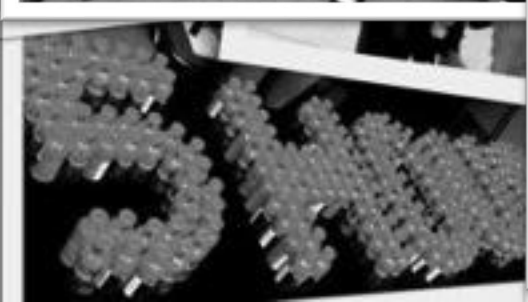
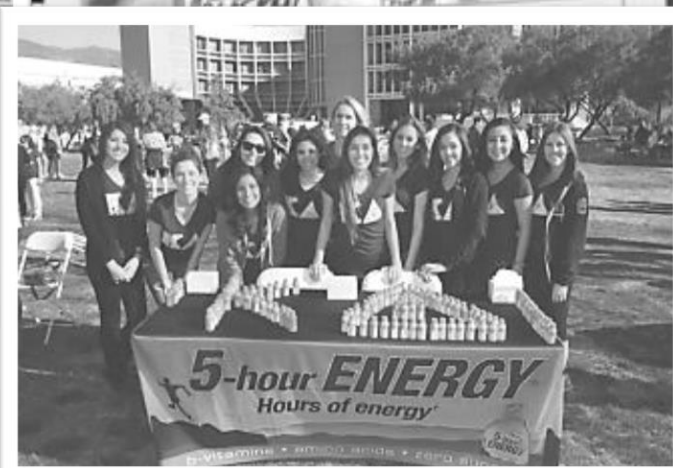




Campus Ambassador Recap

Illinois State University – Stephanie Khoury





5-hour ENERGY® Social Media

Part of my internship was to post on social media about 5-hour ENERGY and each month was a different theme. Below is the list of themes for each month.

Themes:

September – Back to School

October – Fall fun

November – Homecoming

December – Study/Finals

February – Valentine's day

March- March Madness

April- Spring



5-hour ENERGY® Social Media: September Recap



Posted on 9/4
Seen by 358 people



Posted on 9/13
Seen by 696 people



Posted on 9/19
Seen by 324 people



Posted on 9/24
Seen by 666 people

Total Reach: 2,044

5-hour ENERGY®



5-hour ENERGY® Social Media: October Recap



Posted on 10/4
Seen by 862 people



Posted on 10/11
Seen by 904 people



Posted on 10/20
Seen by 897 people



Posted on 10/26
Seen by 749 people

Total Reach: 3,412

5-hour ENERGY®



5-hour ENERGY® Social Media November Recap



Posted on 11/13
Seen by 862 people



Posted on 11/20
Seen by 658 people



Posted on 11/29
Seen by 768 people



Posted on 11/30
Seen by 711 people

Total Reach: 2,999

5-hour ENERGY®



5-hour ENERGY® Social Media December Recap



Posted on 12/05
Seen by 862 people



Posted on 12/6
Seen by 809 people



Total Reach: 1,671

5-hour ENERGY®



5-hour ENERGY® Social Media February Recap



Posted on 2/6
Seen by 882 people



Posted on 2/13
Seen by 654 people



Posted on 2/22
Seen by 622 people



Posted on 2/26
Seen by 639 people

Total Reach: 2,797

5-hour ENERGY®



5-hour ENERGY® Social Media March Recap



Posted on 3/12
Seen by 756 people



Posted on 3/19
Seen by 702 people



Posted on 3/25
Seen by 622 people



Posted on 3/29
Seen by 639 people

Total Reach: 2,719

5-hour ENERGY®



5-hour ENERGY® Social Media April Recap



Posted on 4/9
Seen by 790 people



Posted on 4/17
Seen by 702 people



Posted on 4/19
Seen by 669 people



Posted on 4/29
Seen by 768 people

Total Reach: 2,929

5-hour ENERGY®



5-hour ENERGY® Event Pictures

Each semester I was to hold two events for 5-hour ENERGY. Each semester I held three to reach more potentially customers. Below is the list of events I did for each semester.

