



# POSTMATES

University of Minnesota Campus Marketing Proposal

by

# VERGE

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# IDEA 1 | POSTMATES CAMPUS FLYERS

## STRATEGY

- Verge would create campaign messages to strategically target UMN students at optimal times and places
- Examples would be flyers for finals, gameday, hangovers, or cold season

## EXECUTION

- Verge would produce flyer images to be approved by Postmates
- Postmates would be responsible for printing costs
- Verge would strategically choose campus locations to get the most impressions possible for Postmates
- Verge would be responsible for distributing posters at chosen locations



# IDEA 2 | POSTMATES UMN INSTAGRAM

## STRATEGY

- A PostmatesUMN Instagram feed would allow students to visualize how they could use Postmates and why it's so advantageous

## LOGISTICS

- Verge would produce images and copy for the PostmatesUMN Instagram feed
- Verge would post independently or run all posts planned for a given week by Postmates to get approval of content





postmates\_umn\_t...  
Dinky Town

FOLLOW

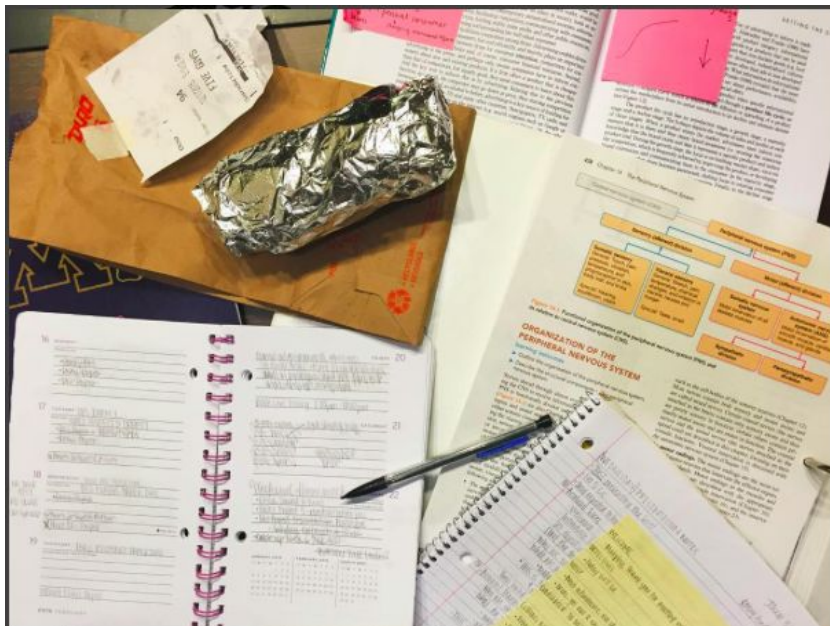
Be the first to like this.

23m

**postmates\_umn\_test** It's cold season, Gophers! Stay in bed, let us get you some tissues. Have a sore throat too? That's fine, just add some cough drops to your shopping cart. #Kleenex #Halls #PostmatesUMN



Add a comment...



postmates\_umn\_t...  
Walter Library

FOLLOW

Be the first to like this.

2m

**postmates\_umn\_test** Don't lose your prime spot at the library, let us deliver your favorite brain food in under one hour. Nothing says finals like #fiveguys.



Add a comment...



# IDEA 3 | POSTMATES UMN FACEBOOK

## STRATEGY

- A PostmatesUMN Facebook page would be another platform alongside Instagram to allow students to visualize how they could use Postmates and why it's so advantageous
- The Facebook page would serve as an interactive platform for students to engage with Postmates in regards to promotions, questions, and general information

## LOGISTICS

- Verge would produce images and copy for the PostmatesUMN Facebook page
- Verge would post independently or run all posts planned for a given week by Postmates to get approval of content

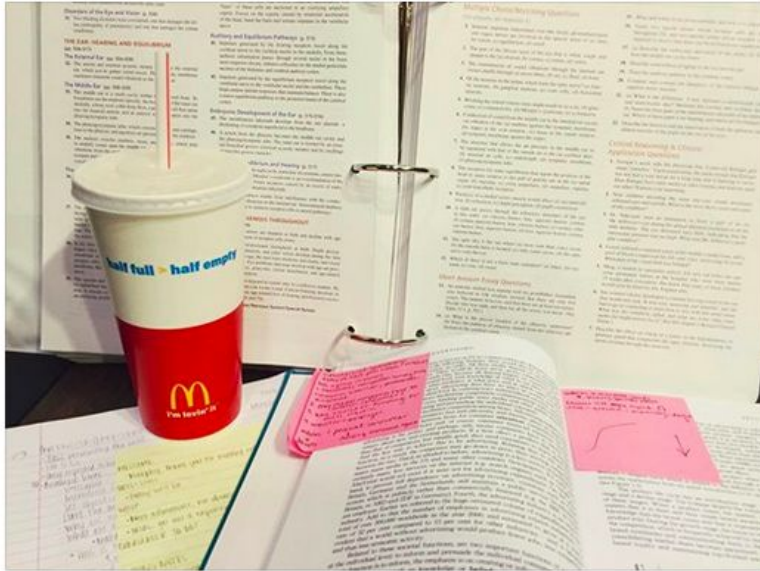




### Postmates UMN TEST

Yesterday at 5:32pm · 🌐

Don't lose your seat in the library. We'll grab McDonald's (or whatever you're craving) and deliver it to your study spot in under an hour. Postmates? More like finals mates. #PostmatesUMN



Like Comment Share



### Postmates UMN TEST

Yesterday at 5:42pm · 🌐

Under the weather? Stay under the covers. We'll deliver the Kleenex & HALLS in under an hour. #PostmatesUMN



Like Comment Share



### Postmates UMN TEST

Yesterday at 5:20pm · 🌐

We get it, it's cold. Let us brave the chill. Download our app and we'll deliver from all of your favorite Minneapolis & campus eats in under an hour. Five Guys tastes better from bed anyway. #PostmatesUMN



Like Comment Share

# IDEA 4 | RESEARCH PROJECT

## STRATEGY

- Verge would conduct research on the University of Minnesota's student body. Topics would include students' eating habits, favorite restaurants, price ranges, and initial responses to Postmates

## LOGISTICS

- Verge would create a survey with both multiple choice and short answer responses
- Verge members and affiliates would distribute this survey via social media sites, email, and university classes
- Verge would analyze data and create a report to present to Postmates that highlights its biggest threats and opportunities



# QUESTIONS | VERGE QUESTIONS FOR POSTMATES

## GENERAL

- Does Verge have permission to create UMN specific social media accounts for Postmates?
- Are there additional social media platforms Postmates would like Verge to utilize?
- Are there specific brands Postmates would like to highlight in its campaigns?

## LEGAL

- Does Verge have permission to use the Postmates logo?
- Does Verge have permission to use the logos of brands Postmates serves?