



**YMC**



WE ARE YMC

# Youth Marketing Connection

We've been building brand campaigns for the next generation and getting results for nearly 20 years.

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

# We know marketing to Millennials and Gen-Z

With headquarters in DC and Boston, relationships with over 1,000 colleges & universities, fabrication capabilities coast-to-coast, a network of 250,000 student and young adult influencers, and exclusive strategic partnerships with the largest communities and organizations in the nation, were built to execute best-in-class integrated marketing campaigns for all types of client needs.



Ambassadors & Influencers



Retail Store & Support



Digital



Mobile Tours & Pop-Ups



Social Media



Creative & Branding



Campus



Spring Break



Employer & Talent

# Trusted by the best to be the best.

We've executed thousands of programs all across the country and around the world, for clients such as:

*aerie*

Google

EXPRESS

 Spotify®

ASOS  
discover fashion online

 adidas

Capital One

SOAP & GLORY

 Microsoft

AMERICAN EAGLE

AXE

 MTV

TOPMAN

 tinder

 BUD LIGHT

 Corona.  
Extra

*The Coca-Cola Company*

SEPHORA

YMC

# Our Work

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Here's a sampling of our recent projects.



## U.S. Market Launch

By identifying the extent to which fashion apparel purchasing among high school and college students is driven by influential peers, YMC designed a multi-tiered campaign involving a digital student hub, student brand ambassadors, fashion events & experiences, and non-stop content creation on relevant image-first social channels to help ASOS re-launch their brand in the U.S..



**\$400,000** in sales generated per week from the program, representing nearly **3%** of global sales



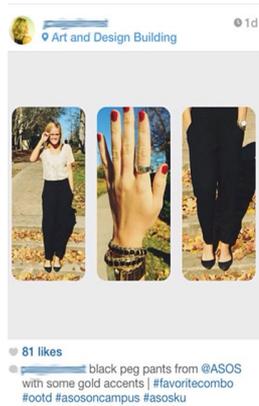
**55%** YOY growth in sales above projections within program zip codes, representing **15%** of U.S. sales



**1,100** new customers per week totaling **38,000+** new customers per program year



**10 million+** organic impressions generated through campus events and ambassador social content



## ▶ *aerie* | Brand Ambassadors

YMC built a diverse national micro-influencer team comprised of women of all ages and backgrounds who embody Aerie's mission. Through the creation of authentic, relatable lifestyle content on social media, influencers spread awareness for the brand's body-positive initiatives and built a community of #AerieREAL advocates. For Aerie, this resulted in a steady stream of lifestyle content to be leveraged on brand-owned channels and a measurable lift in sales.



100 Aerie ambassadors reached a social audience of 360,000 people on Instagram



Over 2,000 high-quality Instagram posts created, generating 7.3M impressions, 640K engagements, and a community of loyal advocates



Average of 11% redemption rate on digital coupon codes promoted by ambassadors, a 5x multiplier on the national average

# ▶ aerie Brand Ambassadors



shanelamari • Follow  
Paid partnership with aerie  
New York City

shanelamari #AerieREAL is realizing YOU are in control of your own life.

There was a shift in me this year. I realized I couldn't control what happened to me, but I could control how I handled it. I accomplished a lot of my goals this year and I had to reflect on what I really done.

I truly began to LIVE the moment that I realized that I was in control. I wanted to change the world. I wanted to be proud of ME. I wanted to show women how to be strong. So I did just that. Start taking control of you and start actually pursuing those dreams you wrote down in the beginning of the year. 🍷 Sherpa & dress: @aerie #AerieDresser #AerieAmbassador

Liked by jamiebehrent and 481 others  
DECEMBER 12, 2019



eunicpark • Follow

eunicpark 🍷 Happy Thanksgiving friends!! Can't believe it's already this time of the year 🥰

I wrote about 5 things I'm especially thankful for this year on the slightly refurbished blog 📖 (link in profile)

Hint: I'm super thankful for family and also for my partnership with @aerie 🍷 My @aerie fam has clothed me only in the softest, coziest clothes since I found I was pregnant and I've also created some sweet friendships with other mamas like @hikarimurakami 🍷 Have the BEST thanksgiving y'all and let me know below who or what you're thankful for! #aerieal #aerieambassador

Liked by drewdeltrudel and 208 others  
NOVEMBER 28, 2019



jans.spring • Follow  
Los Angeles, California

jans.spring This Valentine's Day I say out loud that I love myself. 🍷 I love myself because I'm a good mom, I'm thoughtful, and I love that I don't take myself too seriously. 🍷

...

I'm not going to lie, it felt weird writing that down. I always lack doing this... Listing the things I love about myself. I challenge you to do the same! 🍷 Share 3 things that you love about yourself in the comments below and I'll share your comments on my stories! 🍷 I hope you all have a beautiful day!! Thank you for the challenge @aerie and for pushing me to show more appreciation for myself! 🍷 #aerieal #aerieambassador

Liked by kaytayy and 477 others  
FEBRUARY 14





## College Marketing Partnership

To increase brand awareness, connect with younger consumers, and drive product sampling and brand loyalty, Maybelline tasked YMC with creating a multi-channel college-focused marketing program.

