

# PINK

VICTORIA'S SECRET

**3.26 GRL PWR Bus Tour**  
**Stephanie Khoury**

**GRL PWR TOUR- ILLINOIS STATE 3.26:**

Celebrating the first time the PINK Bus came to Illinois State University and making sure we had the best outcome as possible!

**Details:**

- Location –Alamo II Parking Lot (Best location, by the three biggest dorms, dining center and the quad)
- Timing: 3/26 from 10AM-4PM
- Throughout the day we had the total GRL PWR takeover:
  - Raffle table with raffles totaling \$300
  - Free food throughout the whole day
  - LinkedIn headshots
  - Resume Review
  - Free tote with every purchase, 2 for \$30 sport bras and 20% off entire purchase with student ID card
  - Freebies when they spent \$50, \$75, \$100





## Marketing On Campus:

- GRL PWR Posters in Buildings & Dorms
- MAILBOX flyers – In all dorms & sophomore housing
- Chalking all over campus
- Chalk Boards around campus
- Vidette Article
- Greek Life Mass Email
- Sorority & RSO Chapter meetings
- Email to all RSO
- Flyers in all buildings, dorms & lib day before & day of
- Tabling
- Bullet boards on Campus
- Flyers at the PINK store
- Sponsors at event

## Social Media Marketing:

- [Facebook Event page](#)
- Posted in all ISU Grade pages & Facebook pages
- Instagram stories, snapchat, twitter, Facebook posts
- AKPsi Posted, Greek Posted, Redbird posted
- [Promo Video](#) (click for video)
- [Recap Video](#) (click for video)





### Giveaways:

- **171 PINK totes**
- **500 Cans of La Croix** in all flavors
- **500 Cans of RedBull** in pear and peach
- **200 bottles of 5Hour ENERGY** in Peach Tea and Lemonade Tea
- **100 donuts** from Dunkin' Donuts and Krispy Kreme
- **100 DP Dough** in Reggie & Veggie
- **50 Insomnia cookies** in all flavors
- **40 Pizzas** from Papa John
- Other sponsors for the event: The Edge Apartment and Amazon Prime Student (raffled out items)



### Highlights:

- **6 hours**, over **600** customers attended the bus
- Sold **\$5,937** worth of product after all discounts
- **171** Transactions went through the register
- There was a line starting at **9:30AM**
- **415** students entered raffles
- Over **1,000** cans of La Coria and RedBull were passed out





Thank you so much for allowing us the opportunity to have the PINK Bus at Illinois State University. We had an amazing time at this event and couldn't be happier with the outcome! Thank you again for believing in us and our program at ISU!



 **juliemolina75** Thank you for being so amazing, to ur 1st customers, who drove 2 hours to enjoy ur energy!!! Thanks for making it memorable for my daughter!!  
2d 3 likes Reply

 **darcys\_wildlife** 🍌💕 Great to see you! The bus is awesome.  
2d 3 likes Reply

 **cr4zybritt** It was great shopping there :) got an amazing vibe  
2d 3 likes Reply