Fall Semester:

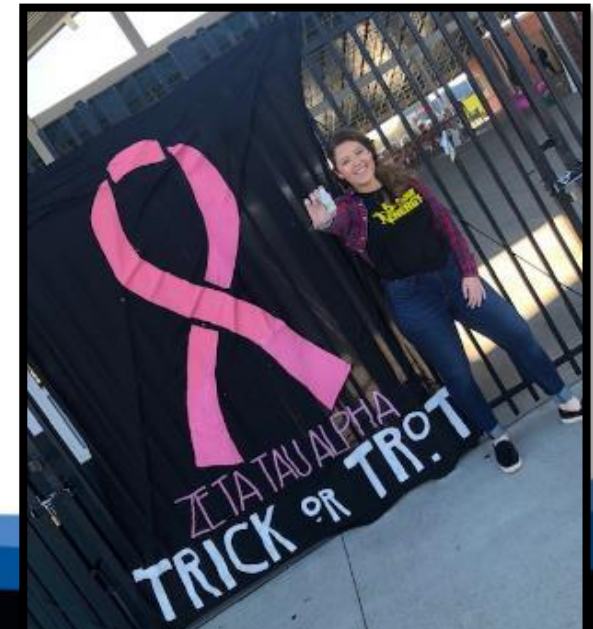
**Zeta Tau Alpha 5K – Breast
Cancer Fundraiser**
**St. Jude Up Til Dawn –
Children's Cancer Research**
**Finals Fanny Packs-
Giveaway**

Spring Semester:

PINK Bus – Partnership
**Phi Gamma Nu- The American
Foundation for Suicide
Prevention**
Finals Fanny Packs- Giveaway



Event Pictures: Zeta Tau Alpha 5K



5-hour ENERGY®



Event Pictures: St. Jude- Up Til Dawn



5-hour ENERGY®



Event Pictures: Fall Finals Fanny Packs



5-hour ENERGY®



Event Pictures: PINK Bus



5-hour ENERGY®



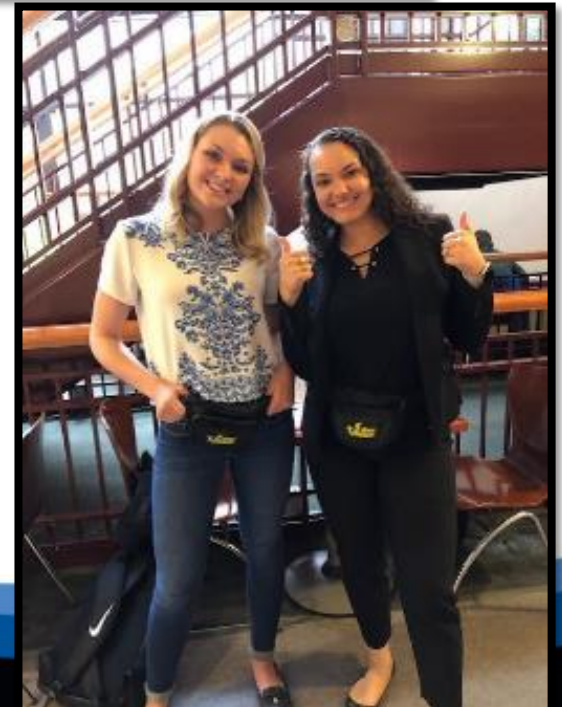
Event Pictures: PGN Volleyball tournament



5-hour ENERGY®



Event Pictures: Spring Finals Fanny packs



5-hour ENERGY®



5-hour ENERGY: Activation Pictures

Another part of my internship was that each month I had to sample at least 200 people. This included doing at least 3-6 activations with at least 25-60 people a month. I have attached all my activation pictures for the year to this PowerPoint.