### *Collegiate Pop-Up Tour*



YMC and Maybelline partnered to bring the "On The Way" mobile tour to life, visiting college campuses across the country in addition to events at BeautyCon, NYC, and The Hamptons.

The tour brought the energy of New York City to life and provided students with an opportunity to sample products, explore new looks, and flaunt their own creativity.

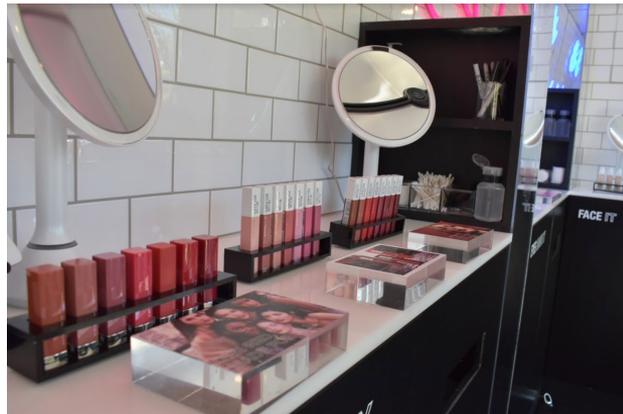
### *College Ambassadors*



YMC and Maybelline partnered to position the brand as an on-trend, relevant, and budget-friendly beauty brand for college consumers. SBAs utilized #MaybellineCollegeAmbassador to create content that would reintroduce students to a household brand and highlight an array of new and high-performing beauty products.



# Collegiate Pop-Up Tour





## College Ambassadors

YMC and Maybelline partnered to position the brand as on trend, relevant, and budget friendly for Millennial and Gen Z consumers. Influencers utilized #MaybellineCollegeAmbassador to create consistent Instagram and TikTok content that highlighted an array of new and high-performing beauty products. Maybelline leveraged the students' content creation abilities for a once-in-a-lifetime trip to New York Fashion Week to support the brand's social coverage.



Over 9 million impressions generated through organic content creation, on-campus sampling, and student ambassador social outreach

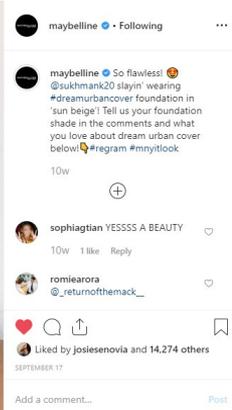


8.7K+ views driven to product-specific pages on Maybelline.com and partner retailer websites



11,400 product samples distributed strategically to in-demo collegiate young women, with CTA via drive-to-store coupon attached

# College Ambassadors



## ▶ Google | Chrome Tour

Leveraging the insight that consumers are increasingly working in the cloud, YMC brought Google's chrome browser, cloud suite, and lightweight Chromebook to markets around the country, complete with Lending Libraries where attendees could participate in demos and check-out devices for multi-day test drives.



15,000+ participants directly engaged and took part in demos, check-outs, or other brand activation elements of the mobile pop-up tour



2.8 million unprompted user-generated impressions around our custom hashtag during the nationwide 8-week mobile pop-up tour



2015 Event Marketer EX Awards "Best Pop-Up" winner with partner creative agency Grow Marketing in San Francisco

# ▶ Google Chrome Tour





## Student Influencers

Tinder engaged YMC to build a national community of top student influencers to support the launch of “Tinder U.” YMC built a diverse and well-connected group of college influencers to ignite a national campaign. Utilizing social content, WOM, and on-campus events, influencers fueled awareness among friends and followers, encouraged feature usage, and drove new app downloads.



Over 1,900 high-quality Instagram posts created, generating 911M impressions, and over 1.2M engagements



500K+ total downloads driven by student influencers at a CPA level 25% less expensive than Tinder's brand average



200 student influencers reached a social audience of over 1M people during a 7-month campaign period



# Student Influencers



**oliviaanrickson** • Following  
University of Georgia

oliviaanrickson Want to see @juicew1999 perform at USA? Download @tinder and get on #tinderu to compete in the #SwipeOff competition! Link in bio. #tinder\_ambassador

2W

lexiesant Shoot I should've been cuter. But can't beat u

2W 1 like Reply

laneysmith we love a tinder queen

Liked by kaytayyy and 630 others

MARCH 27

Add a comment...



**nsleets** • Following  
Beverly Hills, California

nsleets Power moves only with @tinder Swipe on Spring Break mo

8w

dvjsmm Wut that tongue do

8w Reply

grace\_palmeri Stop doin us lik... this

8w Reply

haleyvalente king

8w Reply

kjsleets So u sponsored by tinder

Liked by kaytayyy and 450 others

MARCH 14

Add a comment...



**camihardman** • Following

camihardman Swiping on good boy only #TinderU #Tinder\_Ambassador (link in bio)

51w

k\_matzz Wow I'm here for this

51w 2 likes Reply

View replies (1)

fatal.tides That's funny affff

51w 1 like Reply

drewdelstrudel omg this is precious!!!

51w 1 like Reply

Liked by kaytayyy and 733 others

APRIL 22, 2019

Add a comment...



**nikkipaige1396** • Following  
North Myrtle Beach, South Carolina

nikkipaige1396 nothing's better than winding down from a week of exams than swiping away on #TinderU

45w

hellolovelyblog Gorgeous babe!

