

CAMPUS CREATORS

AGENCY

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ABOUT US

We are the connections between brands and campuses. Traditionally, the student market has been a challenge for companies to target. Trends move quickly, attention spans are short and competition for that attention is high.

Campus Creators is your proven advantage partner specializing in campus activations, user generated content and ambassador programs.

Since 2021 we have helped our clients grow their brand awareness on campuses, increase sales and deliver engaging social content.

OUR SERVICES

01 Content Creators

03 Digital Promotion

05 Events

07 Campus Activations

02 Brand Ambassadors

04 Peer-to-Peer Marketing

06 Distribution & Design

Campus Activations include multiple elements from 01 - 06. A full activation campaign is best used for a new brand or product launch.

HELLO FRESH & CHEF'S PLATE

The Problem

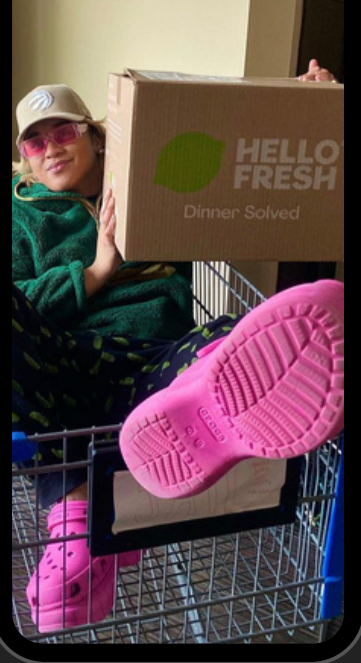
Hello Fresh wanted a piece of the student market and needed a strategic partner to help them promote their brand in addition to creating content that would fuel their social strategy.

The Solution

We onboarded **100 ambassadors** that were sent weekly meal kit boxes to create UGC, promote their sign-up links and host giveaways. Ambassadors would only receive the next week's box if they hit their sales targets.

The Results

The original campaign was successful resulting in **1000+ of pieces of shared content**, giveaways and social posts. Hello Fresh invested further into this market later adding another 100 ambassadors that spread across every major student campus in Canada. During a 4 month promotion our ambassadors achieved **2,654 first time user sign-ups** generating over \$80,000 in commissions.



"[Campus Creators] has been an incredible partner to work with! They are professional, creative, scrappy, and have helped us expand our business into the student market."

Erin O'Handley | New Channels Manager, Hello Fresh



COLDSTREAM CLEAR

The Problem

Coldstream Clear had established their brand in Eastern Canada but after successfully entering the LCBO had little to no brand presence. Many of their competitors had established campus programs and were leveraging user generated content.

The Solution

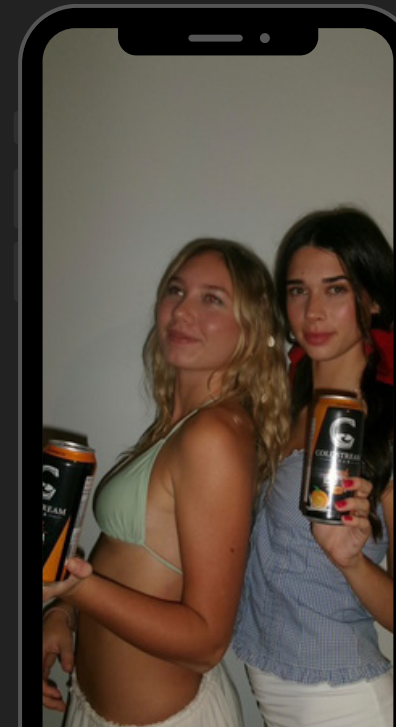
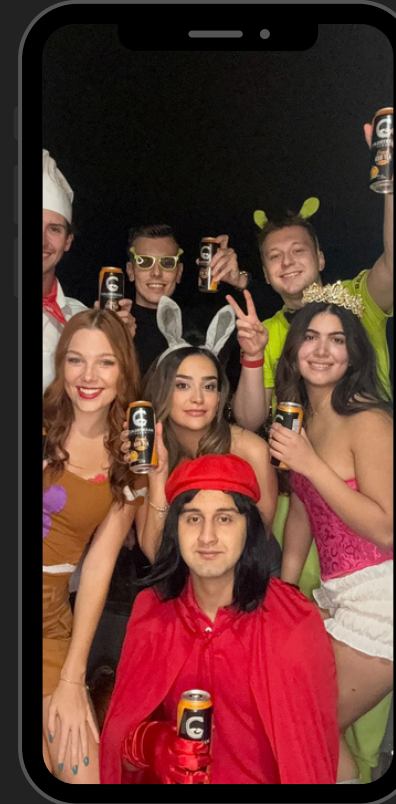
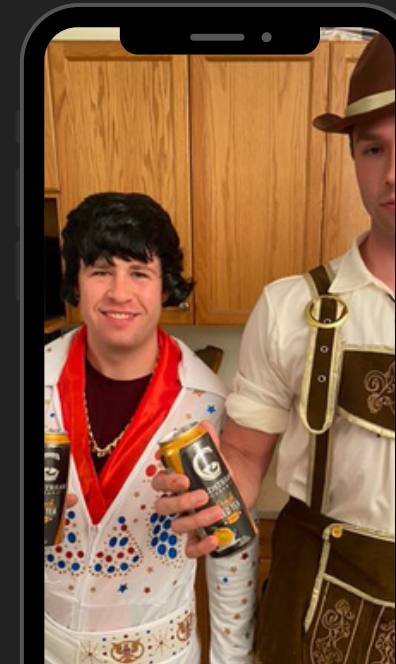
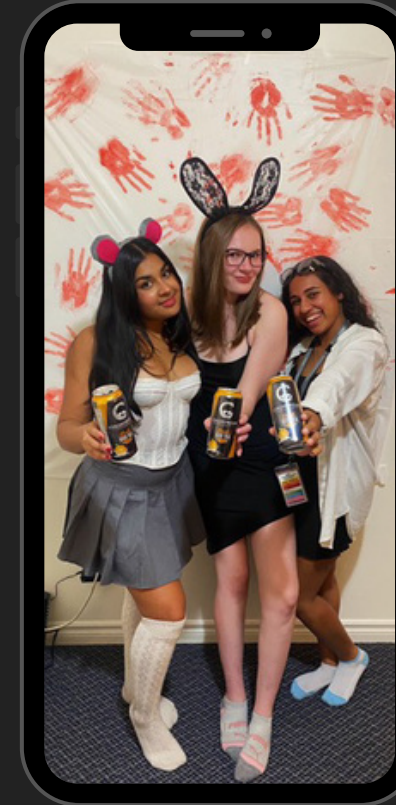
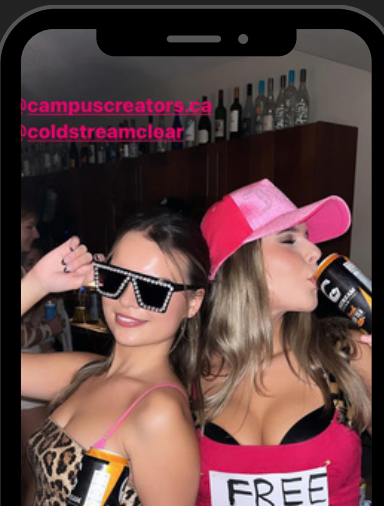
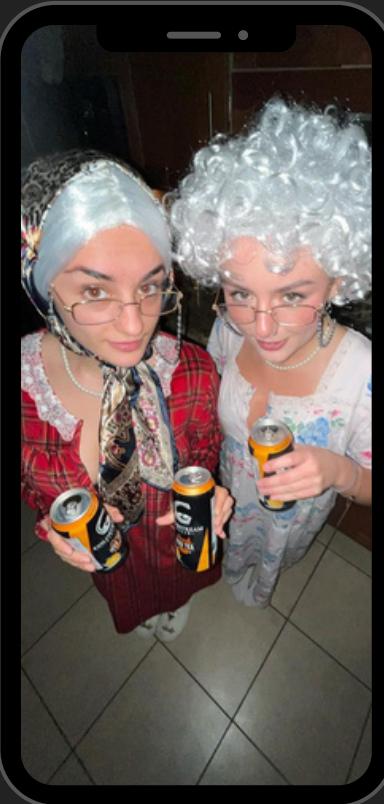
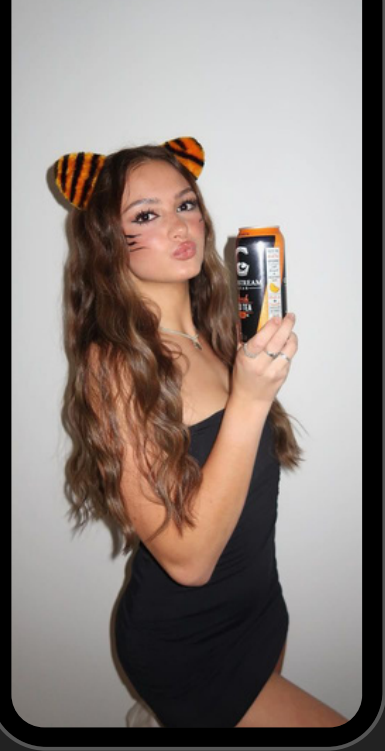
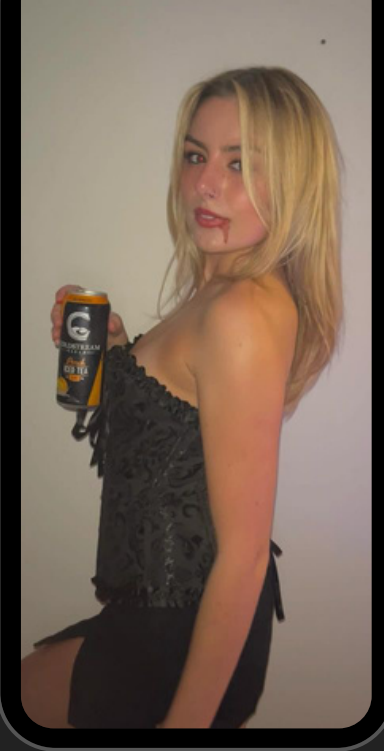
We onboarded **25 creators** and **75 brand ambassadors** that were tasked with promoting Coldstream, sharing samples and posting organic content featuring the brand. They were all vetted from 8 target campuses. The campaign also included event sponsorships.

