



2016

Campus Commandos takes over and overhauls the program. We introduce our mobile app and dashboard and increase the ambassadors from 42 to 84 while cutting the previous budget by 50%.



2017

In 2017 we grew to 100 student ambassadors.



2018

The vitaminwater ambassador program was introduced with a pilot of 10 students at 5 schools. The Coca-Cola program continued to grow with 110 students in the Fall of 2018.



2019

The vitaminwater program renews for another year and the Coca-Cola ambassador program grows to 120 students.



2022

2022- The vitaminwater program continues to grow to 23 students. The Coca-Cola ambassador program has 87 students.



2021

Introduced gamification system with leaderboard to motivate students during COVID



2020

Fully Integrated with TikTok and Instagram for Social KPI'S



2023

Introduced custom Coca-Cola Gift Card Program tied to student performance

2024

Created Bottler Franchise Ambassador App



2025

9 Year Student Ambassador Program

Program Highlights

Our comprehensive approach for nearly a decade combined technology, strategic campus relationships, and performance-based incentives to deliver measurable ROI for Coca-Cola's campus marketing initiatives.

Ambassador Engagement

Dramatically increased ambassador network from 42 to 120+ students while reducing program costs by 50%, creating unprecedented reach across campuses nationwide. Distributed hundreds of thousands of samples over the course of 9 years.

University Collaboration

Established strategic partnerships with 120+ universities across the country, creating an integrated marketing approach that leveraged both institutional relationships and student networks.

Digital Innovation

Pioneered mobile app integration, social media metrics tracking, and gamification systems that kept the program relevant through pandemic challenges and changing digital landscapes.

"I am so thankful for Mickey and Adam in my life. They helped me grow this program and take it to new levels."

– Cassie Foery, Former Senior Marketing Manager, Coca-Cola



Seamless Tech + Activation Experience