45w 1 like Reply

View replies (1)

exploring.em That dress is so cute on you!

Liked by isabellaranft and 549 others

MAY 3, 2019

Add a comment...



 **SEPHORA**  
COLLECTION

## Student Influencers

YMC built a community of influential students passionate about beauty and self care to represent Sephora Collection (“SC”). The program strategy included connecting with a new audience of consumers on social to shift price and quality perception of SC products. YMC quickly showed how influencers efficiently scaled the brand’s own content creation efforts and generated a constant stream of social content to be leveraged on SC’s Instagram page.



\$89,000 in sales of Sephora Collection product during in-store support events

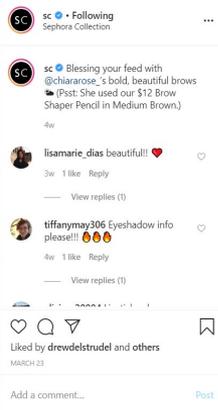


1.1M+ impressions generated by influencer-driven social content



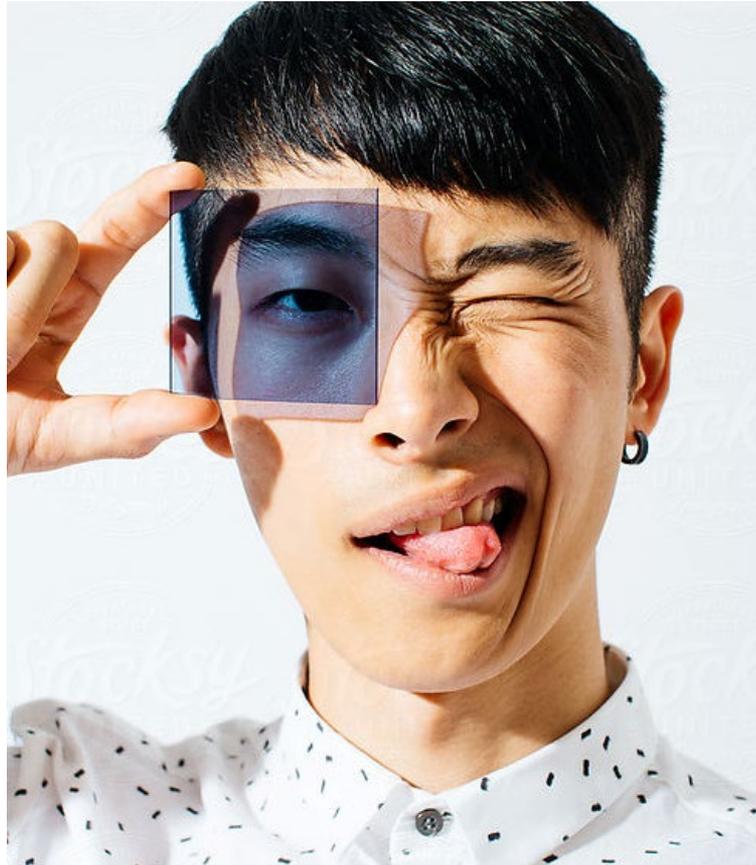
4.1K unique students reached over the course of the campaign via on-campus physical tactics and social media engagement

# Student Influencers



# Our Process

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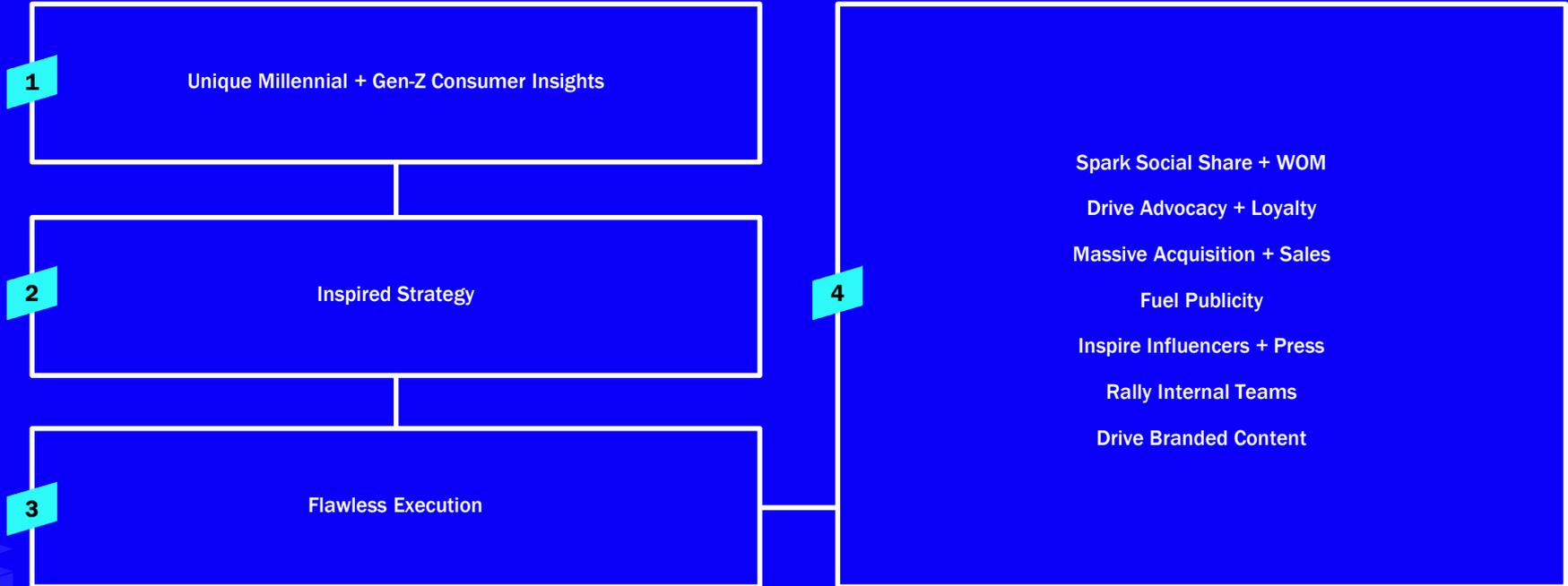


