

CAMPUS DIGITAL ADVERTISING NETWORK

Reach students the moment they *return*.

A 32" display sits above Reusables Smart Return Bins on campus. When a student returns a container, the screen lights up - your brand front and centre, at a moment of genuine attention.

HIGH-TRAFFIC LOCATIONS - STUDENT UNIONS, DINING HALLS AND ACADEMIC CORES



32"
1500-NIT DISPLAY

WHY SMART MEDIA

A high-intent moment, not passive signage.

Unlike hallway posters, Smart Media reaches students while they're stationary, engaged with the device, and receptive — then keeps running all day in dining halls, unions, and lobbies.

Multiple daily exposures

Students stand at the bin and watch the screen as they return a container - then pass it again at breakfast, lunch, and on the way to class. Attention and frequency, both.

QR-code interactive

Drive clicks, app installs, sign-ups, or promo redemptions straight from the screen.

Sustainability brand halo

Your brand appears alongside live impact stats - waste saved, containers diverted - aligning you with student values.

THE AUDIENCE

20k–50k students

per partner campus • Gen Z • Digital First

98% container return rate - students engage with the program day after day

- Socially-conscious students at major universities and colleges
- Early adopters with strong loyalty once earned
- Default campus dining program from Summer 2026
- Captive during meals - 15-20 min avg. dwell time

AD FORMATS & SPECS

STANDARD

Looping Video

15s / 30s • 1920x1080 MP4 • plays in rotation

STANDARD

Static Full-Screen

Full-bleed brand image or promotion

PREMIUM

Success Takeover

First thing a student sees on return — peak attention

INTERACTIVE

QR Campaign

Embed any URL — tracked clicks & conversions