The Results

The original campaign was successful resulting in **200+ Instagram stories**, **32 TikTok videos** posted with **2.1M+ views** combined. Campus Creators hosted **3 campus events** across Kingston, Waterloo, Ottawa and Montreal with Coldstream as the official beverage sponsor. The brand reported an increase in sales across all target geographies and an increase in brand awareness in addition to social engagement.



HALLOWEEN WITH COLDSTREAM CLEAR



BET99 SPORTSBOOK

The Problem

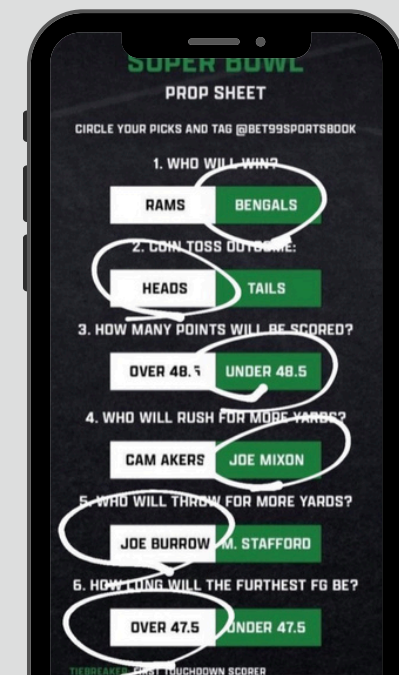
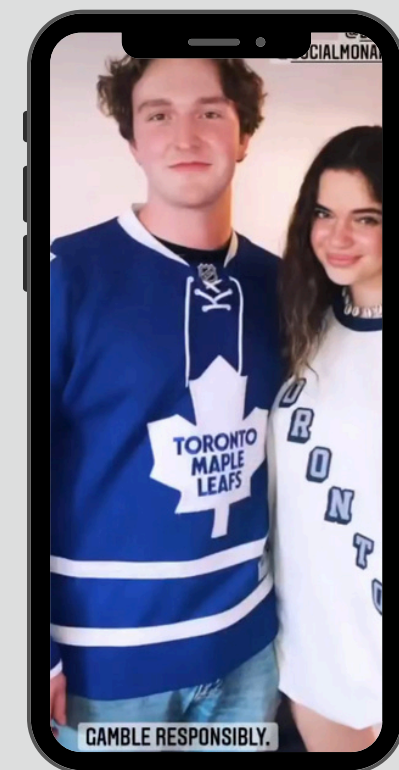
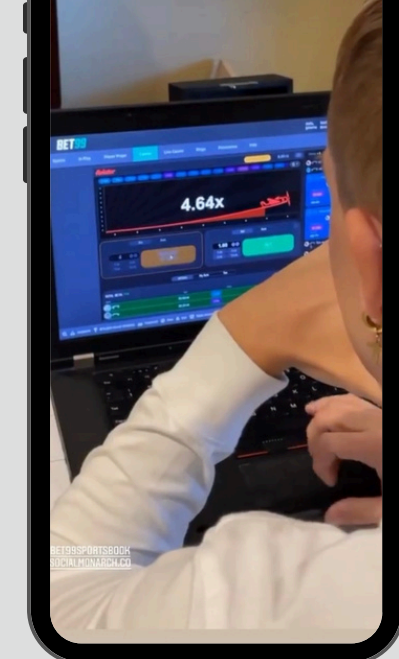
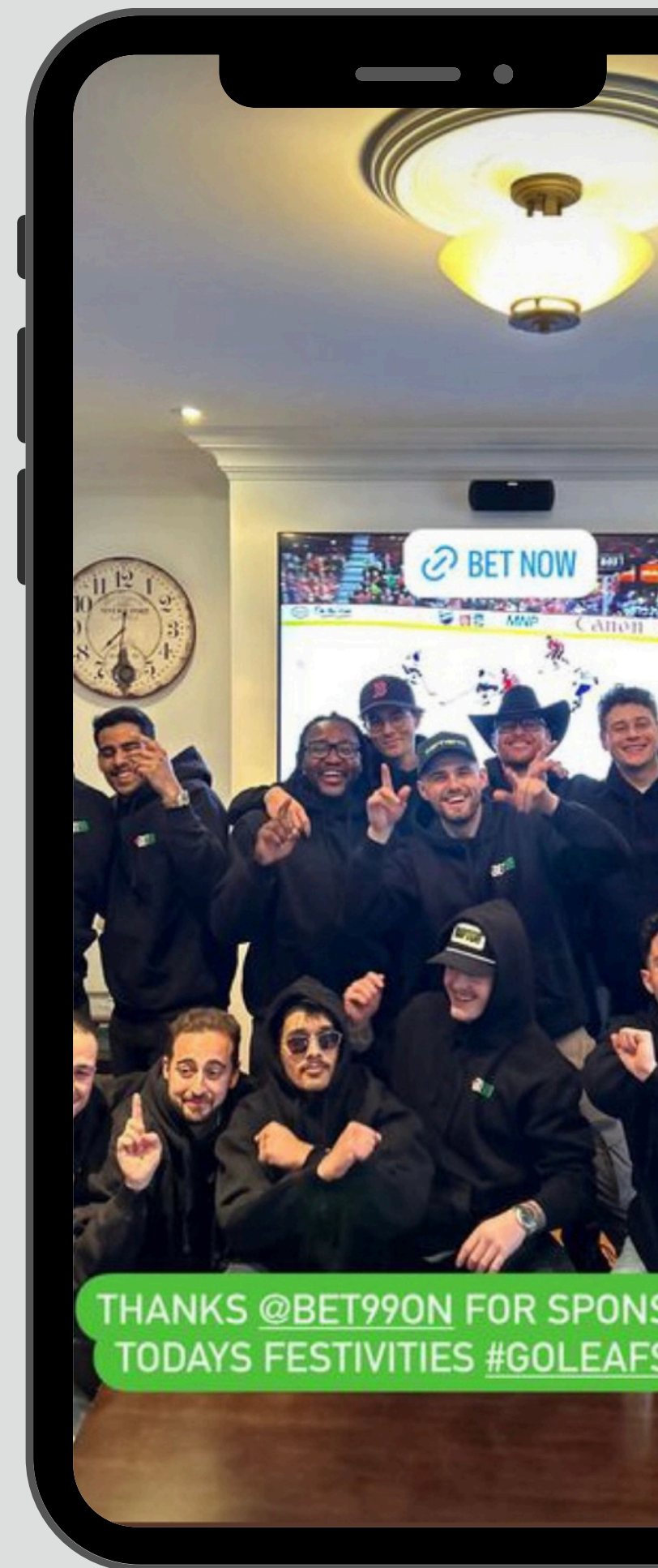
Bet99 wanted to target Ontario students but had little to no brand awareness as they were just emerging onto the betting scene.

