



GOALS

- ▶ Target college students during move-in days
- ▶ Promote Xfinity services and build brand awareness

HIGHLIGHTS

- ▶ Mobile billboard targeting campus and popular student hangouts to build awareness
- ▶ Segway teams to educate and excite college students on campus
- ▶ Xfinity-sponsored concert and other premium giveaways

RESULTS

- ▶ Visited 35 colleges throughout a 2-week blitz during move-in days
- ▶ 84,000 estimated impressions of the field marketing team alone

CAMPUS TOURS

Xfinity® understand the value of giving the college-aged market an experience to win brand loyalty. So, they embarked on a 35-campus tour during a 2-week fall rush as students were moving back onto campus. In addition to a mobile billboard which circled around campus, popular student hangouts and nearby retail centers, a brand ambassador teams riding Xfinity® Segways interacted directly with the target audience to educate them on the entertainment products available to them. Throw in a sponsored concert, and you've got the makings of a very successful campaign!

Learn more at doitoutdoors.com/work/xfinity/

ABOUT THE CLIENT

Xfinity® by Comcast allows you to enjoy entertainment your way, with TV, high-speed Internet, home phone and home security services, as well as on-the-go streaming, perfect for college students.



PLAY VIDEO

do it outdoors media is the largest national mobile billboard and field marketing company.

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