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The Most Powerful Name in Corporate News



**College Campus Advertising and Marketing Services for Top Brands
 And Agencies Providing Online and Mobile Ads, On-campus Media,
 Events, Product Sampling and Inbound Marketing Services**



Thomas Borgerding
 CEO & President
 Campus Media Group, Inc.

CEOCFO: Mr. Borgerding, what is the idea behind Campus Media Group?

Mr. Borgerding: At Campus Media Group our primary focus is the help companies market and advertise to college students. Our core purpose is to help companies confidently reach college students.

CEOCFO: What are some of the challenges reaching this group market? What insights has your experience produced?

Mr. Borgerding: Two key reasons. First, there is not a single location where students live. Physical college campuses make it easier, however, once they are off campus they do a really good job of integrating into the broader community. Second, they have a keen awareness to marketing messages directed towards them. It's very important for companies to have an authentic conversation.

CEOCFO: What types of products and services are typically being marketed? What might be something that would surprise most people are a good fit?

Mr. Borgerding: One type of program growing recently is helping companies develop their applicant pool for entry level jobs. We help companies market to their target candidates on and off the college campuses, including defining which schools should be targeted. Also, there are many new web and mobile applications. Companies are building different ways to communicate with their audience in a mobile environment. We then help promote those apps for download and use by the students. If you think about college students; they live on their phones. That device really becomes a primary communication tool. Therefore, if the company wants to develop a relationship with students an app can become a relationship tool. More specifically, we have been seeing more employers using apps to update students or applicants regarding where they are in the hiring process.

CEOCFO: As college students seem willing to give up a great deal of personal information and share much about themselves, is it somewhat easier for companies to approach them with a more personalized approach?

Mr. Borgerding: Absolutely! Personalization by using technology and mobile devices to get to know the customer better is where marketing and advertising is going. We still speak with many companies that are still think "We need to print stuff." or "We need to give out 'things'." Digital is allowing more demographic, behavioral and interest based targeting than ever existed before.

CEOCFO: How do you stay ahead of the changing trends, the changing areas of focus?

Mr. Borgerding: Consistently talking with students so that we know what they are wanting, feeling, hearing, seeing, and trying. We have a research panel of college students who we meet with regularly. The panel helps us learn about specific topics we or our clients are interested in having insights on. Additionally, we are reviewing stories, articles, research published. Third, we take our campaign learnings to help our other clients increase their overall effectiveness.

CEOCFO: Are there some products where the geography of the student is more important than maybe the ethnicity or the income level? Does it vary much or can you do take a national approach?

Mr. Borgerding: We really customize programs to fit each client's objective - if that's geography, demographics, interests or behavior. Each client's needs are different than the next. With ad sequencing and regional creative rotating, it is possible to be focused on a variety of fluid targeting options while still rolling out a national effort. As you look at fast food

and retail, you can use geographic element to reach people that are within a certain mileage radius with household income thresholds. In other cases, if a college or university is trying to recruit a high school student, a geographic radius with IP based layering can be used to target specific high schools or area community colleges.

CEOCFO: Does the political environment present today make a difference?

Mr. Borgerding: Not necessarily. It is not too influential in regards to which media channels and products we are using to help companies get in front of the target market. As we get into the 3rd and 4th quarter, brands will experience inventory issues and bidding wars as Presidential candidates buy up ad space.

CEOCFO: Would you please walk us through one or two examples of representative engagements?

Mr. Borgerding: One of our clients is a large retail store/chain. Back-to-school is an important time period in selling clothing and other products to college students. Historically, they have invested in traditional media channels including newspapers, TV and radio ads. We have been helping them take advantage of digital opportunities. They use specific pages and microsites within their main website that are designed for college student offers. Over the past couple years, their campaigns have moved from mainly traditional medial channel strategy to mainly digital strategy which includes mobile ads, like banner ads on mobile phones, tablet and computers and laptops. Because of this shift, their measured response and targeting has increased. Their ads are now people based on age, gender and geography. Because their stores aren't located across the full US, we added targeting of their regional stores by using a 10 mile radius around each store. The ads then drove the women to a specific landing page that was designed for women and the guys to a specific guys landing page. This allowed the ads to be sub-segment based based on gender, geography and age. Their feedback was, "We have not seen results like that before." They were able to measure specific results for digital purchases. They were unable to measure those details in the past.