The Solution

The agency onboarded **50 ambassadors** across Ontario to create content and do reposts for Bet99. The repost would increase the reach of their in-house content, while the shared screenshots also provided social proof showing students using their sports betting platform. We also leverage viewing parties to increase sign ups and brand loyalty.

The Results

We entered a long term relationship with Bet99 from 2021 - 2024 during which we executed a total of **15 UGC campaigns**, **5 reach boosting campaigns** and **20 sponsored sporting watch parties**. These campaigns promoting their sports betting and first to market casino games. **3,400+ sign ups** have been as a result of our ambassador program and events,



“[Campus Creators] has exceeded all expectations in connecting BET99 with university students across Canada. We look forward to continuing work with the [Campus Creators] to fuel growth.”

Max Levy | Relationships Manager, Bet99



VEAUTY COSMETICS

The Problem

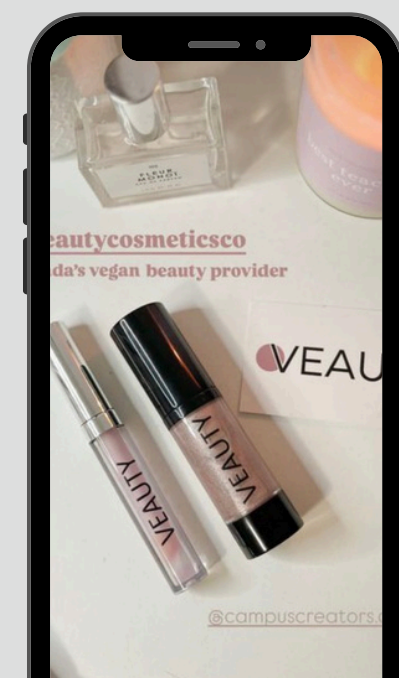
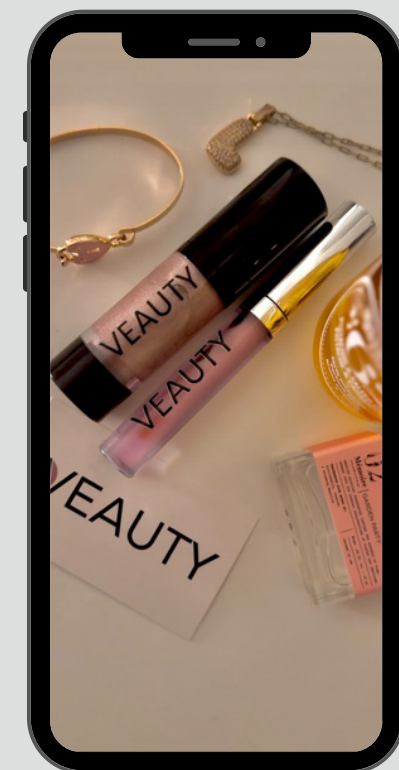
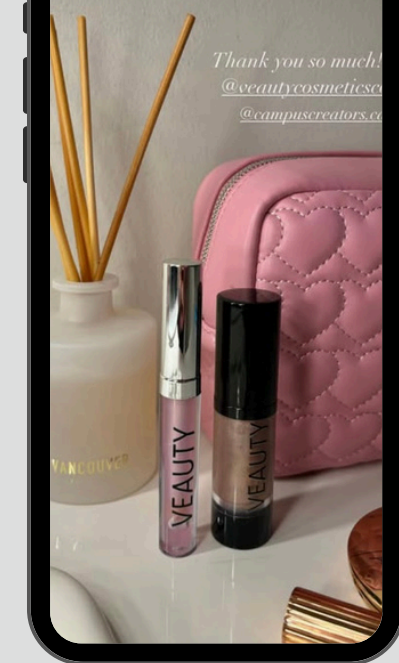
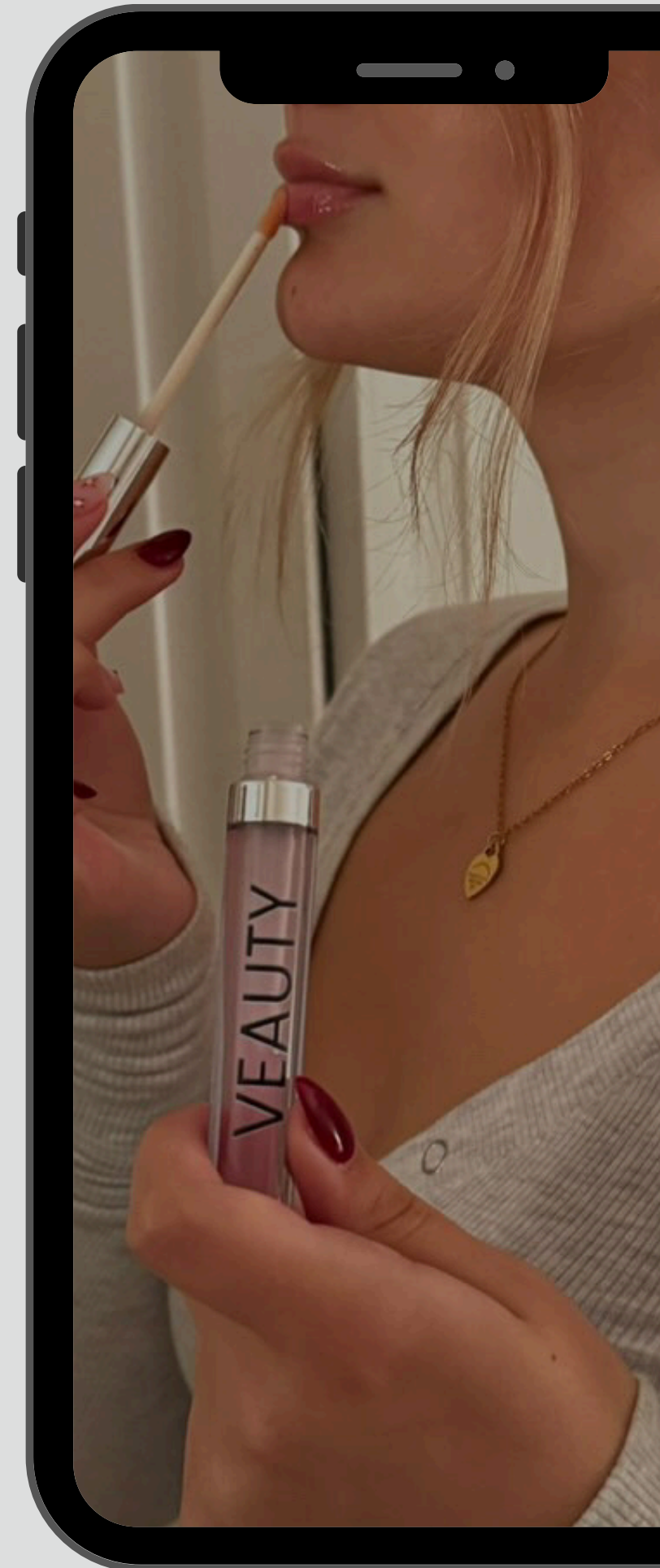
Veauty was a newly launched brand with no brand awareness, social proof or content strategy. They had amazing cruelty-free, Canadian-made cosmetics but needed some help getting their message out to the market.

The Solution

The agency onboarded **10 creators** who took to TikTok and Instagram Reels to share reviews and 'get ready with me' style content featuring their favorite cosmetics brand, Veauty. These creators also shared aesthetic 'mood board' content to their Instagram stories.