## Youth Is All We Do

We're a youth marketing agency through and through. We know students, young adults, campuses, and Millennial & Gen-Z trends like we know our own names. If you want to activate students or recent graduates, we can't be beat.

- ▶ Our student- and consumer-driven research and market intelligence and our intimate knowledge of Millennial and Gen-Z culture, campus and city hotspots, traffic flow, trends, and traditions make sure that we've got you covered.
- ▶ We're an agency that not only knows the minds of today's youth but has a wealth of experience creating campaigns for students and young adults.
- ▶ Working on and around a college campus and is a unique experience like no other, and we've been doing it for years.

# There's a science to what we do, and we'd love to take you through our process, approach, and strategy.





# Account Team

YMC's campaigns are a highly managed process. We utilize a variety of communication channels to manage and support our programs. We manage all of our accounts with an experienced team across all levels to ensure quality of work, and we're smart, thorough, and resourceful.



## Executive Team

—

High level discovery & strategy  
Client services  
Budgeting & contracts

## Marketing Director

—

Program development & direction  
Ongoing program strategy  
Client services  
Internal team oversight

## Program Manager/Supervisor

—

Day-to-day program management  
Ambassador & influencer oversight  
Internal team manager

## Program Strategists

—

Ambassador & influencer recruitment  
Ambassador & influencer management

# Account Management

YMC will utilize a variety of channels for management and communication around the client and campaign. Reporting cadence will be developed based on client's needs, available budget, and timing.



## Constantly Connected

Communicate constantly with all ambassadors & influencers through The Hub, social media, email, text, and phone calls

## Regular Feedback

Develop, monitor, & manage communication loops to facilitate ongoing feedback between ourselves, the ambassadors & influencers, and our clients

## A Step Ahead

Email & weekly/biweekly status calls to keep our clients up to speed on program highlights & upcoming activations





YMC

# Tactic Production

After developing the right strategy, proper preparation and planning are keys to successful events. YMC has executed thousands of events across the country, producing from scratch and taking advantage of existing, while bringing our own unique expertise and insights to supercharge results.



## Planning

—

Proper lead time  
Robust creative process  
Event identification

## Preparation

—

Event producer coordination  
Creation of compelling activations  
Integration of social experience  
Coverage for reporting and tracking

## Promotion

—

Pre-event promotion for days/weeks prior through physical & digital channels  
Doorbusters, GWPs, and other  
VIP opportunities