"This audience reports that the internet is as important to them as air. That did not exist twenty years ago... The advertising channel matters less than the results. Results build confidence. That is what we are here to do." - Thomas Borgerding

Another one of our clients is one of the big four accounting firms. They hire thousands of accounting students every year for internships and full time positions. Their goal is to develop their brand and the number of students who apply. Their target market is, within the accounting world, hyper competitive. There is a shortage of highly qualified students causing all accounting firms to compete for a relatively small pool of candidates. Therefore, making sure that their brand is in front of not just students, but accounting students, when they are starting to think about applying for an internship or full time job, on a limited budget was their specific goal. The campaign has a sub-campaign goal to influence students who haven't decided on a career path yet. Because of this, we were able bring their message to younger college students who responded "Hey, I do want to get into accounting because of all of the benefits and opportunities offered."

CEOCFO: What is the competitive landscape for you? Are there many companies that specialize in this arena? Do many companies that have products to sell realize they should be looking for a specialist?

Mr. Borgerding: We do see agencies that specialize in youth, but many specialize in just one type of marketing or media channel. It is not uncommon for those companies to bring us in to help execute client campaigns for tactics they don't have the internal resources for. We are the only college focused agency that specializes in both campus targeted media AND inbound marketing services.

CEOCFO: How do you reach out to potential clients?

Mr. Borgerding: Our strategy is based around education of what works and sharing our expertise in the marketplace rather than trying to sell a particular product or advertising channel. We could sell banner ads. We could sell mobile ads. We could sell events. We could sell college newspapers. We could sell all of these different media channels that exist out there. However, our goal is to help companies confidently reach the college market. Our core purpose, as we would define it, is building confidence. Therefore, everything that we do as an organization is to build confidence that the target audience and strategy behind reaching them is well thought out and professionally executed. We take a consultative approach to reach their goals, rather than saying, "Here are the things that we offer. Tell me, which ones do you like."

CEOCFO: Are new clients surprised at how you are able to work with them and the depth of what you do?

Mr. Borgerding: In most cases, yes.

CEOFCO: *How do you help a company stay ahead of the politically correct and the micro aggression atmosphere?*

Mr. Borgerding: Social media issues can become a PR issues quickly if they are not handled correctly. Therefore, having a good strategy in place before the campaign starts is important. We typically provide feedback on the message and ad design before the campaign runs. If we sense a message could cause backlash, we will discuss what processes should be used if a response is needed.

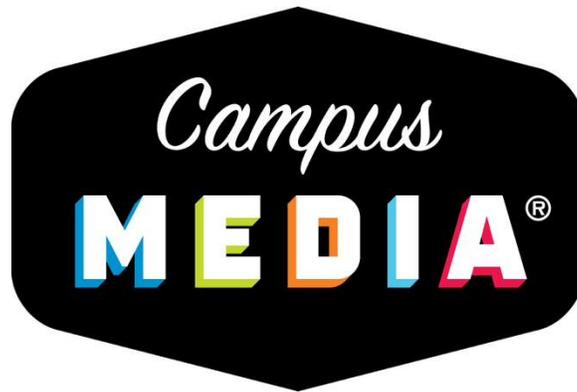
CEOFCO: *What have you learned and changed over time as Campus Media Group has grown and evolved?*

Mr. Borgerding: That is a good question! I think about the changes that have happened in the industry since I got in it almost twenty years ago. At one point in time there was a huge shift away from traditional advertising options such as TV, radio, print, magazines. Now, we focus on two main categories to engage the college market. The first is experiential, meaning that you have to have some way of creating an "experience" students will remember. In most cases that is some sort of face to face or relationship that is developed. The second is inbound marketing through digital content creation. Students live on their digital device and want authentic and shareable stories. This audience reports that the internet is as important to them as air. That did not exist twenty years ago.

CEOFCO: *Why choose Campus Media Group?*

Mr. Borgerding: We really slow down to think about what is important for the client and their goals, rather than presenting what we think is going to work for them before we understand and know their needs. We slow down, look at the client's goals and objectives first. Then build a campaign that compliments both the brand and the message to achieve the goals. It is not about the advertising channel; it is about the success of the campaign first. The advertising channel matters less than the results. Results build confidence. That is what we are here to do.

Interview conducted by: Lynn Fosse, Senior Editor, CEOFCO Magazine



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