The Results

Our campaign gained over **160,000 views** across Instagram and TikTok. The content generated was leveraged for impactful paid advertising and has been used to generate sales for Veauty across all social channels.



CARLSBERG & GARAGE LEMONADE

The Problem

Carlsberg Canada was launching a new hard lemonade brand into the market. They needed immediate brand awareness and sales to ensure they remained in the LCBO and hit their targets.

The Solution

Our strategy was to sample aggressively using **200 ambassadors** to drive brand awareness via social sharing. The agency distributed the drinks responsibly across Ontario and sponsored student led private events. We also used ambassadors to impact LCBO rankings via reviews.

The Results

30,000 units of the Garage were distributed during the Summer with another **10,000 units** distributed during the back-to-school period. The agency sponsored **70 private campus events**. Ambassadors and their friends shared **1,500+ pieces of social content** using #GarageSummer and posted 50 positive reviews on the LCBO website making the brand the **#1 highest ranked hard lemonade in Canada**.



REIGN STORM ENERGY

The Problem

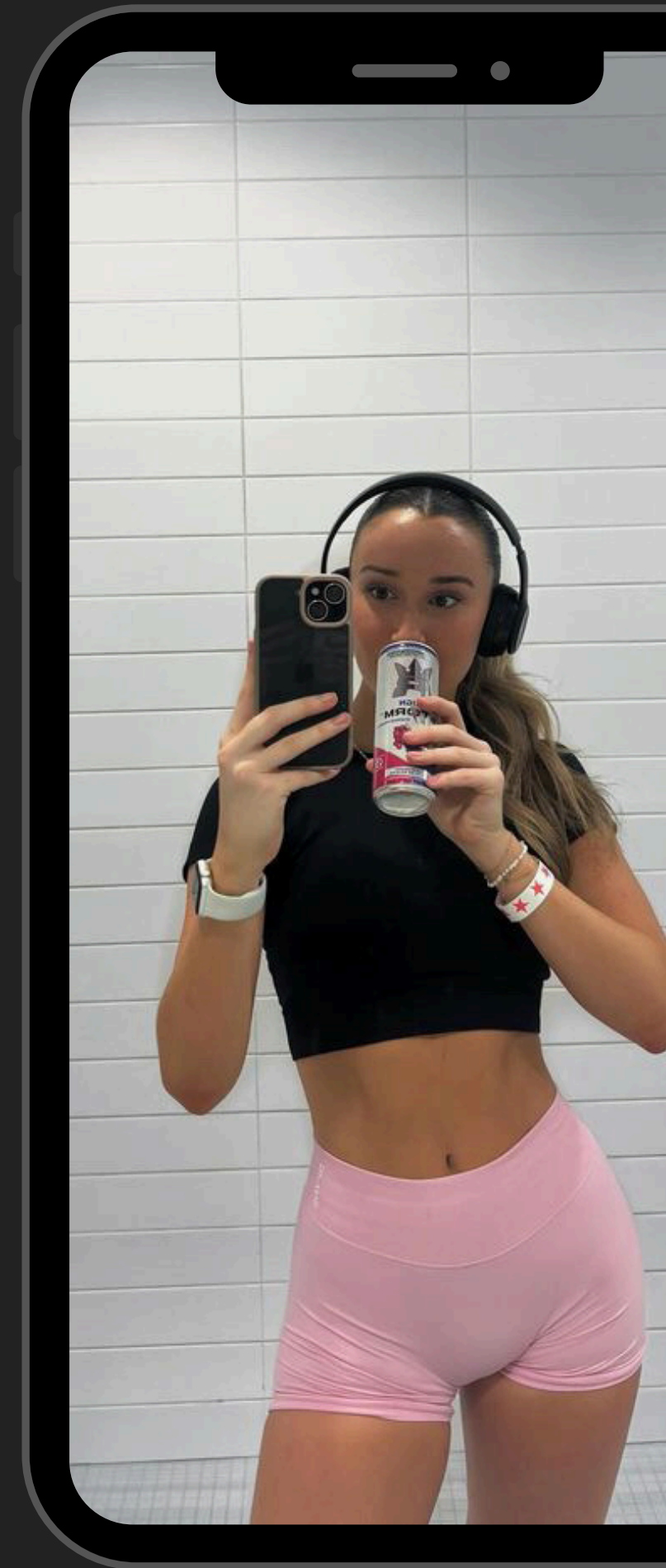
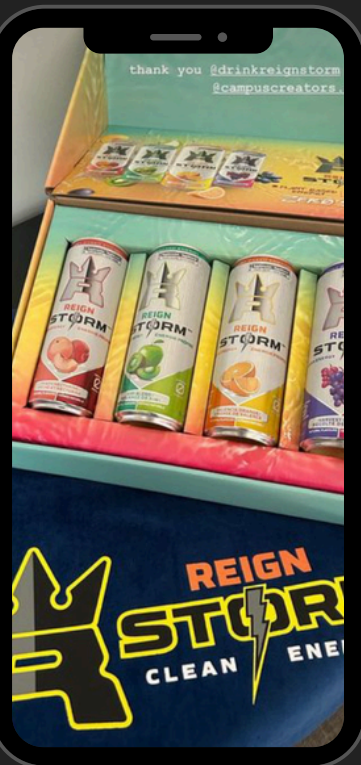
Monster had successfully launched their sister brand Reign and was now looking to create a new brand that spoke more to the average gym-goer rather than athletes. Their solution was a great tasting, zero-sugar, low calorie line of drinks called Reign Storm. With excellent distribution across Ontario, all they needed was more brand awareness.

