



Stephanie Khoury
Illinois State



Signature SELECT:

Celebrating Signature SELECT brand on Illinois State University campus by creating content, posting on social media & passing out 250 samples & coupons on ISU Campus.

Details:

- Sampling—Handing them out to upper classman who live in apartments and off campus. Wanted to hand out to students who will actually shop at Jewel and have cars.
- Passed out coupons on campus and outside Jewel Osco.
- Created content that really captured the product while being on trend.
- Timing: 3/29- 4/3





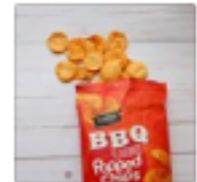
Marketing On Campus:

- Posted on Facebook pages for each grade page
- Posted on my Social channels as well
- Texted my friends to post in their RSO pages, friends and Greek life pages
- Passed out Coupons at Jewel Osco



Stephanie Khoury ▸ Illinois State University Class of 2020 (ISU) ...

52 mins · 📷 · Wanna free bag of Signature SELECT popped chips? I'll be on the quad today from 12:30-2pm handing them out! Come by & get your free bag & coupon! #signatureSELECT @internqueen @jewelosco



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Sample Distribution

Sampling Days & Where:

- 2/29- On Campus in the College of Business
- 2/29- Marketing Class
- 2/29- Alpha Kappa Psi Chapter
- 2/30- PINK Meeting
- 3/1- On the quad





Sample Distribution





Sample Distribution





Posted on 4/30
Seen by 1,328



Posted on 5/1
Seen by 1,081

Total Reach: 2,409



Posted on 4/29
Seen by 709



Posted on 5/1
Seen by 583

Total Reach: 1,292



Additional Pictures





Thank You

Thank you so much for allowing me to be apart of the Signature SELECT campaign at Illinois State University. I had an amazing time creating content & handing out product and couldn't be happier with the outcome!





Stephanie Khoury @ Illinois State
Marketing IMC Major
graduating in **May 2019**



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