yconic.

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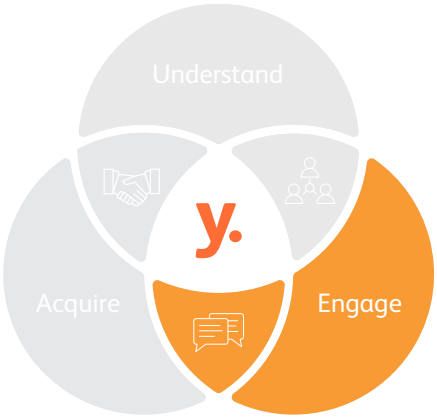
Engage youth customers – insightfully

With an average of 1.4 million unique 16 – 29 year-old users per year, yconic plays a critical role in the lives of Canadian youth. Engaging with Millennials and Gen Z requires transparency, authenticity and relevance. yconic's unique positioning allows you to create authentic moments of interaction with targeted consumers while gaining valuable insights.

Program details

Engage Canadian youth through themed quiz-format contests.

- Sponsor a contest – our engaging formats let you communicate your brand message, while your funded prizes draw users to you and leave them with a positive impression of your brand.
- Featured on the yconic Student Platform in front of 520,000+ students
- Email communication to up to 400,000 targeted members
    - Program Launch Email
    - Reminder Email
- Contest promotion through yconic student FB, Twitter, IG
- Social engagement mechanism encouraging members to share
- Physical sample delivery program extension also available.
- Upon program completion you will receive program performance and "brand health" metrics that demonstrates user engagement with your campaign
- Receive both aggregated and individual user data and insights. Aggregated data will show Canadian youth attitudes/trends. Individual user data can be used to create personalized marketing (With permission)
- Single theme (approximately 8 weeks) or annual engagement with 6 theme variations.



Cost

Market competitive pricing composed of a flat fee + an email acquisition charge (if applicable).

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.