

SPRING BREAK 2024



YMC



WE ARE YMC

Youth Marketing Connection

We've been building brand experiences for the next generation and getting results for over 25 years.

Clients stick with us because we're constantly evolving, continuously current, and always delivering results.

We know Gen-Z

- Nationwide remote team across all time zones
- Relationships with over 1,000 colleges/universities
- Fabrication capabilities coast-to-coast
- Anchor presence at the top Spring Break destinations
- 250,000+ student + young-adult influencers
- Exclusive strategic partnerships with the largest communities and organizations in the nation



Ambassadors & Influencers



Retail Store & Support



Digital



Mobile Tours & Pop-Ups



Spring Break



Creative & Branding



Campus



Social Media



Employer & Talent

Trusted by the best to be the best.

We've executed thousands of programs and hundreds of Spring Break campaigns across the country and around the world for clients such as:



Google



MAYBELLINE
NEW YORK



AXE



T-Mobile

Jeep



AMERICAN EAGLE

aerie



HARRY'S

Case Studies

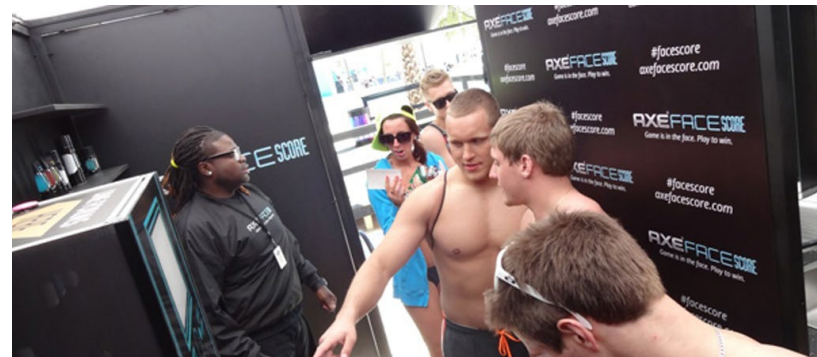
Examples of past YMC Spring Break campaigns



AXE

AXE Face Spring Break

We partnered with Unilever to bring the AXE brand to life at Spring Break, featuring their newly-launched AXE Face product line. To make a huge splash in Panama City Beach, the world's largest Spring Break destination (at the time), we created a multi-channel experience that lived on the beach, in hotel rooms, and at the most popular bars + clubs in town.



▶ AXE | AXE Face Spring Break

We collaborated with the AXE brand team to create a multichannel experience comprised of the AXE Face Cube, a fully immersive consumer experience featuring face washing stations, skin consultations, a selfie photobooth, and tons of free samples; AXE Face hotel check-in + hotel room takeovers; and roaming street teams sampling at daytime + nighttime locations.



30K+ total participants in the full AXE Face Cube beach activation experience, including lead capture



Average **daily exposure to 15K** U.S. college students from across the country, gaining national reach for AXE



50K+ samples distributed to college Spring Breakers, representing over 250 colleges and universities



Coupon **redemption rate of 9%** at local retailers including Walmart, Target, CVS, and Shoppers



2M+ impressions generated in target college demographic without any paid media or social boosts



Multiple product sell-outs at the three largest local retail accounts: Walmart, Target, and CVS



MTV Spring Break Production

We partnered with Viacom + Bunim/Murray Productions to produce multiple years of Spring Break for MTV, Real World, mtvU, and MTV2 across a handful of domestic + international destinations. We managed full-scale production, marketing exposure for their advertisers, and a brand presence for their onsite events. We also created compelling content for distribution.



▶ | Spring Break Production

We collaborated with the MTV, mtvU, and MTV2 brand teams to develop production sets + plans, advertising/marketing platforms, value-add exposure for their existing media advertising clients, and compelling content for both their television channel and mtvU.com, while also driving traffic to their onsite events. Onsite elements included entertainment stages, brand villages, staff, and OOH media.



120K+ total student attendees per year took part in MTV concerts, brand activations, and/or experiences



Average daily exposure to **25K unique U.S. college students** from across the country, supporting the brand with national reach



200K+ branded premium items distributed per year to college Spring Breakers across multiple destinations



28 brand partnerships powered each year, supporting Viacom's advertising partners with value-add experiences



10M+ impressions generated in target college demographic without any paid media or social boosts



500+ colleges and universities reached each year across multiple Spring Break destinations



AMERICAN EAGLE

AE Spring Break Takeover

We partnered with American Eagle Outfitters for a multi-year, multi-destination Spring Break takeover to increase brand awareness and perception. We turnkey produced + managed entertainment stages with top-tier musical talent, customization/DIY stations, sampling huts, OOH media, street teams, lounges, and branded beach + pool equipment.