The Solution

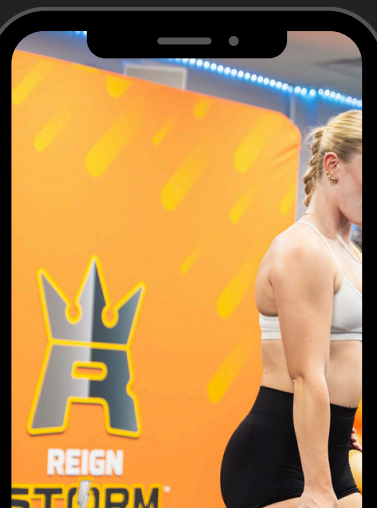
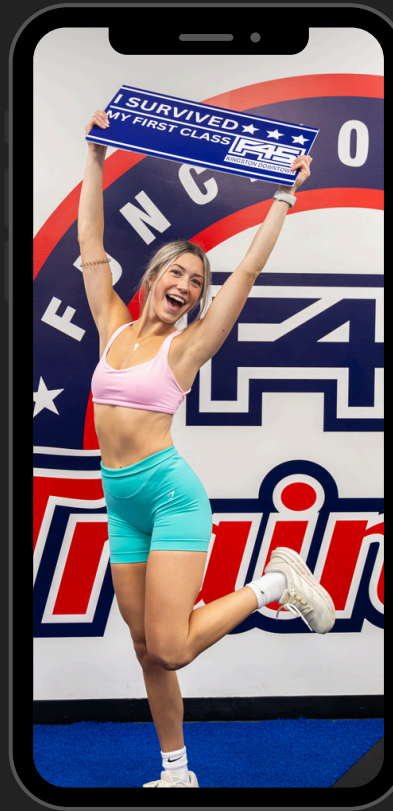
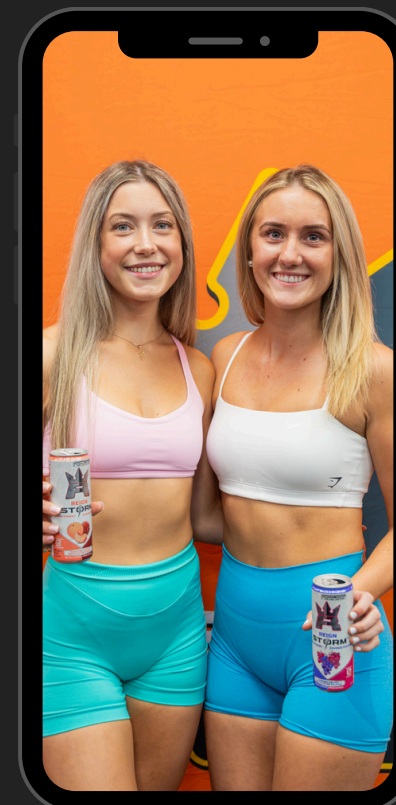
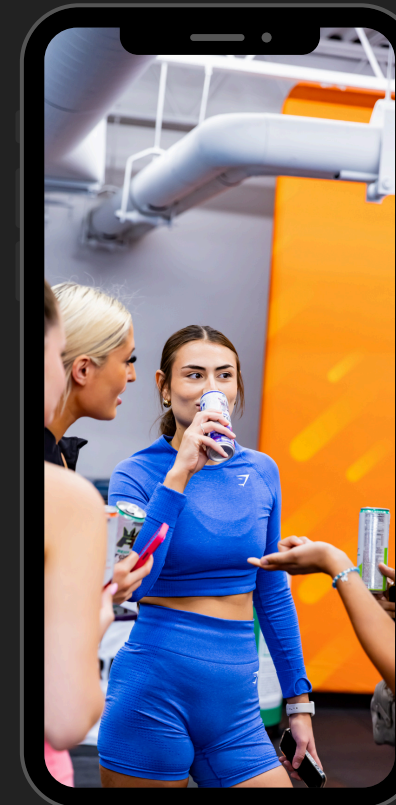
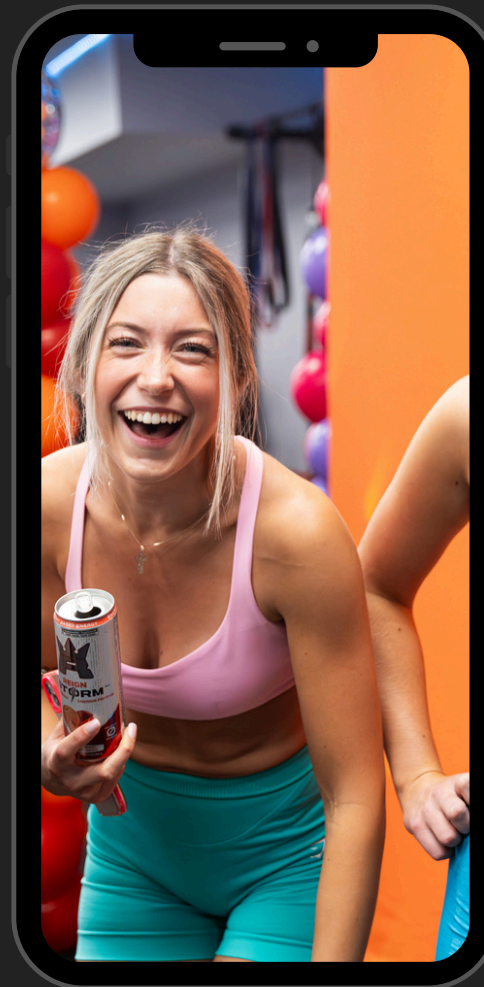
The agency sent PR packages to over **80 ambassadors**. They were also sent cases for sampling and merch to represent the brand on campus. The message was clear: for gyming, studying and partying, Reign Storm delivers clean energy. Campus Creators also organized and hosted a series of 'Sweat & Socialize' fitness events bringing together creators and the brand for an epic content workout.