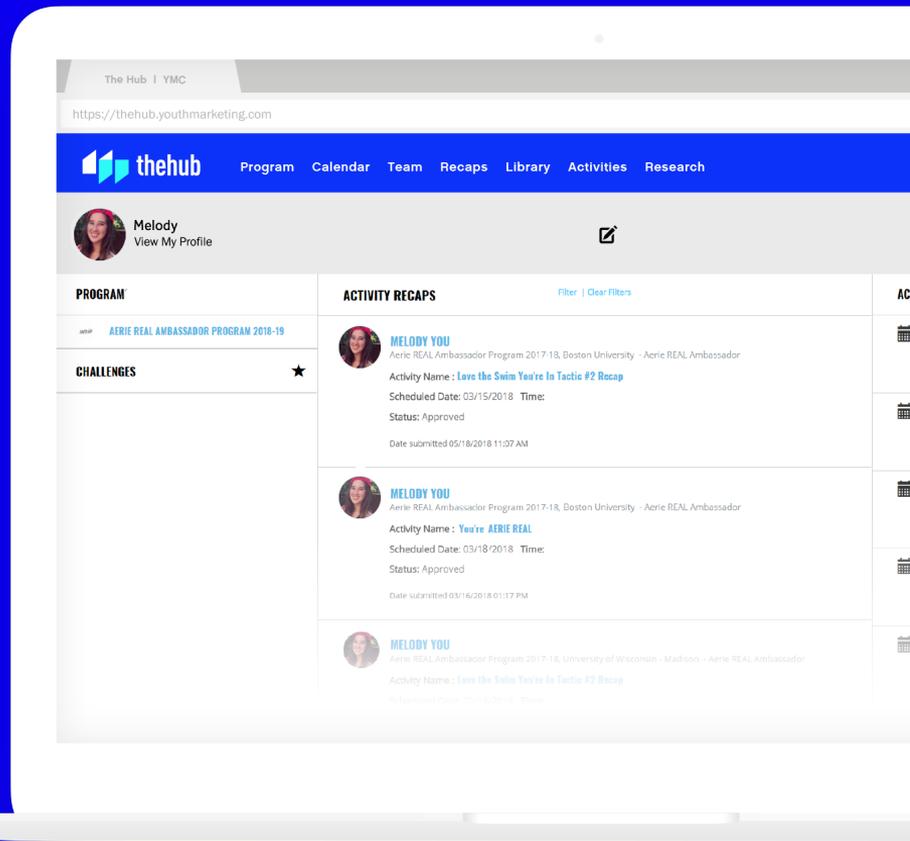
## Reporting

—

Real-time monitoring for dynamic program adjustments  
Honest and productive feedback

# Everyone always wants to hear about the The Hub

- ▶ Create dynamic ambassador-specific marketing plans
- ▶ Share market-level intelligence
- ▶ Access a virtual “office” for training, marketing, and brand materials
- ▶ View real-time promotional calendar and activity scheduling
- ▶ Hold inter-program conversations to spread key insights
- ▶ Analyze rapid reporting on all program activities including KPI tracking
- ▶ Develop on-demand recaps with media libraries and key metric reports
- ▶ Conduct market research for consumer and brand insights



# Our Top Channels

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# Ambassadors & Influencers

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# Ambassadors & Influencers

We recruit students who are influencers on their campus, and young adults who are influencers in their communities, with eligibility determined based on how well they align with our partner's brand DNA & can help us achieve our program goals. We'll work with your team to design recruitment criteria around key customer profiles.



## Always On

—

They're connected and engaged via social media 24/7—it's a central component of their natively social lives

## Social Pros

—

They're experts at producing compelling content across all channels, including Instagram, Snapchat, Facebook, YouTube, Pinterest, and Twitter

## Best Reps

—

They're great communicators—able to clearly convey the core value of our partner's products & services

## Inner Circle

—

They're outgoing, confident, and organized, while being very professional & approachable



STUDENT  
PROFILE

# Iris M.

University of Miami

Iris is well-known for hosting popular segments on UMTV and attending every UM basketball game. She maintains a digital presence on social media by sharing editorial fashion content and engaging followers with behind-the-scene looks of UMTV on her Instagram.



3,700+ Followers



1K Avg. Stories Views

**YEAR:** Junior

**MAJOR:** Broadcast Journalism

**CAMPUS INVOLVEMENT:** UMTV, National Association of Black Journalists, Student Association

**PROFESSIONAL EXPERIENCE:** UM Athletics (Marketing Intern), A'gaci (Fashion Consultant), Marshall's (Sales Associate)



STUDENT  
PROFILE

# Tage S.

University of Minnesota

Tage is the go-to person for beauty advice and effortless makeup techniques. His bubbly personality and school spirit have helped him build a vast on-campus and digital network. Tage's followers love his cheeky how-to skincare TikTok and Instagram Live tutorials!



3,200+ Followers



1K Avg. Stories Views

**YEAR:** Sophomore

**MAJOR:** HR Development / Mass Communication + Management

**CAMPUS INVOLVEMENT:** Student Union + Activities Office, Multicultural Center for Academic Excellence, Board of Governors

**PROFESSIONAL EXPERIENCE:** Sephora Collection (Campus Rep), Valleyfair Family Amusement Park, Emagine Entertainment



STUDENT  
PROFILE

# Isabel S.

DePaul University

Isabel is a huge advocate for self care and clean beauty. She's constantly educating her sorority sisters on new beauty trends and enjoys developing concepts to creatively share promotional content on her social media channels.



3,600+ Followers



1K Avg. Stories Views

**YEAR:** Freshman

**MAJOR:** Communications + Technology / Film

**CAMPUS INVOLVEMENT:** Alpha Phi Sorority

**PROFESSIONAL EXPERIENCE:** Fortuity Boutique (Sales Associate), Puente Agency (Marketing Intern), BeautyCounter (Brand Ambassador)



STUDENT  
PROFILE

# Naseer S.

Indiana University

Naseer loves having a look that no one else can replicate. He's acquired promotional experience by working with a variety of lifestyle brands.

Naseer's authenticity shines in his posts, keeping his diverse on-campus following engaged and ready to see more.



3,400+ Followers



850 Avg. Stories Views

**YEAR:** Junior

**MAJOR:** Arts Management / Law and Public Policy

**COMMUNITY INVOLVEMENT:** Black Law Students Association, Music Industry Networking Club, LGBTQ+ Association, School of Public Environmental Affairs Ambassadors

**PROFESSIONAL EXPERIENCE:** React Presents (Intern), Tinder U (Influencer), Express (Brand Ambassador)



STUDENT  
PROFILE

# Alexis P.

Florida State University

Alexis has a keen eye for aesthetics and loves to play around with different makeup and fashion looks. She enjoys being behind the camera and is always planning the next trendy photoshoot to build up her presence on social media and engage with her digital community.