▶ AMERICAN EAGLE | AE Spring Break Takeover

We worked closely with the American Eagle Outfitters brand, marketing, and merchandising teams to create 5 years of deeply integrated + multi-channel Spring Break experiences, including beach and ski destination ownership programs, product customizations, high-quality branded premium items, and incredible A-list musical performances.



20K+ total concert series attendees

across multiple destinations and several weeks of the AE Spring Break Takeover



Average **daily exposure to 18K** U.S. college students from across the country, supporting the brand with national reach



50K+ branded premium items

distributed to college Spring Breakers across beach + ski destinations



Brand perception lift of 12% nationwide based on national surveying pre- and post-Spring Break



15M+ impressions generated in target college demographic without any paid media or social boosts



Over 10K custom AE branded t-shirts created by college Spring Breakers, selected from 6 different designs



Corona Spring Break Takeover

We partnered with Grupo Modelo to promote the Corona brand and products to U.S. college Spring Breakers across multiple international destinations in Mexico. We turnkey produced daytime beach + pool experiences, nightlife takeovers, and VIP brand experiences with top-tier talent.





Spring Break Takeover

We collaborated with the Corona Extra and Corona Light brand teams to create a multichannel experience comprised of daytime beach lounges and brand experiences; nighttime bar + club takeovers, including nightlife VIP access; and a massive product ordering/sales push with branded premium item giveaway efforts across Cancun and Acapulco, Mexico.



130K+ total participants in Corona brand experiences, comprised of young adult consumers from the U.S.



Brand awareness and brand affinity **increased by an average of 35%** based on pre- and post-Spring Break research



400K+ orders placed for Corona by Spring Breakers via on-premise accounts in two Spring Break destinations in Mexico



300% increase in sales and distribution of Corona products in relevant U.S. markets for 6 months following Spring Break



9M+ impressions generated in target young adult demographic without any paid media or social boosts



150K+ branded premium items distributed to young adult Spring Breakers via daytime + nighttime experiences



Fuze's Spring Break Fun

We partnered with The Coca-Cola Company to promote the Fuze brand + products to college Spring Breakers in Panama City Beach, FL. We produced a multi-touchpoint daytime footprint to maximize reach during a fun and social time of day.





Spring Break Fun

We collaborated with the Fuze brand team to create a multichannel, multi-touchpoint daytime experience comprised of a branded product sampling and premium distribution hut, daily beach volleyball tournaments with high-value prizes, and an inflatable slip n slide to attract Spring Break attendees. Attendees were retargeted online with digital video ads through various platforms.



90K+ total participants in Fuze brand experiences, comprised of college Spring Break attendees



Product preference **increased by 60%** based on pre- and post-Spring Break research surveys



30K+ full-sized bottles distributed via branded beach sampling hut to college Spring Break attendees



4K players participated in branded volleyball tournaments, surpassing the client's goal by 300%



1M+ impressions generated in target young college Spring Break demographic without any paid media or social boosts



50K+ branded premium items distributed via branded beach sampling hut to college Spring Break attendees



Secret Spring Break Takeover

We partnered with Secret, the anonymous social sharing app, to generate awareness, drive downloads, and increase student engagement with Spring Break promotions in Panama City Beach, FL. The core goal was to pop the app to the top of the iOS app store social apps rankings by converting new user sign-ups.





Spring Break Takeover

We collaborated with the Secret brand and marketing team to create a multichannel, multi-touchpoint experience comprised of a daytime “Secret Oasis” with app education, fast Wi-Fi, and tiered prize giveaways; a nighttime party program across 6 top nightlife destinations; and lead sponsorship of a beach concert with 25,000+ Spring Breakers and a group of A-List artists.



10K+ total downloads + new users signed up for the Secret.ly app during the 3-week Spring Break program



10K+ collegiate-themed, user-generated social content pieces created over the course of the 3-week program



40K+ premium items distributed via the iconic branded beach “Secret Oasis” lounge to Secret app users



60K participants in the daytime Secret Oasis lounge experience; charging phones, relaxing, + redeeming app usage for prizes



2M+ impressions generated in target young college Spring Break demographic without any paid media or social boosts



25K+ concert attendees at sponsored beach concerts with top EDM/pop artists like Diplo + Kaskade



Party Like A Rockstar Spring Break

We partnered with Rockstar for 6 years straight to increase brand awareness + market share beyond their West Coast base, with a specific desire to drive trials + conversions within the U.S. college student population at multiple Spring Break destinations.