The Results

Ambassadors posted over **250 Instagram** stories promoting the new drinks. We hosted **3 branded fitness events** and delivered hundreds of content pieces back to the brand.



SWEAT & SOCIALIZE WITH REIGN STORM



XLIV LOUNGEWEAR BRAND

The Problem

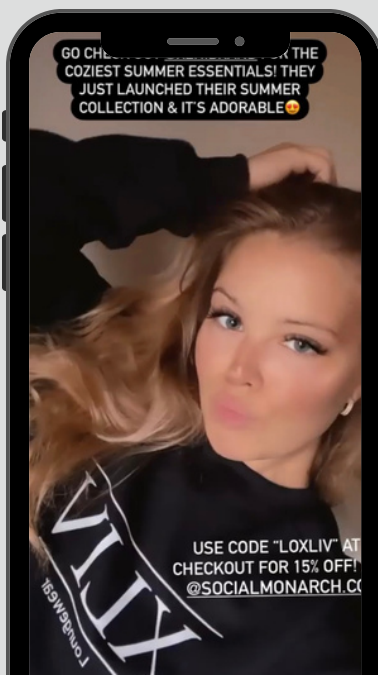
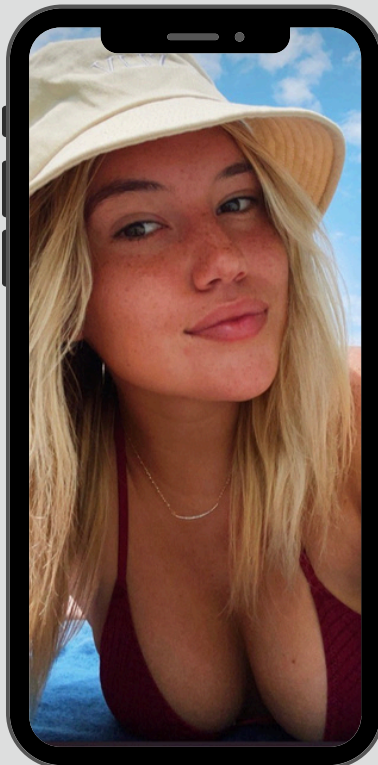
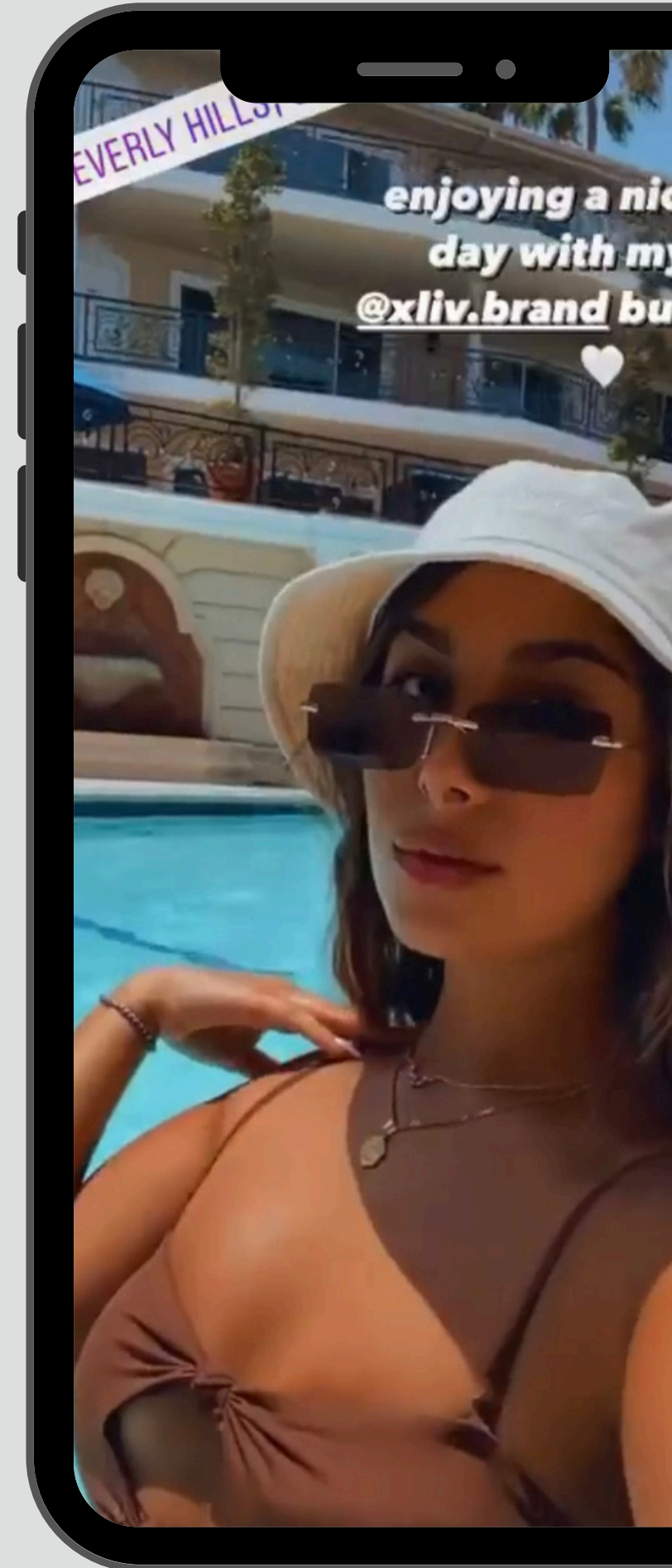
XLIV was a young brand who needed exposure on their first Spring/Summer line launch. Their social media lacked content and had little to no brand awareness in the Greater Toronto Area.

The Solution

The agency put together a roster of **20 ambassadors** in the Greater Toronto Area whose Instagram profiles focused on fashion and clothing. They were tasked with sharing content to their Instagram stories, sending targeted DMs and taking photos suitable for the XLIV Instagram.

The Results

The campaign was responsible for **\$4,000+ in sales** using ambassador codes. The team generated 60 pieces of shared Instagram story content with an average of 675 views per story. A total of **200 targeted DMs** were sent to friends and contacts of the ambassadors increasing XLIV **followers on Instagram by 800+** as a result.





LITTLE BUDDHA COCKTAIL CO.

