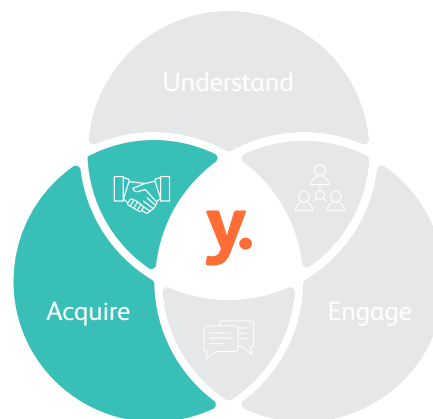


Acquire loyal youth customers

yconic's **Sign Me Up** program will allow you to authentically reach and acquire youth as loyal customers. Capitalize on the opportunity to capture permission-based contact data on this highly sought-after consumer group.

Configure this program to meet your objectives: Target by Location, gender, age, or field of study.



Sign Me Up program details

An 8-week branded campaign that gives targeted young Canadians the chance to win a prize

- Featured on the yconic Student Platform in front of **520,000+** students
- Ad unit in the My Feed section on member login dashboard
- Contest promotion through yconic student FB, Twitter, IG
- Email communication to up to **400,000** targeted members
 - Program Launch Email
 - Reminder Email
- Upon program completion you will receive number of views, social media shares and brand health metrics that demonstrates user engagement with your campaign
- Category exclusivity in your vertical for the duration of your campaign
- Also receive permission based data including name, email, and one segment indicator.

Cost

Market competitive pricing composed of a flat fee + per record cost.

We recognize your needs can be unique and are happy to accommodate. Our team has been known to come up with some very creative solutions to meet our client's youth engagement needs. Contact us for more info.