1,600+ Followers



700 Avg. Stories Views

**YEAR:** Junior

**MAJOR:** Digital Media Production

**COMMUNITY INVOLVEMENT:** Strike Magazine, FSU Thrift Club, Fashion Entrepreneurship Club

**PROFESSIONAL EXPERIENCE:** Alex Productions (Owner), Freelance Makeup Artist, Marvelous Mrs. Maisel (Production Assistant)



YOUNG ADULT  
PROFILE

# Hikari M.

Irvine, California

Hikari enjoys adventures with her family, documenting her Disney visits, and sharing her dance moves with her 14k+ audience on TikTok. Her fun-loving and honest attitude endears her to followers as she shares the daily realities of being a young, stay-at-home mother.



5,100 Followers



550 Avg. Stories Views



22,000 Followers



500 Subscribers

**COMMUNITY INVOLVEMENT:** It's A Mom Thing LA

**PROFESSIONAL EXPERIENCE:** Freelance Wedding + Hair Makeup, House of Lashes (Product Development Team), Vitalae (Brand Ambassador), JuJuBe (Brand Representative), Hershey's (Commercial Talent)



YOUNG ADULT  
PROFILE

# Taylor B.

St Louis, Missouri

Taylor's roots run deep in her hometown of St. Louis and as a result, she's dedicated her life to serving as a mentor to young people in the city. Her inviting personality allows her to easily connect with her community—both in-person and on social media.



3,200 Followers



300 Avg. Stories Views



150 Followers



200 Subscribers

**COMMUNITY INVOLVEMENT:** Smart Girls, The Boys & Girls Club

**PROFESSIONAL EXPERIENCE:** Bumble (Partnerships), New York & Company (Sales Associate), Cocosis Naturals (Founder), Mott & Bow (Brand Ambassador)

# Training

In collaboration with your team, YMC will develop comprehensive training materials that include information about the brand and YMC's processes and management. Training is a multi-stage process and never truly ends.



## Program Start-Up

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YMC utilizes group Google Hangouts for comprehensive face-to-face training with all influencers.

## Development Program

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YMC gives all reps a master class in effective marketing techniques, social media best practices, & brand DNA/guidelines—then we empower them to customize the program for their communities.

## Continued Learning

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YMC provides reps with ongoing learning opportunities including one-on-one check ins, team calls to share key insights (successes & challenges), and personalized skill sessions.



# Instagram Content Examples



lyzmaranan • Following  
Seattle, Washington

lyzmaranan sherpa is it & @aerie has it all here, got me feelin' like a cloud ☁️ #aeries #aeriepartner #aeriesambassador

#seattleblogger #blogger #seattlifestyle #seattlebloggerbabes #outfitin #ootdpeople #wentoutwiththis #styleblogging #stylebabe #fashionblogger #seattlefashionblogger #pwnbloggerbabes #pwnmodel #bloggercollective #pwnbloggers #seattlefashion #stylecollective #seattlefashionblog #seattlebloggerunite #influencecollective #lifestyleblogger #seattleloers

Liked by kaytatty and 185 others  
1 DAY AGO

Add a comment...



ajpulvirenti • Follow  
Polo Ralph Lauren

ajpulvirenti I'm honored of @PoloRalphLauren's campaign, the brand's w initiative in the fight tow cancer-free world. We everyone touched by ca their stories and join out of hope and support. Ar forget - check out the li for some great pieces w greater impact. #Pol #PinkPony #Sponsored

gmanifantis King  
7w 1 like Reply

connor\_furst Skin is glori

Liked by nicktohez and 31 others  
OCTOBER 20



phoebelucienne • Following  
New York

phoebelucienne blue steel #depponcampus #depopambassador

zara\_z Holy shit  
4w Reply

zara\_z LOOOVE  
4w Reply

tobyj Quite lovely  
4w Reply

Liked by tamia18 and 447 others  
OCTOBER 19

Add a comment...



ariannefor • Following  
UMass Amherst

ariannefor @depopambassador

natalie Sw 1w

casefit Sw 1w

llylyyika Sw 1w

Liked by o...  
OCTOBER 27

Add a comment...



cahlebb • Follow  
Polo Ralph Lauren

cahlebb Going to school means that you set #brickzn approx. time. If you're like m hates sacrificing you. These new @PoloR outerwear pieces an balance between w hold you down this your student discou my bio or text #POLO shop in store. Get y outerwear while it's before it gets cold # #sponsored #POLO

4w

domz\_burgess Wow

Liked by wanesaww a  
NOVEMBER 7

Add a comment...



tamia18 • Following

tbf22 ❤️❤️  
2w 1 like Reply

florence\_jenn 🍷🍷🍷  
2w 1 like Reply

geowollner Hair is so good  
2w 1 like Reply

ava.kurs 🍷  
2w 1 like Reply

ilovebugi Yasss!  
4d Reply

Liked by kate.cod and 632 others  
NOVEMBER 20

Add a comment...



ashleyzhang • Follow  
Polo Ralph Lauren

ashleyzhang peace, love, polo! so excited about @PoloRalphLauren's fall tie-dye collection. #PolOU #Sponsored

lindsay\_ellen, I love

josh\_patel the fit is icy

Liked by wanesaww and 325 others  
OCTOBER 10

Add a comment...



chris.kenney Drop classes. NOT standards. @TinderU! #TinderAmbassador @TinderU

View all 44 comments

melsipps  
fix\_it\_felix...Yessss baby werk! kateanncollins 🍷🍷  
chris.kenney @melsipps  
chris.kenney @fix\_it\_felix... ty qqqqqqeen 🍷  
isabellelorette the coolest patymwelder 🍷  
funkaslad 🍷  
jana.doug look at that thigh d...  
chris.kenney @isabellelorette

348 likes  
4 DAYS AGO

Add a comment...

