

Is being a brand ambassador right for you?

Many companies are looking to give their products a voice on college campuses. What do these companies hope to accomplish by promoting their products in an environment whose population is notoriously strapped for cash? These companies could be looking to build brand loyalty, or just fighting for college student small amount of spare income. The companies that offer these positions offer some of the few products that college kids spend their money on.

Victoria Secret is currently hosting a competition where student vote to get one of their classmates elected as a brand representative for their school. This company has created the PINK line which, targets college girls. They have sweatshirts, tee shirt, and even bathing suits donned with different colleges emblems. This line of clothing gives students a more fashionable way to support their school. If Victoria Secret transfers even a percentage of these costumers they gain from their college oriented PINK line into a loyal customers, the money spent on the PINK line and college representative would have been well worth it. Another company with college representatives is Red Bull.

The Red Bull team visits colleges in a specific location as well as concerts, sporting events and other gatherings. College students consume a large quantities of energy drinks, between staying up to study, or just getting pumped up for a night out. With the Red Bull team coming to campus and giving out free samples red bull is attempting to be the go-to energy drink for college students.

Whose getting the better end of the deal, the student who gets free samples and potential work experience, or the companies who get direct access to a specific demographic?