

CHEVROLET

GRADUATES GET A NEW RIDE

THE CHALLENGE

Chevy wanted an exciting way to reach and influence graduating seniors before they ventured off to their post-college lives and began shopping for vehicles. Their goal was to drive awareness and engagement for their College Discount Program, while also building their customer database.

THE IDEA

We worked with Chevy to launch the “Drive of Your Life Sweepstakes” across 550 campuses, just prior to graduation with a comprehensive omni-channel program. The in-store campaign elements included premier signage, TV advertisements, and collateral distribution. Digital components included social media posts, display ads, and dedicated student emails with playful messages such as “Graduate To That New Car Smell” and “Graduating Seniors, Need A New Ride?”

THE IMPACT

Over two and a half months, Chevy achieved its objective of engaging directly with graduating seniors via **32MM** impressions, **75,000** sweepstakes entries, and **635** vehicle test drives. Chevrolet benefited from an incredible average email click through rate of **21.3%**.

32MM

Impressions

75,000

Sweepstakes Entries

21%

Average Click-Through Rate
(vs. 3% industry benchmark)

Barnes & Noble College is the only college marketing platform that provides direct on-campus access to 11 million college students PLUS in-depth insights into their shopping and brand preferences, attitudes, and purchase intentions.

Connect with a college marketing expert by emailing partnerships@bncollege.com