



98 STRONG

Authentic Gen Z Influence





YNT UCLA & ASU Gen Z Acceleration

THE CHALLENGE

YNT has launched and partnered with top ASU & UCLA NCAA Student Athletes to drive awareness, interest and share of voice for their snacks.



CHALLENGE



OPPORTUNITY

THE OPPORTUNITY

With the goal of becoming Gen Z's go to snack and making Better for You the new vibe. YNT leveraged highly influential NCAA Student Athletes to begin to guiding this key customer base down the sales funnel.



AUTHENTIC INFLUENCE *ON CAMPUS*

Leveraging authentic creative direction and unique content over the course of 3 waves – initiatives and posting cadence were structured to drive brand awareness & share of voice over a set timeline.

YNT



Key Factor: It takes 3 to 5 touch points before Gen Z takes action.

98Strong Approach: Our process of having the top performing student athletes post continuously, not only avoids one off sponsorship posts, but begins to drive engaged followers through YNT's sales funnel.

INITIAL CAMPAIGN

Awareness = Impressions

Interest = Engagement

Education = Site & Store Visits

Connection = 1st Person Data

Conversion = Purchases

Loyalty = LTV (Long Term Value)

Top student athletes involved in the campaign love YNT!

““

Was stoked to have partnered with YNT! Loved incorporating my sport into the content. Perfect better for you snack as an athlete.



””

Grant House

““

The experience of being part of the YNT family was truly great, and I would love to be a part of it again!



””

Justin Robinson

““

I had a great time working with YNT...I was able to share the snacks with my friends from other teams and turn them on to it as well which was super cool!



””

Sophia Kosturos

““

I had the best time finding new ways to get my followers interested in YNT all while getting to enjoy the snacks. I would love to represent YNT again.



””

Halle Harger



Campaign Goals

#1

Drive targeted brand awareness across ASU & UCLA campuses.





#2

Introduce YNT to
Gen-Z consumers.

#3

Win over hard to reach college markets to drive share of voice.





Multi Wave Activation

YNT

WAVE 1



1 IG Main Feed & 2 IG Stories Per Athlete

88k

Impressions

11%

Engagement Rate

14

Student Athletes

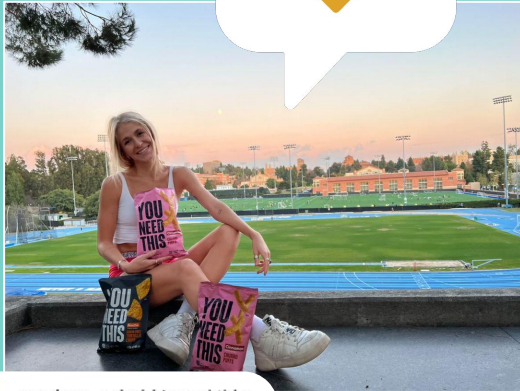
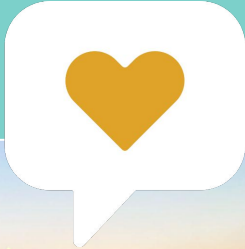
5

Universities Reached

80

Total Posts

WAVE 1 CAMPAIGN ACTIVATION



marissa_schuld I need this



hunterkasprzyk video of the month



jcwiley5 Content I wasn't aware I needed 🤔



certified_siah_ Bro ate 1 chip and started zoomin 🤪



aus_cox We do need this



WAVE 2

YNT

1 IG Main Feed & 2 IG Stories Per Athlete

170k

Impressions

10%

Engagement Rate

14

Student Athletes

5

Universities Reached

80

Total Posts



WAVE 2 CAMPAIGN ACTIVATION



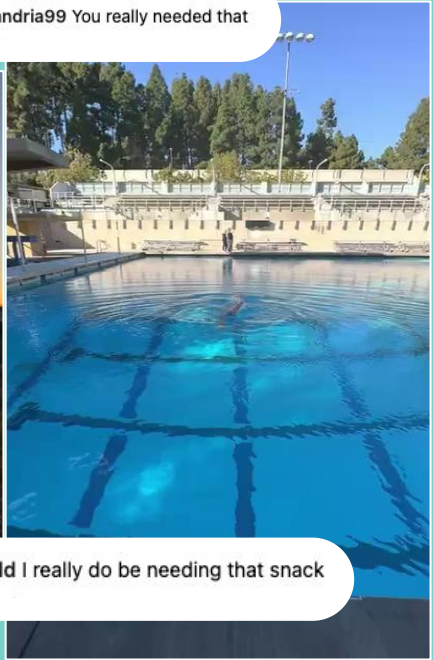
simonnstein I can attest cinnamon is the goated flavor



neygiee This is what I'm missing 🤔



galessandria99 You really needed that



rileyyrichmond I really do be needing that snack

YNT

WAVE 3

1 IG Reel & 2 IG Stories Per Athlete

@youngbussnack
is up to something..

100k

Impressions

7%

Engagement Rate

14

Student Athletes

5

Universities Reached

80

Total Posts



WAVE 3 CAMPAIGN ACTIVATION



kenny_oyama I need this snack 🤤



senseitw I think I might need that



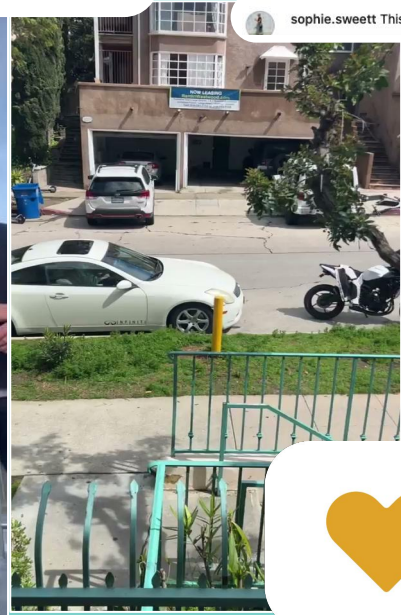
ashcash.123 It's raining YNT



kjhouse1 Snacks on snacks 🏆



sophie.sweett This is incredible



CAMPAIGN RESULTS (TOTAL)

@youneedthissnack



357,500

Impressions

9%

Engagement Rate

YNT

100

Total posts

14

Student Athletes