# TikTok Examples



# Instagram Story Content Examples



# Analytics & Reporting

We use a combination of proprietary and third-party tools to report back to our clients in real time—and depending on budget, reporting can be weekly, bi-weekly, or monthly, with larger reports and campus/market/event assessments at the end of the campaign.



## Tracked by YMC

—

# of live events executed

Photo/video content submitted

Social analytics: total posts, engagement (likes and comments), views, reach, and impressions

Top social posts across all relevant channels

Native image and video files for easy royalty free use

User and student brand/product feedback

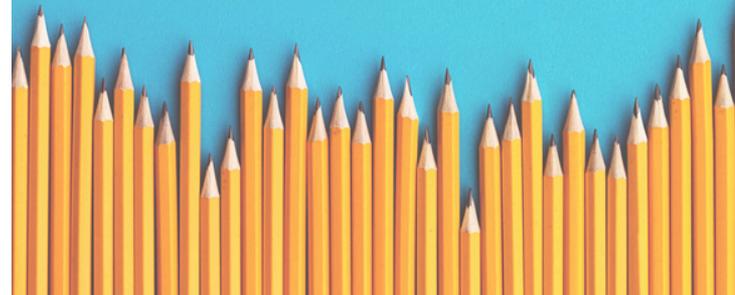
## Tracked by Client

—

Customer acquisition, sales, (variety of channels), contest entries, and traffic indicators from web and store

Number of influencer-generated content pieces used on brand channels

Growth and engagement on social properties (optional)



# Experiential & Pop-Ups

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# Experiential & Pop-Ups Overview

We develop and manage mobile pop-up and experiential campaigns for our clients, including creative concepts, strategy, & campaign design, vehicle/structure build & fabrication, turnkey production, logistics, & management, and promotion & staffing.



## Creative Concepts, Strategy, & Design

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We develop and present creative concepts, then concepts are refined over multiple design stages, strategy is developed around creative concepts, and experiences will be created to complement the main campaign structure and footprint

## Structure Build & Fabrication

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We translate concepts and designs into fabrication plans including blueprint, 3D rendering, and creative swipe, allowing fabrication team to begin building while details, accents, fixtures, and assets are finalized and budget is further refined

## Production, Logistics, & Management

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We plan months in advance, build the tour teams, lock down access to pop-up locations, source experience elements and contract necessary vendors, solidify site logistics, and everything in between

## Promotion & Staffing

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We develop a pre-promotional plan for each stop and recruit/hire/train staff, ambassadors, and influencers



BUILD EXAMPLE

## Custom Built Assembled Structure

Wood, fiberglass, and plexi custom designed and fabricated structure assembled on site with interactive displays, custom storage and cabinetry, and modular design limiting single piece weight to 50 lbs.

**APPROXIMATE BUILD COST:** \$150-200K

**COST INCREASES:** 100% custom design + fabrication, exterior pop-out elements, custom storage & cabinetry

**COST DECREASES:** stores in box truck, no machinery needed for install

**ESTIMATED PRODUCTION TIME:** 12-16 weeks

BUILD PHOTOS

# Custom Built Assembled Structure





BUILD EXAMPLE

## Converted Specialty Sprinter Van w/ Stage

Converted specialty sprinter van with fold-out stage and full custom interior with product interaction stations, product displays, custom neons, multiple photo-ops, a digital check-in station, and subway bench seating.

**APPROXIMATE BUILD COST:** \$75-100K

**ANNUAL VEHICLE LEASE COST:** \$60K

**COST INCREASES:** 100% custom design + fabrication, exterior pop-out elements, custom product displays.

**COST DECREASES:** no tow vehicle needed

**ESTIMATED PRODUCTION TIME:** 8-10 weeks

BUILD PHOTOS

# Converted Specialty Sprinter Van w/ Stage



BUILD EXAMPLE

# Custom Towed Retail Structure

100% custom mobile structure built on a gooseneck trailer towed by a pick-up truck.

Aluminum framing and custom glass windows for light weight & durability with seasonal branding & thematic elements.