Activation Pictures



5-hour ENERGY®



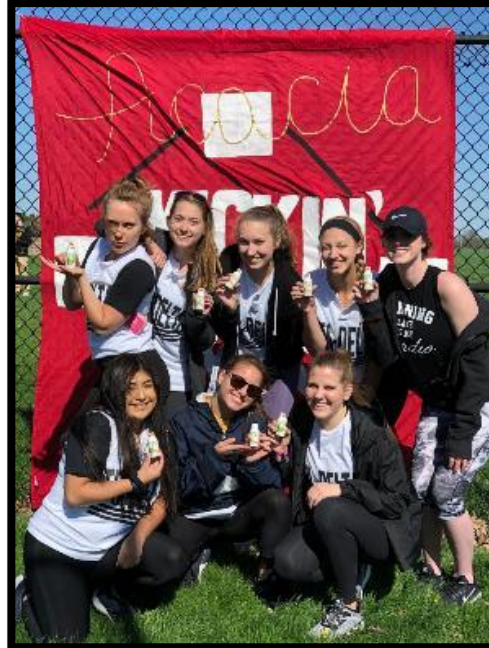
Activation Pictures



5-hour ENERGY®



Activation Pictures



5-hour ENERGY®

Activation Pictures



5-hour ENERGY®

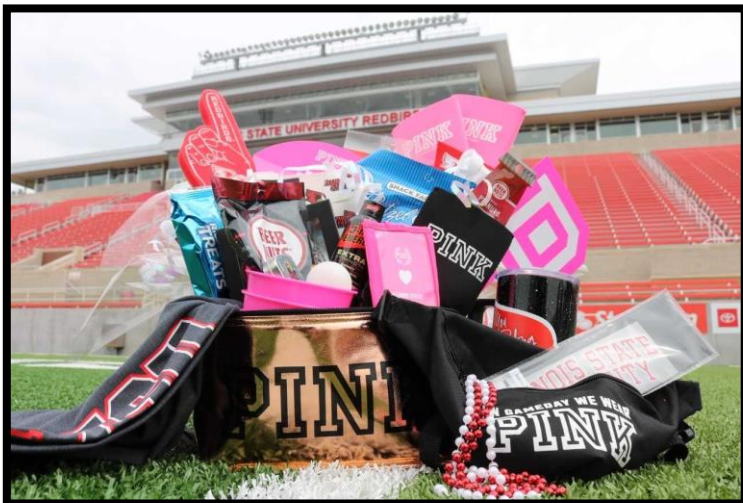


5-hour ENERGY: Additional Projects

Something I did that set me apart from the other interns was the additional work I did to increase brand awareness on my campus about 5-hour ENERGY. I have attached just a few recaps of what I did to do so.



Illinois State PINK Post W/ 5-hour ENERGY



Highlights:

Posted on 8/31


Seen by 6,678
people


Impressions- 13,203



Cancel

Insights

 1.5K

 4.4K

 19

Interactions

1,176

Actions taken from this post

Profile Visits1,166

Website Clicks9

Emails1

Discovery

6,678

Accounts reached
28% weren't following you

Follows292

Reach6,678

Impressions13,203

From Home8,878

From Profile1,407

From Location41

From Other2,877

5-hour ENERGY®



Illinois State PINK Post W/ 5-hour ENERGY



Highlights:

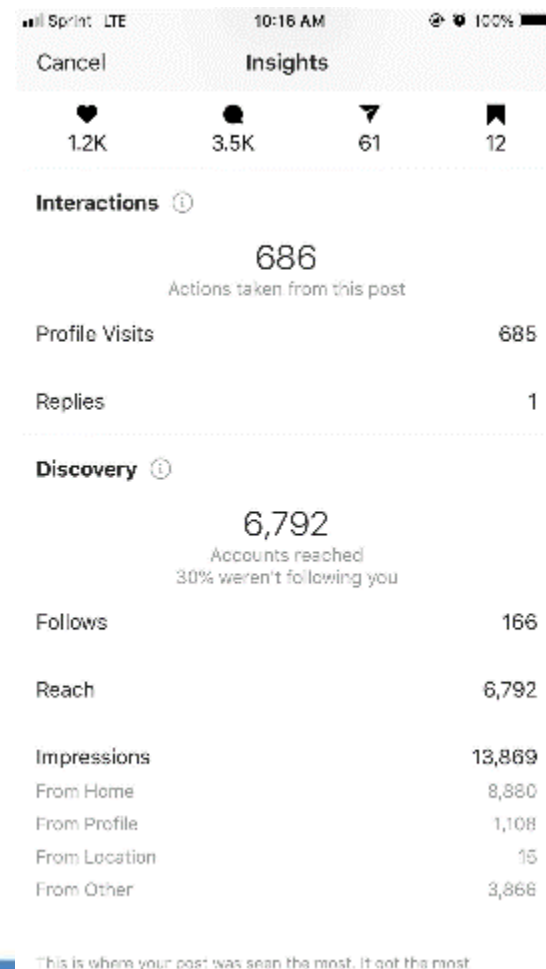
Posted: 12/4/18

Likes: 1,218

Comments: 3,520

Total Reach: 6,792

Impressions: 13,869



5-hour ENERGY®