The Problem

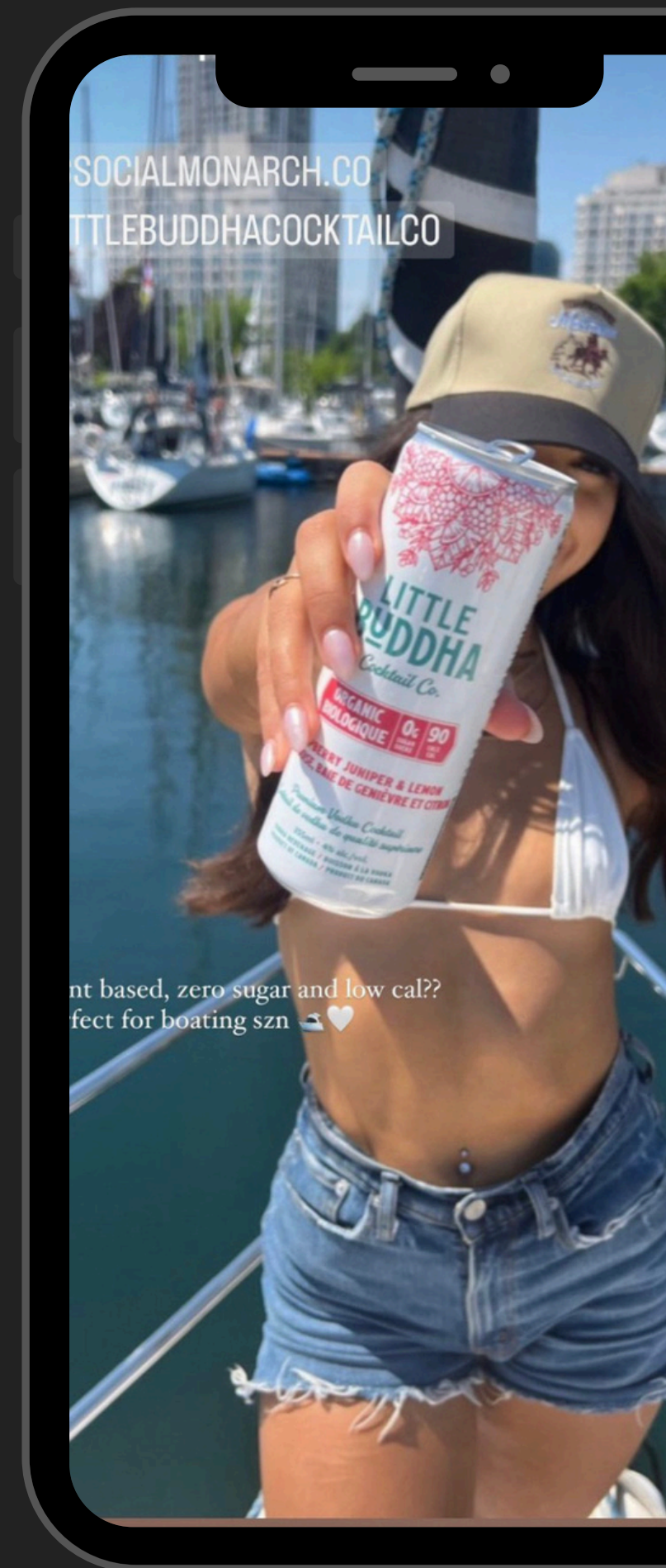
Little Buddha needed to sample and promote their new line of organic, keto-friendly premium vodka cocktails quickly to drive summer sales. The key was to educate users on the benefits of their products.

The Solution

The strategy was to distribute samples to **50 ambassadors** who organically posted about the drinks and their benefits on Instagram. Ambassadors shared posts using #BreatheSipRepeat and spread word of mouth about the product benefits. We also leverage one creator who shared a video to their 100K followers on TikTok.

The Results

The agency distributed **500 units** generating **200+ pieces of shared content** and driving word of mouth. Each Instagram story received an average of 420 views. Little Buddha reported **significant sales increases** across the GTA and benefited from increase exposure to their social media. The TikTok posted garnered **10K views** and was repurposed to fuel Little Buddha's paid social campaign.





CRANK LITE LAGER

The Problem

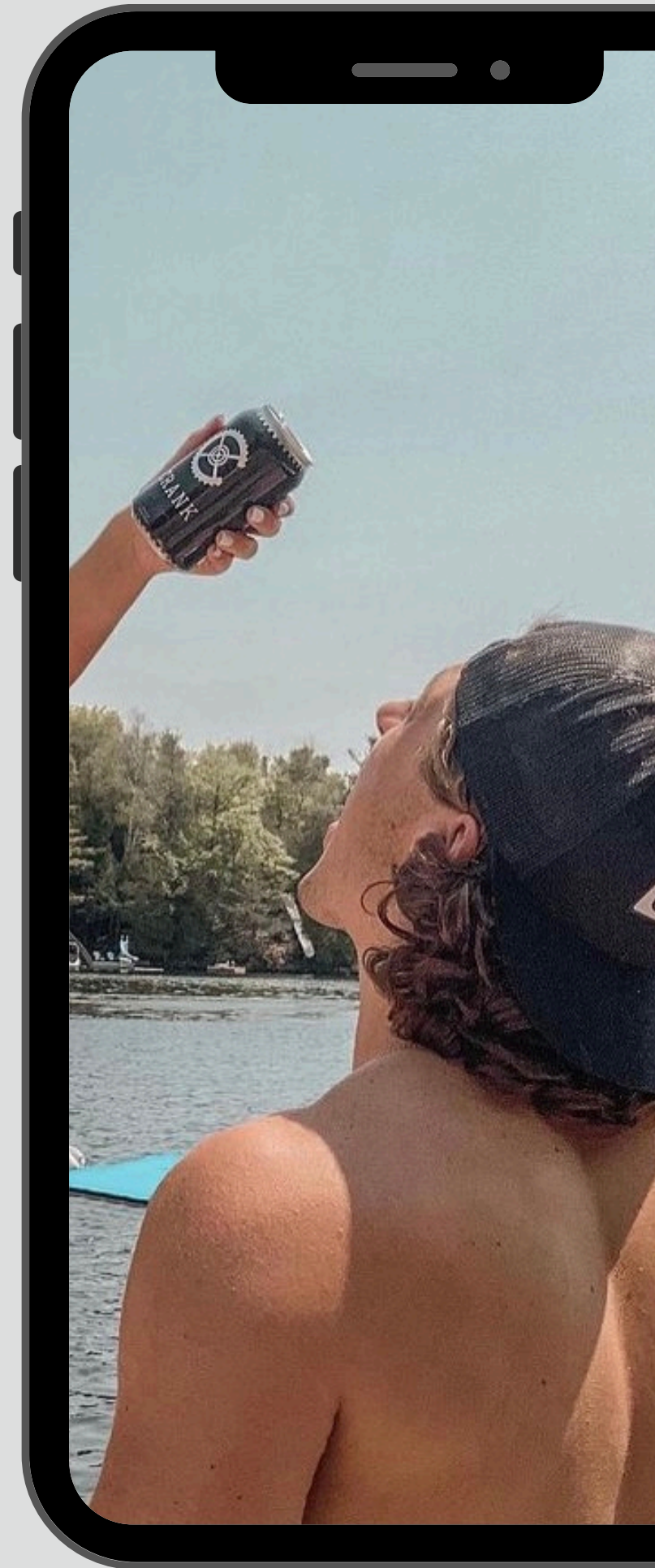
Crank had just gotten into select Beer Store and LCBO locations, they needed to increase their customer base and brand awareness amongst students to drive growth.

