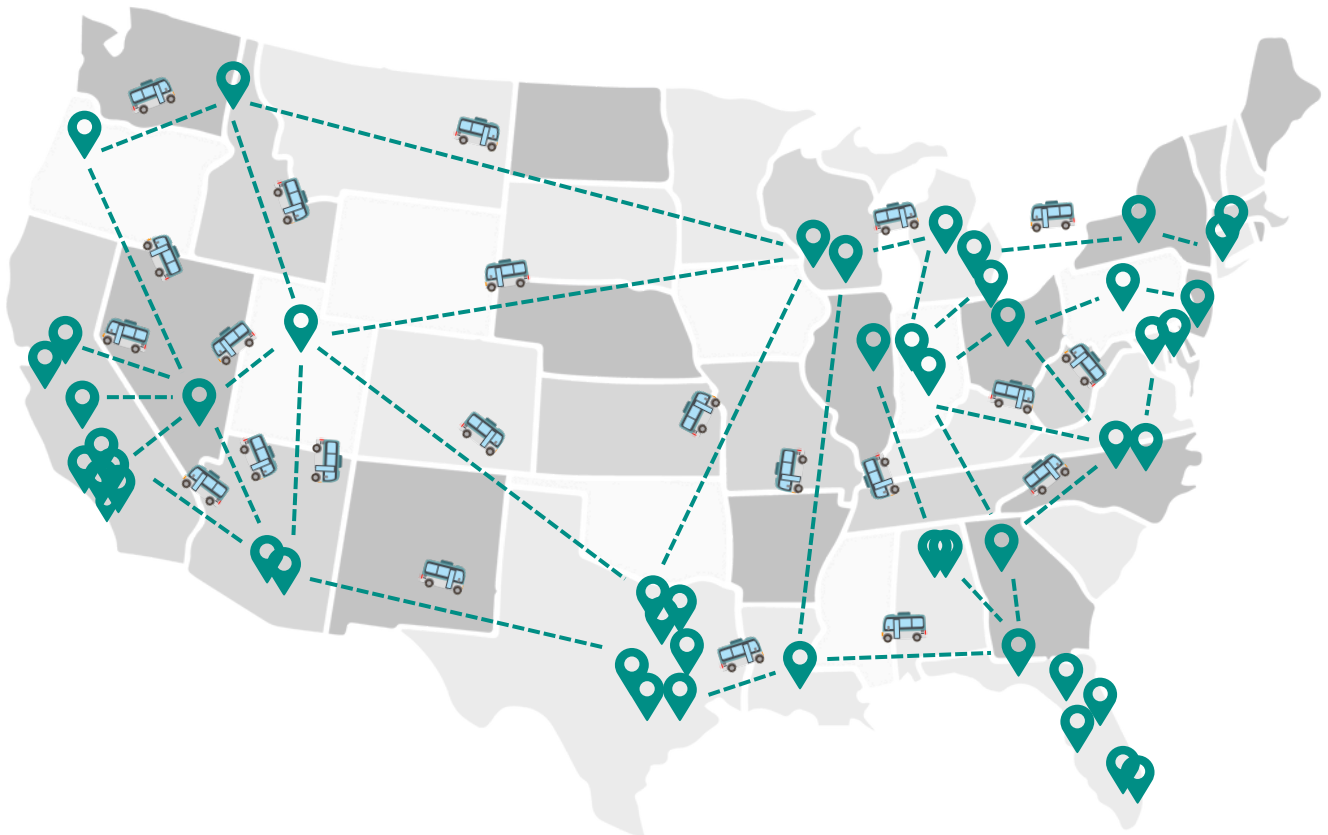




Goodnotes Campus Road Tour Case Study





Overview

From September to March, Campus Commandos successfully executed a nationwide road tour for Goodnotes, spanning 50 college campuses and engaging over 75,000 student downloads. The tour aimed to increase brand awareness and drive downloads of the Goodnotes app by connecting directly with students through engaging on-campus activations. Campus Commandos managed all aspects of the tour, including vehicle logistics, staffing, materials, shipping, staff training, campus relationships, permitting, and event execution.

