

DYLAN  
SCHNEIDER  
COLLEGE TOWN TOUR  
**CASE STUDY**

PRESENTED BY

College Weekly

# THE GAMEPLAN



## RAISE AWARENESS

LAUNCH A 2 WEEK CAMPAIGN THAT TRAVELS TO 8 DIFFERENT CAMPUSES THROUGHOUT THE SOUTH TO RAISE AWARENESS NATIONALLY FOR DYLAN SCHNEIDER'S NEW EP "COLLEGE TOWN"



## ACTIVATE ON CAMPUS

PROMOTE THE EP ON EACH UNIVERSITY BY PERFORMING TO 3 TOP TIER SORORITIES DURING THE DAY THEN SOCIALIZING WITH STUDENTS, GIVING OUT PROMOTIONAL ITEMS AND PERFORMING THE EP LIVE AT THE MOST POPULAR BAR ON CAMPUS EACH NIGHT.



## INCREASE STREAMS

WORK WITH COLLEGE REPS IN EACH GREEK ORGANIZATION WE PARTNER WITH TO PROMOTE "COLLEGE TOWN" INTERNALLY, CREATE A FUN EXPERIENCE FOR EVERYONE INVOLVED TO REMEMBER AND TURN STUDENTS INTO FANS ON EVERY CAMPUS WE VISIT.



|  |   |
|--|---|
|  |   |
| DATE   | COLLEGE                                     |
| MARCH 22   | UNIVERSITY OF FLORIDA<br>GAINESVILLE, FL    |
| MARCH 23   | FLORIDA STATE UNIVERSITY<br>TALLAHASSEE, FL |
| MARCH 25   | AUBURN UNIVERSITY<br>AUBURN, AL             |
| MARCH 26   | UNIVERSITY OF ALABAMA<br>TUSCALOOSA, AL     |
| MARCH 29   | EAST CAROLINA UNIVERSITY<br>GREENVILLE, NC  |
| MARCH 30   | UNIVERSITY OF TENNESSEE<br>KNOXVILLE, TN    |
| MARCH 31   | KENNESAW STATE UNIVERSITY<br>KENNESAW, GA   |
| APRIL 1  | UNIVERSITY OF GEORGIA<br>ATHENS, GA         |





# AUBURN



# ALABAMA







**KENNESAW  
STATE**

**UGA**

# RESULTS

165+

## TOTAL POSTS

Total amount of main feed, reels & story posts on the CW page & bar crawlers pages.

20+

## TOTAL PERFORMANCES

Total amount of performances at bars & sororities through the duration of the tour.

10,000+

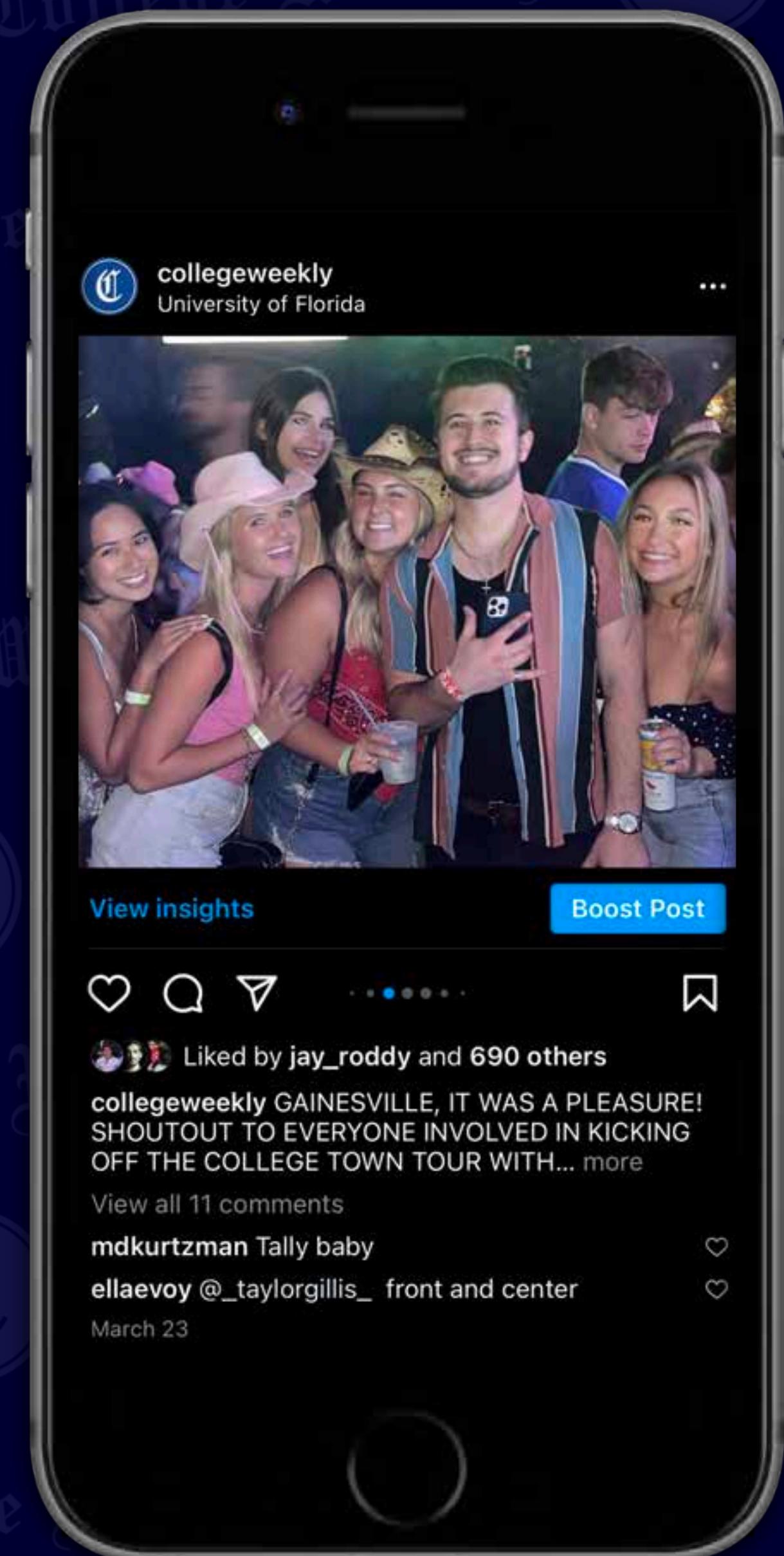
## TOTAL EVENT ATTENDEES

Total number of students that participated in our bar crawl activations & attended performances.

529.3k

## TOTAL IMPRESSIONS

All impressions from main page & story posts from the CW page & bar crawlers pages.

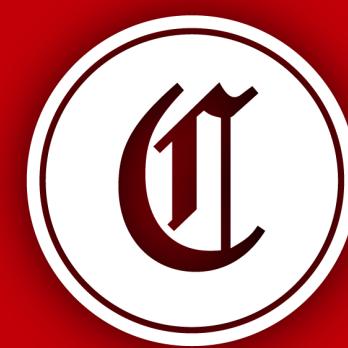




**CLICK HERE TO WATCH THE FULL  
"COLLEGE TOWN" TOUR RECAP!**



THANK YOU  
FOR CHOOSING...



College Weekly