



## THE CAMPUS AGENCY

If asked who they are, "Campus" pretty much says it all. Their team eats, sleeps, and breathes college marketing – endlessly searching for breakthrough ways to engage the highly influential 18-25 year old demo for brands both big and small. East Coast, West Coast, big schools, small schools or even on the beach at all the top spring break locations, Campus has it covered.

Headquartered in Faneuil Hall in downtown Boston, The Campus Agency was founded by Paul Tedeschi, a youth marketing expert who brings over 27 years of experience to the table, including co-founding Mr. Youth (known today as MRY). Paul started his



first youth marketing firm while a Junior in college to help brands market to college students. Oh by the way, this is Paul's third agency named to the Promo 100, no small task.

They're a tight-knit, fast-moving team of problem solvers dedicated to helping clients make memorable, meaningful connections with college students. Whether it's creating and executing nationwide mobile tour activations, managing campus rep programs, making a splash with spring break marketing or developing hyper-targeted digital strategies, a growing list of companies and other agencies turn to them to build their brand and grow their business.

To give their clients even more reach, Campus is an official marketing partner of Barnes & Noble College. This unique additional opportunity enables them to target more than 5 million students at over 600 campuses nationwide via in-store events and signage, BNC's social media channels, and more.

## AGENCY PROFILE

### CONTACT INFO

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And last, but certainly not least, there's CollegeFest. Owned and operated by Campus, CollegeFest is one of the largest college marketing events in the country and celebrated its 30th anniversary in 2015. Events are held annually in downtown Philadelphia and in Boston at Fenway Park and feature over 80 local and national brand activations and live music.

They are Campus – the masters of college marketing. And they're committed to helping brands see measurable results by helping them reach students through unexpected, unforgettable experiences.

