

DEAN'S DIP

# SAMPLING EVENTS



PROGRAM DETAILS FOR CREATING A POSITIVE SAMPLING EXPERIENCE ON CAMPUS

## PROGRAM GOALS

### GOAL #1

**Increase** awareness for Dean's Dip outside of French Onion, Sriracha & Buffalo Ranch

### GOAL #2

**Increase** purchase consideration for their next TV watching activity (*Tracking Coupon*)

### GOAL #3

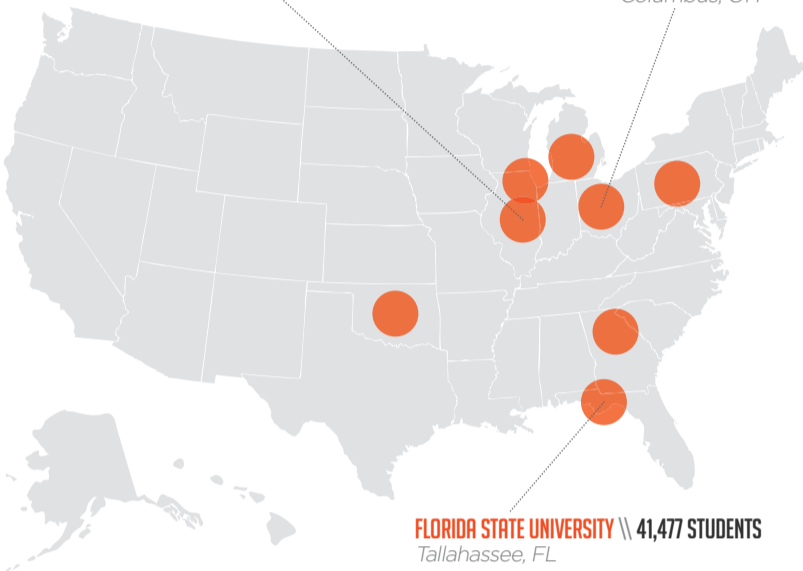
**Conduct** an extensive market research survey for the brand

# TARGETED MARKETS

THIS PROGRAM TARGETED STUDENTS AT EIGHT UNIVERSITIES

UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN \ 44,520 STUDENTS  
Urbana-Champaign, IL

OHIO STATE UNIVERSITY \ 57,466 STUDENTS  
Columbus, OH



FLORIDA STATE UNIVERSITY \ 41,477 STUDENTS  
Tallahassee, FL

# OUR SOLUTION

## SAMPLING EVENTS

Over the course of the fall semester Campus Commandos worked with its university partners to create an experience well suited for the Dean's Dip brand. Our Commandos distributed samples of Dean's Dip, distributed free dip coupons, and handed out promotional items to students.

### Types of Events:

- Dean's Dip Move-In Event
- Tailgates
- Viewing Party
- Pre Thanksgiving Program
- Homecoming Event & Float Building Event

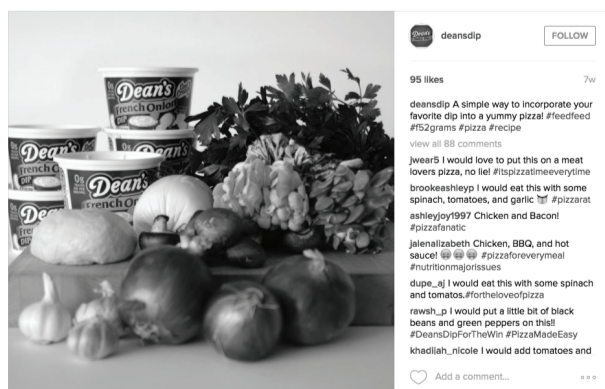
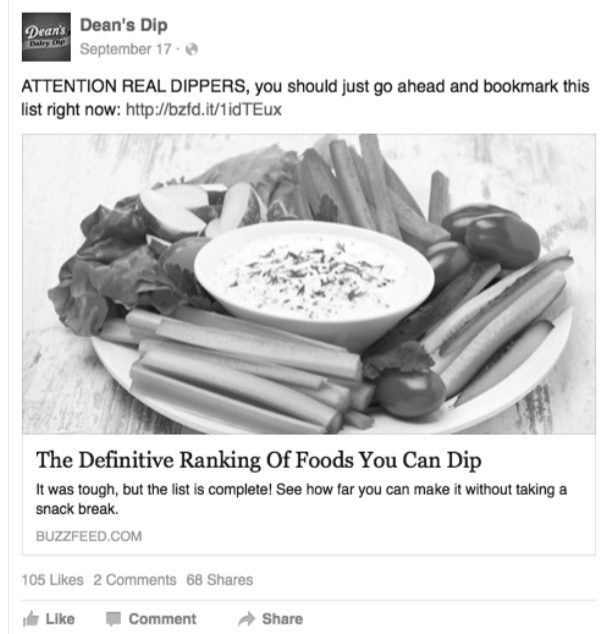
**Engagement:**  
Over 16,000 Fans

**Number of Events:**  
15 Events



## SOCIAL MEDIA

Throughout the campaign we worked with HWH and selected several social media posts to introduce to our network of students.



### Results:

Out of the 4 posts that we shared with our network, Campus Commandos **increased shares by 85%** (from a total of 42 prior to our involvement to 284).

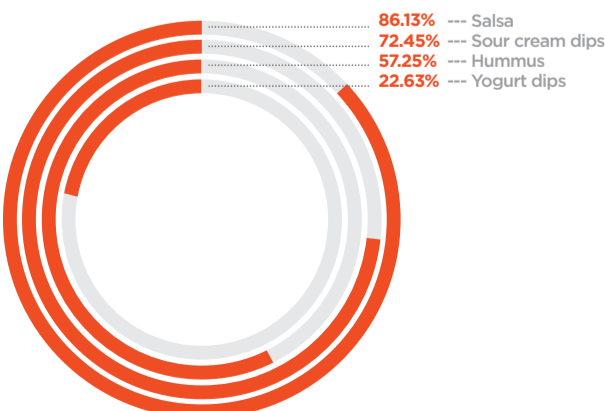


## MARKET RESEARCH

Throughout the course of the program Campus Commandos reached out to its network of college students to connect and ask questions provided the Dean's Dip brand team.

### SAMPLE QUESTION:

How often do you eat dip (any kind - sour cream, hummus, salsa, etc)?



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