Party Like A Rockstar Spring Break

We collaborated with the Rockstar brand and marketing team to create a multichannel, multi-touchpoint experience comprised of a daytime sampling at beach, hotel, and resort bars; stage entertainment; musical guests; and day parties. We also created a nighttime party program with bar + club takeovers, top-tier musical performances, and VIP experiences.



100K+ full-sized cans of Rockstar distributed for free to Spring Breakers at daytime + nighttime bars



13K+ organic user-generated social content pieces created over the course of the 3-week program



65K+ branded premium items distributed via branded beach sampling hut to college Spring Break attendees



200K unique participants in daytime + nighttime Rockstar experiences, surpassing our goal by 65%



30M+ impressions generated in target young college Spring Break demographic without any paid media or social boosts



25K+ VIP experiences awarded to Spring Breakers and their friends who personified the Rockstar brand



Stay Connected Spring Break

We partnered with T-Mobile for a Cancun, Mexico Spring Break experience aimed at increasing brand awareness and perception. We turnkey produced + managed multiple beach experiences that enabled college students to “stay connected” to their family + peers back home, stressing T-Mobile’s no-fees approach to wireless service.



▶ T-Mobile | Stay Connected Spring Break

We worked with the T-Mobile brand team to develop an interactive branded poolside experience zone in Cancun, Mexico, which included a “Stay Connected Hut” that enabled Spring Breakers without international data plans to call or video chat their peers + family members in the states. We also offered a “Recharge and Refresh” station to charge devices and refresh with free bottled water.



38K+ total spring break participants over the course of a 4-week spring break period in Cancun, Mexico



Exposure to 150K+ U.S. college students from across the country, driving brand awareness with national reach



19K+ branded promotional items distributed to college Spring Breakers in Cancun, Mexico



Brand perception lift of 28% nationwide based on national surveying pre- and post-Spring Break



4.5M+ impressions generated in target college demographic without any paid media or social boosts



Over **10K+ branded water bottles** distributed to college Spring Break attendees



imPRESS Spring Break Makeover

YMC partnered with Kiss Cosmetics to show Spring Breakers that imPRESS Press-On Manicures are for “every mood, every moment.” The goal was to expose as many college students to the imPRESS product line through trial + sampling, during a time where the product was a natural fit for the environment.





imPRESS Spring Break Makeover

We worked with the Kiss Cosmetics brand team to develop a multi-touchpoint Spring Break experience across two destinations—Panama City Beach, FL and Cancun, Mexico. Highly-trained brand ambassadors conducted product demonstrations in high-traffic daytime + nighttime locations, distributed tens of thousands of samples, and offered amazing surprise-and-delight giveaways.



Over 150K+ Spring Breakers reached

from across the country, supporting the brand with national reach



Over 60K+ U.S. college students reached

through email marketing prior to Spring Break



63K+ imPRESS manicure samples

distributed to unique college-aged consumers



Brand awareness lift of 78% based on

weekly pre- and post- Spring Break surveys for each destination



1.5M+ impressions generated in target

college demographic without any paid media or social boosts



20K+ branded promotional items

distributed to college Spring Breakers in Panama City Beach + Cancun



Spring Break AMP'd Up

YMC partnered with AMP to reach college students while on Spring Break in the U.S. and Mexico through engaging events, eye-catching non-traditional media, and massive sampling tactics to increase market share and awareness in a fun, memorable, and very “AMP” way.





Spring Break AMP'd Up

We worked with the AMP Energy brand team to develop a multi-touchpoint Spring Break experience across the U.S. and Mexico. It incorporated daytime pool + beach non-traditional media takeovers, stage contests + inclusive branded sports competitions, and massive product sampling efforts of AMP Energy beverages through “energy bars” and surprise + delight ice buckets.