50
college
campuses

Over
75,000
Student Downloads

Key Metrics

Total Distance Traveled:

9,608.73 miles

Total Stops:

52

Total Campuses Visited:

50

Average Distance Between Stops:

188.41 miles

Total Students Engaged:

Six Figures

What We Did

Campus Commandos provided end-to-end tour management, ensuring seamless execution of all logistical and operational elements:

- **Operational Management:** Developing the campaign route based on efficiency, distance and client requests.
- **Tour Vehicle Management:** Coordinating the vehicle, driver schedules, and maintenance.
- **Campus Relationships:** Leveraging our deep connections with universities to secure approvals and permits.
- **Staffing:** Recruiting, training, and managing on-site brand ambassadors to ensure consistent messaging and a great student experience.
- **Material Handling:** Managing the shipping and distribution of all campaign materials across the country.
- **Graphic Design:** Designing and producing all of the campaign materials.

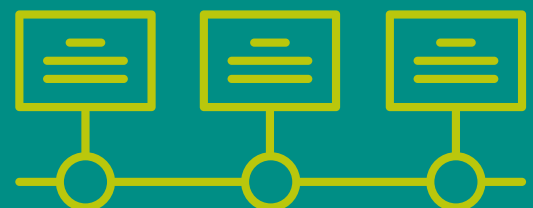
a tree with
Goodnotes!



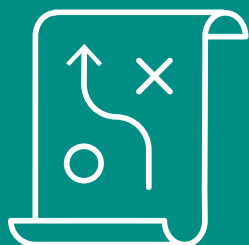
Key Stages of a Successful Road Tour

**CAMPUS
COMMANDOS**

Goodnotes
Campus
Road Tour
Case Study



1. Pre-Tour Planning



- Conducting campus research and mapping out the most efficient route.
- Securing and customizing the tour vehicle.
- Recruiting and training staff to represent the brand consistently.
- Coordinating the sourcing and logistics of campaign materials.

2. On-Tour Execution



- Managing daily logistics such as vehicle maintenance, hotel bookings, and team coordination.
- Executing on-campus activations and engaging with students directly.
- Solving real-time challenges, such as weather delays or last-minute permitting issues.

3. Post-Tour Wrap-Up



- Gathering feedback from students, campus staff, and brand partners.
- Measuring campaign success through metrics such as app downloads and campaign impressions.
- Providing detailed reporting and insights for future improvements.



Challenges & Solutions

**CAMPUS
COMMANDOS**

Goodnotes
Campus
Road Tour
Case Study



Challenge: **Weather Delays or Permitting Issues**

Solution: Campus Commandos leveraged existing university relationships to reschedule activations without losing momentum.

Challenge: **Maintaining Brand Consistency Across 50 Campuses**

Solution: Provided thorough staff training and created a comprehensive activation guide to ensure all brand ambassadors stayed on message.

Challenge: **The client wanted to add more stops in the middle of the tour**

Solution: Our team immediately went to work reviewing scheduling of future dates to arrive at new stops which would not impact the existing schedule.



Client Testimonial

**CAMPUS
COMMANDOS**
Goodnotes
Campus
Road Tour
Case Study

"I wanted to take this opportunity to thank Adam & Mickey for the successful launch of the Goodnotes campaign. Kelsey and I have enjoyed these past few days so much.

It has been clear this week their dedication to this project for Pion, and commitment to making it a success. Campus Commandos have unrivaled expertise in the field (I have a feeling Mickey is a bit of a celebrity on campuses). Their understanding of how campus life works in the U.S, and connections in the space have been truly impressive, and this project has been the richer for it.

Campus Commandos have been reactive, dedicated, and a total joy to work alongside. Thanks guys for going above and beyond."

- **Richard Jackson, Insight and Events Director**



Why Campus Commandos

**CAMPUS
COMMANDOS**
Goodnotes
Campus
Road Tour
Case Study

Campus Commandos' extensive experience in on-campus marketing made us the ideal partner to manage this ambitious road tour. Our deep understanding of campus culture, coupled with strong relationships with university staff and students, ensured a successful and impactful campaign.

We pride ourselves on going above and beyond for our clients, delivering innovative solutions and seamless execution for every project.



**CAMPUS
COMMANDOS**
Goodnotes
Campus
Road Tour
Case Study

Customizable Road Tour Packages

Campus Commandos can create **custom road tours** tailored to any brand's goals. Whether you want to target specific regions, types of students, or seasonal events, we handle every aspect of the tour—from **start to finish**.

If you're looking for a partner to manage a nationwide campus tour, **Campus Commandos is your go-to agency.**