget, and marketing goal**

## 3 College students make up a significant portion of the young adult population

**17.5 million** college students are enrolled in undergraduate programs and **4.3 million** graduate students are enrolled in American colleges



## 4 Campus ads reach a widely varied audience of college students:

<b>55.5%</b> Women	<b>55.2%</b> Caucasian	<b>19.5%</b> Hispanic or Latino
<b>9.6%</b> Black or African American	<b>7%</b> Asian	<b>3%</b> Pacific Islander
	<b>3.9%</b> Multiracial	

## 5 College students collectively have \$593 billion available to spend

College students spend \$65 billion on food, \$5.5 billion on alcohol, and \$2.4 billion on entertainment annually