Over 180K+ Spring Breakers reached from across the country, supporting the brand with national reach



Over 100K+ U.S. college students reached through email marketing prior to Spring Break



130K+ AMP Energy beverages sampled during the 3 core weeks of Spring Break to unique college-aged consumers



Brand awareness lift of 65% at Spring Break based on weekly pre- and post-Spring Break surveys



3.5M+ impressions generated in target college demographic without any paid media or social boosts



150K+ branded promotional items distributed to college Spring Breakers in across the U.S. and Mexico



Spring Break Overview

GEN-Z DOES SPRING BREAK

Each year, over a million students flock to beaches and ski resorts throughout the U.S. and Mexico. In addition to getting a tan and enjoying some all-night dancing, it turns out that the students who go to Spring Break are the same students that set trends on campus. We can help you reach those influencers.



Beach Markets

CANCUN, MX

Attendance: 125,000+

Geographic Reach: Nationwide U.S.

Campuses Represented: 350+

Mood + Feel: Upscale Spring Break experience with pool parties, lounges/tables, and incredible high-end nightlife

Differentiators: Beautiful beaches, all-inclusive resorts with orientations, huge nightclubs, 18+ to drink alcohol, and nationwide reach



Beach Markets

SOUTH PADRE ISLAND, TX

Attendance: 35,000+

Geographic Reach: Southwest + Midwest

Campuses Represented: 150+

Mood + Feel: Classic Spring Break experience with beach + hotel parties, a huge entertainment stage with brand activation zone, and a bar/club-centric nightlife

Differentiators: Largest brand activation zone and entertainment stage of any domestic destination



Beach Markets

LAKE HAVASU, AZ

Attendance: 15,000+

Geographic Reach: West Coast, Southwest, + Midwest

Campuses Represented: 100+

Mood + Feel: Classic Spring Break experience with daytime pool + boat parties, and a bar-centric nightlife

Differentiators: Heavy boating culture (party boats, day rentals, etc.) and limited hotels/resorts, with a fair amount of brand clutter



Beach Markets

FLORIDA BEACHES

Attendance: 25,000+ Per Destination

Locations: Panama City Beach, Daytona Beach, + Miami

Geographic Reach: South, Mid-Atlantic, + Midwest

Campuses Represented: 200+

Mood + Feel: Large beach towns with spread out Spring Break density, daytime parties, and a bar/club-centric nightlife

Differentiators: 90%+ students drive, with PCB + Daytona providing more affordable experiences



Beach Markets

BAHAMAS

Attendance: 30,000+

Geographic Reach: Northeast, Midwest, + South

Campuses Represented: 100+

Mood + Feel: Upscale Spring Break experience with daytime relaxing, daytime parties, + nighttime parties

Differentiators: Beautiful beaches, all-inclusive resorts with orientations, vibrant nightlife, and 18+ to drink alcohol (popular with high school seniors)



Ski Markets

SKI RESORTS, NATIONWIDE

Attendance: 10,000+ Per Destination

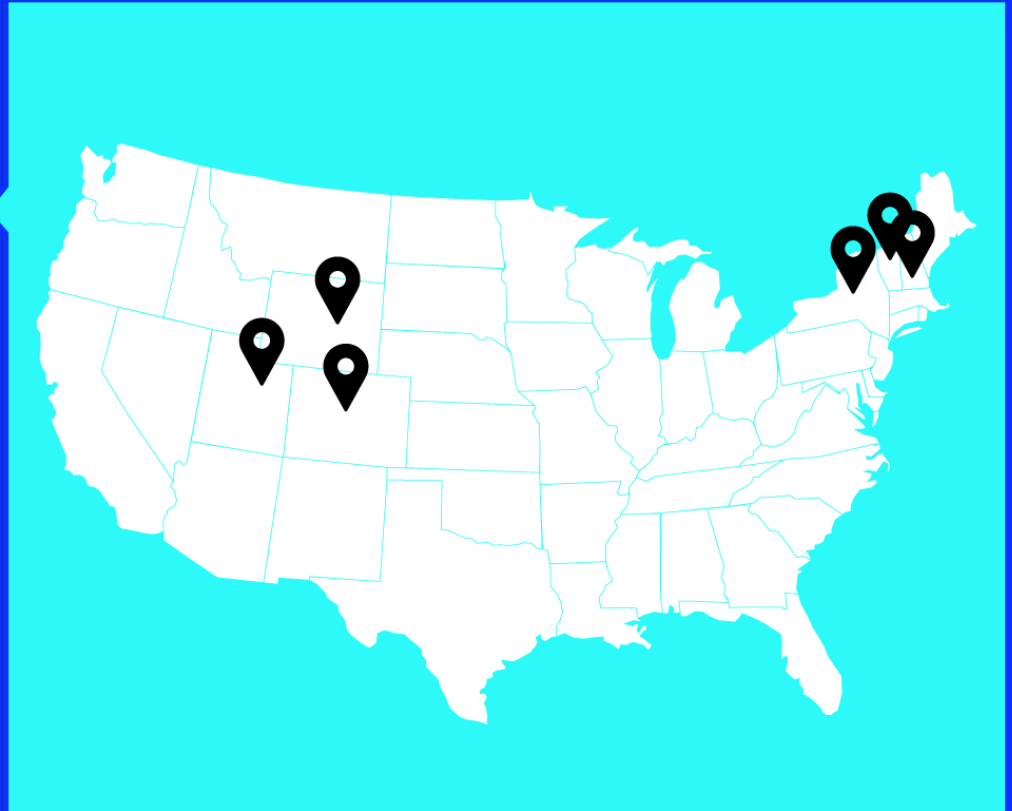
Locations: New Hampshire, Utah, Vermont, Colorado, Wyoming, + New York