**APPROXIMATE BUILD COST:** \$175-200K

**COST INCREASES:** 100% custom design + fabrication, glass design, skylights, motorized awnings, and custom interior structures & finishes

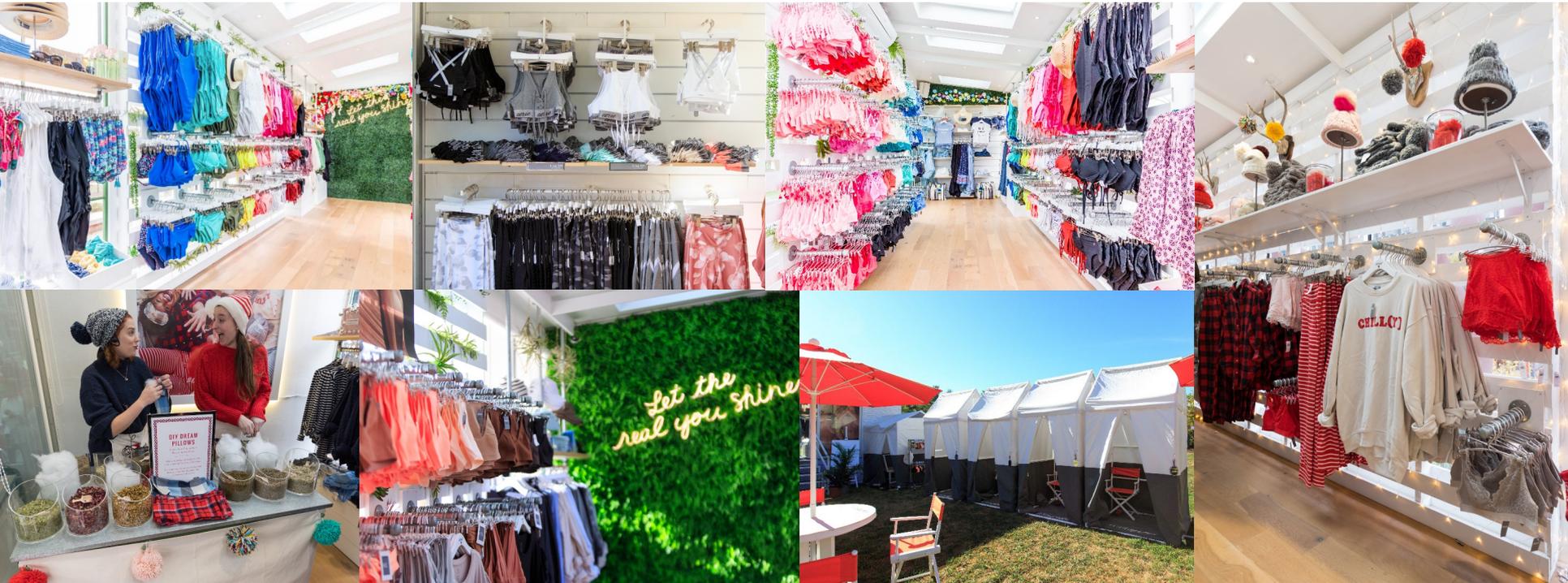
**COST DECREASES:** pulled by pick-up truck (not an installation) and light weight

**ESTIMATED PRODUCTION TIME:** 10-14 weeks



BUILD PHOTOS

# Custom Towed Retail Structure



BUILD EXAMPLE

# Custom Built Installed Structure

Steel shipping containers, wood, fiberglass, and plexi, custom designed and fabricated structure installed on site with flatbeds and forklifts. Included interactive displays, custom storage and cabinetry, multiple interaction zones, & a drive-thru.

**APPROXIMATE BUILD COST:** \$350-400K

**COST INCREASES:** 100% custom design + fabrication, exterior pop-out elements, custom storage & cabinetry, custom signage

**COST DECREASES:** structural modules used (shipping containers)

**ESTIMATED PRODUCTION TIME:** 16-20 weeks



BUILD PHOTOS

# Custom Built Installed Structure



# Fabrication Considerations



There are hundreds of decisions that go into developing experiential activations & we'll guide you every step of the way.



## **Lease vs. Buy/Build**

Leasing can be great for short or simple campaigns, but for a truly unique brand experience that will live for a year+, we recommend buying and/or building from scratch.

## **Self-Driven vs. Towed vs. Installed/Assembled**

Self-driven vehicles are efficient and cost-effective, but limited in options, and can sometimes replace the need for chase vehicles.

Towed structures are more versatile, but more expensive.

Installed structures are costly and limiting, but often very unique.

## **Custom vs. "Off-the-Shelf"**

Custom built vehicles/structures, fixtures, and experiences are more expensive and time-consuming, but exciting. "Off-the-shelf" solutions are cost-effective but non-unique.

## **Ease of Re-Branding**

Designing with the ability to reskin or rebrand seasonally in a cost-effective manner is incredibly important for longer term tours or experiences.

## **Size/Weight Restrictions**

Shipping containers are cool, but tough to find locations that will take them. For maximum flexibility, we like towed vehicles/structures with specific size/weight restrictions.

# Activation Considerations



Designing the perfect experience starts with audience insights, leverages years of YMC experience, and incorporates key brand moments.



## Pre-Promotion

Brand-owned channels we can leverage (email, social, in-app, etc.) and YMC-utilized channels to build (student ambassadors/influencers, student orgs, media, etc.)

## Retail Operations

Mobile systems for on-site usage or information acquisition

Processes around inventory management, control, storage, and restocking (if applicable)

## Doorbusters & Discounts

Doorbusters are hugely successful at developing a line at opening, which creates buzz on campus or in market

## Activities & Experiences

DIYs, photo-ops, lounges, social moments, celebs/influencers, and other elements to get attendees excited

## Giveaways/Refreshments

Some campuses/markets will have restrictions around outside food & beverage, but these and other giveaways are incredibly popular

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