

HER CAMPUS MEDIA SECURES NEW BUSINESS IN RECORD TIME, BREAKS INTO NEW ATHLETIC VERTICAL WITH BRANDVERGE

CHALLENGE

Her Campus Media, the leading media brand for "GenZennials" and award-winning college marketing firm, has been trying to break into the athletic vertical for years. Athletics and athleisure have become an increasingly popular topic among their college audience, primarily W16-24, making it a prime new business opportunity. Her Campus Media was challenged with trying to connect with the right contacts, both at the brand and agency, at companies such as: Under Armour, Nike, and Adidas among others that play in this space. Top athletic brands have several layers of focus and target demographics within their marketing efforts, including professional athletes, student athletes, general athleisure fans, and more. This makes it difficult to zero in and find the perfect contact to connect with about partnership opportunities.

SOLUTION

A premier fitness brand was specifically looking for a media partner who reaches female college athletes for a customized Back to School campaign. Her Campus Media had posted its Property Profile featuring its audience and case studies on BrandVerge, the platform that optimizes premium content discovery. This enabled the fitness brand's agency team to find and identify Her Campus Media as an ideal partner within 10 minutes of starting their search on BrandVerge, and connect directly with the Her Campus team. Her Campus Media was able to present a custom proposal that was exactly what the fitness brand was looking for, and ultimately win their business. Before BrandVerge, there was no clear path for Her Campus Media to get in touch with the right contacts at the brand or the agency, resulting in missed opportunities and hours of time wasted in talking to the wrong people. BrandVerge afforded Her Campus Media the ability to establish a direct connection with a leading athletic brand, and their agency, in record time. It also allowed them to showcase a first to market program -- focused on college athletes -- and demonstrate how Her Campus Media could add value to the fitness brand's goals and KPIs among college female athletes.

"BrandVerge made it possible for us to connect with the specific team at one of the leading fitness brands looking to reach college students for their Back to School campaign – this eliminated so much of the guess work on our end."

- Danielle Kushner, Her Campus Team Manager,
New Business & Sales Strategy

INSIGHT

For media partners, trying to break into a new vertical, and get connected with the right contacts at premium brands, can be extremely difficult. BrandVerge's marketing and analytics platform enables media companies to build, manage and share premium sponsorships, which allows premium brands to learn about new partners and how they can work with them.

RESULTS

The Her Campus Media team has been thrilled with the results from working with BrandVerge. First, they were finally able to make the right connections with a premium athletic fitness brand and break into a new vertical. Once this connection was made, BrandVerge then helped facilitate the process of going from proposal to negotiation to finalizing the partnership in record time.

“BrandVerge opened up the opportunity for us to connect with new brands – premium fitness brands that are integral to a college student’s life -- directly resulting in new business for us.”

- Emily Moore Shechtman,
Vice President of Brand Partnerships

And there were other benefits as well. Generally speaking, BrandVerge allowed Her Campus Media to showcase its GenZennial-focused offerings to brands looking to engage college students, including their influencer agency (InfluenceHer Collective, 4K+ members), on-campus ambassadors (Her Campus Chapters at 380+ college campuses worldwide with 12K+ student contributors), far-reaching digital properties, experiential offerings, and more.

“BrandVerge gave us the opportunity to showcase everything we can offer advertisers, reaching the right people when they are actively looking for partners. By facilitating the connection, it expedites the process around how we can build custom programs to uniquely suit their needs.”

- Danielle Kushner, Her Campus Team Manager,
New Business & Sales Strategy

According to the Associate Media Director at the leading fitness brand, “BrandVerge helps us save time and discover the right new media partners. It provides us with the right match to what we are looking for and lets us connect immediately and directly with the people we want to reach. This frees up precious time to keep other parts of our project moving forward, enabling us to focus more on the creative elements vs. the research phase.”

By eliminating the time spent trying to reach new clients, the Her Campus Media team was able to focus on delivering a complete 360-degree integrated marketing program for its newest client. The program includes custom content, surrounding digital, and an influencer activation centered around a campaign that features top college athletes with the most powerful, inspiring, and moving stories. With BrandVerge, Her Campus Media was able to break into and create a meaningful partnership with a premium account in record time.