Geographic Reach: Regional (based on location)

Campuses Represented: 250+

Mood + Feel: Daytime skiing crowds + nighttime parties

Differentiators: Student travel tour operators book large groups



Las Vegas

Las Vegas, NV

Attendance: 20,000+ (21+ ages)

Locations: Las Vegas, NV

Geographic Reach: California, Nevada, Texas, Utah, Arizona, New Mexico, Colorado, some national

Campuses Represented: 100+

Mood + Feel: Daytime pool relaxing, pool parties, sports (March Madness), + nighttime gambling, parties

Differentiators: 21+ experience that pulls young adults for both Spring Break and March Madness





Campaign Opportunities

WHAT DOES A SPRING BREAK CAMPAIGN LOOK LIKE?

The world's biggest brands partner with YMC to reach Gen-Z consumers before, during, and after Spring Break. Our partnership network of student tour operators, hotels, resorts, beaches, pools, ski mountains, bars, and nightclubs throughout North America allows for 24/7 access to Spring Breakers where they stay + play.



Pre-Spring Break

Reaching college students before they leave for Spring Break is an incredible opportunity to begin building brand awareness, seed products + services, gather insights + market research, and even drive acquisition.

PRE-SPRING BREAK OPPORTUNITIES

- Campus Ambassadors
- Micro-Influencers
- Mobile Tours/Pop-Ups
- Student Org Visits
- Greek Life Engagement
- Non-Traditional OOH Media
- Content Partnerships
- Product Seeding/Gifting



▶ Pre-Spring Break



Campus ambassador program promoting **Depop** with 100+ student ambassadors nationwide



Pre-Spring Break mobile pop-up tour for **Aerie** selling spring essentials to college students



Micro-influencer campaign for **Tinder** promoting Spring Break Mode prior to Spring Break travel



Greek life engagement program for **Harry's** seeding products to fraternity brothers pre-Spring Break



Non-traditional OOH media campaign for **adidas** promoting March Madness gear pre-Spring Break



Product seeding campaign for **Maybelline**, distributing samples of Spring Break essentials

Spring Break

Spring Break is a blank canvas—and the most creative ideas come to life in a variety of picturesque venues that promote social sharing, all while being surrounded by hundreds of thousands of influential + trend-setting 18-25-year-olds.

DAYTIME OPPORTUNITIES

- Beach + Poolside Activations
- Ambassadors + Street Teams
- Hotel Media Takeovers
- Non-Traditional OOH
- Sampling + Product Seeding
- Entertainment Stage Takeovers

NIGHTTIME OPPORTUNITIES

- Event + Concert Sponsorship
- Interior/Exterior Branding
- Branded Bar Kits
- Product Sampling
- Stage Contests
- VIP Area w/ Bottle Service



▶ Spring Break



Market takeover for **American Eagle Outfitters** with stages, lounges, experience huts, + ambassadors



Beach activation for **Corona** with lounge elements, entertainment, + product sampling/trial



Beach activation for **Axe Face** products with face wash trials, sampling, + social photobooth



Multi-market takeover for **MTV** w/ turnkey production, entertainment, activations, + content



Beach activations for **Fuze** featuring sampling huts, volleyball courts, + inflatable slip n slides



Nightlife program for **Rockstar Energy** featuring A-list musical performances in top Cancun nightclubs

Post-Spring Break

After Spring Break, continue the conversation back on campus + online by re-targeting these recently engaged consumers, leveraging your on-site acquisition efforts, and making the final push towards converting them to customers.