The Solution

The agency onboarded **50 ambassadors** who were notable party-people in their networks and distributed 50 custom 24 cases of Crank along with merchandise for sharing social content throughout the summer.

The Results

Crank gained **500+ followers** and we successfully created a weekly student event around their beer with a Waterloo campus bar. Crank reported increased sales in all activation locations in Ontario (Waterloo, Toronto, London, Guelph). We then ran another ambassador campaign with Crank later during the school term with 100 ambassadors receiving custom 4-packs. This resulted in **200+ pieces of shared content**.



“[Campus Creators] has been such a driving force in the success of the CRANK brand. Their thoughtfulness in our most recent micro influencer campaign in handing out samples of product was expertly done.”

Jack Jelenik | CEP, Crank Lite Lager



SAINT JOHN'S TAVERN

The Problem

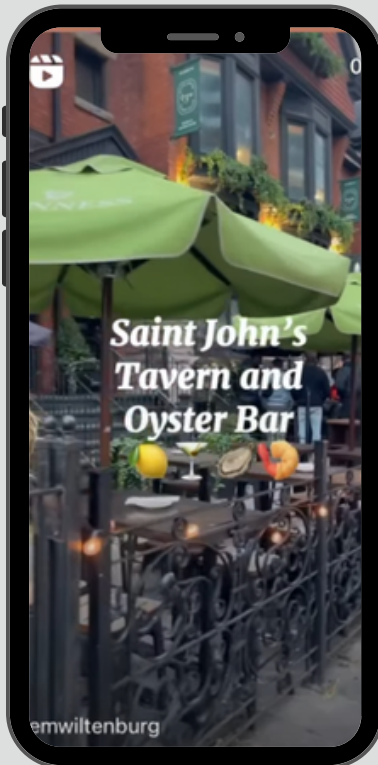
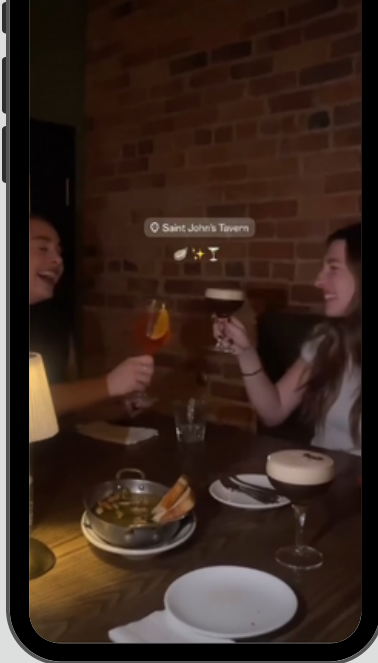
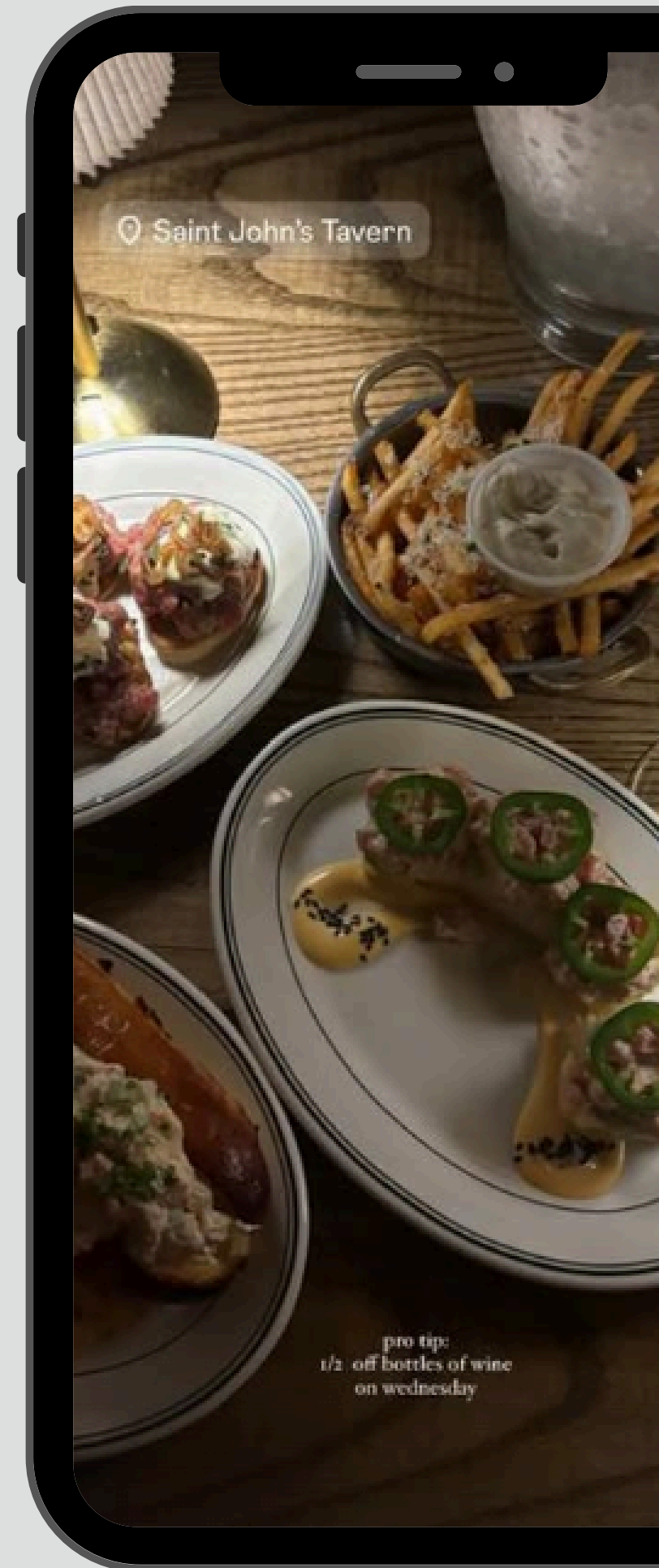
Saint John's Tavern is a popular restaurant in Downtown Toronto, in 2024 they launched a new floor of the restaurant called 'The Oyster House'. The brand needed to increase awareness of the new floor and promote their nightly specials.


The Solution

The agency vetted a list of creators and developed a creator calendar which allowed them to visit the Oyster House and enjoy a free meal in exchange for posting to Instagram stories, Instagram Reels and TikTok. All guests who went with our creators also had to share on social media during their visit and leave a positive Google review.

The Results

Campus Creators oversaw the creation of **20 content pieces** posted to TikTok and Instagram Reels which gained over **280,000 views**. Over the course of the restaurants visits, more than **100 tagged Instagram stories** were posted promoting the Oyster House.





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