POST-SPRING BREAK OPPORTUNITIES

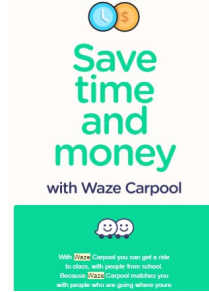
- Campus Ambassadors
- Micro-Influencers
- Mobile Tours/Pop-Ups
- Digital Retargeting
- Greek Life Engagement
- Non-Traditional OOH Media
- Content Partnerships
- In-Store Events



▶ Post-Spring Break



Campus ambassador program for **Under Armour** in partnership with local retail accounts + athletics



Retargeting email for **Waze Carpool** to reinforce brand messaging to students back on campus



Campus influencer program for **Sephora** with in-store events in college campus markets



Pop-up events on campus for **Ralph Lauren**, focused on seasonal dressing + Ralph's Coffee



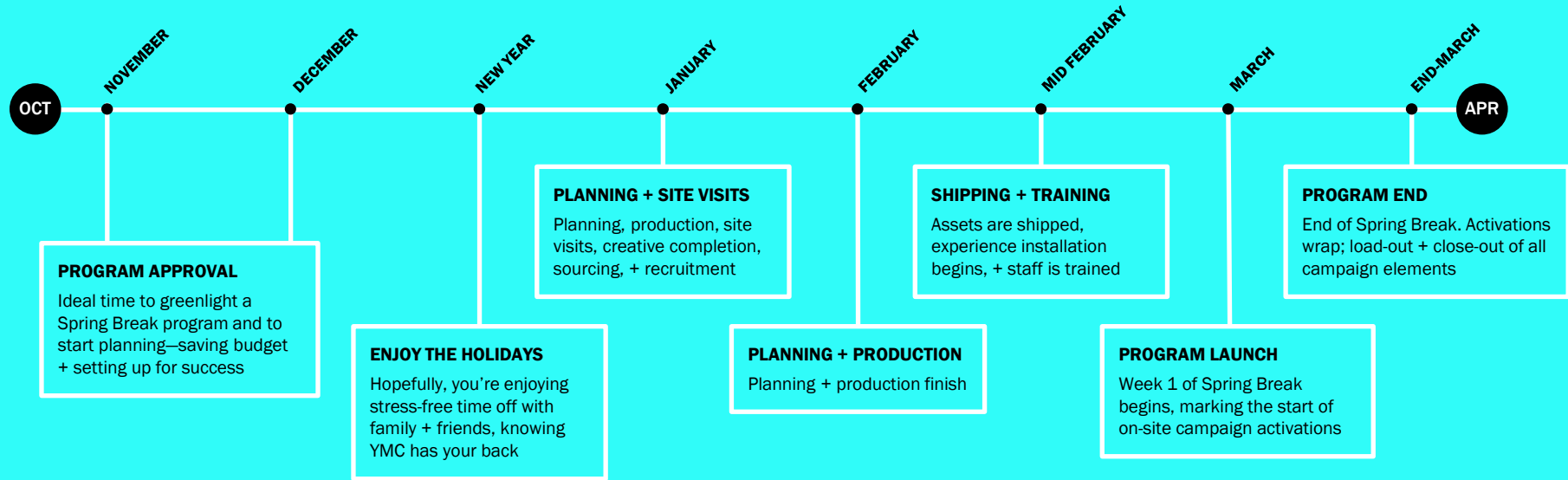
Micro-influencer campaign promoting **David's Bridal** end-of-year formal + graduation fashion



Content partnership with campus Greek Life and Athletics influencers for **Bleacher Report**



Timing Considerations





Programming Budgets

JOIN THE FUN

Starting at \$50k

- Single market
- Standard activation footprints
- Non-traditional media
- Ambassador street teams
- Sampling
- Stage sponsorships
- No pre/post activations

MAKE A STATEMENT

Starting at \$150k

- Multiple markets
- Integrated campaigns
- Custom activation footprints
- Daytime + nighttime
- Turnkey programming
- Basic pre/post activations
- Site visit included

OWN THE MOMENT

Starting at \$500k

- Market takeover
- Multiple markets
- Fully integrated campaign
- Creative strategy + production
- Turnkey programming
- Robust pre/post activations
- Multiple site visits included

Contact us to schedule your site visit now!



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