

How to Use “Back-to-School” Marketing Materials

Here’s an overview of how to use the following marketing materials for Back-to-School. You are encouraged to use all of these resources on your campus to help onboard as many students as possible to your Grubhub Campus Dining program:

Print Materials

- Handout Cards (3x5)
 - Hand these out to students at back to school events, include with student’s campus cards or place next to check-out registers in dining locations.
- Grubhub+ Student Handout Cards (3x5)
 - Hand these out to students at back to school events, include with student’s campus cards or place next to check-out registers in dining locations.
- Table Tents (4x6)
 - Place these on tables in dining halls or student centers around campus.
- Posters (22x28)
 - Hang up around campus in high traffic areas such as residence halls, dining halls and academic buildings.
- Rollup Banners (31.5x78.75)
 - Display around campus in high traffic areas.

Swag

- Stickers
 - You’ll receive a larger quantity of these items to give out to students at tabling events or back to school programs.
- Cotton Tote Bags and Reusable Straws
 - You’ll receive a moderate amount of these items to use with prize wheels or hand out at back to school events.
- T-Shirts
 - You’ll receive a very small set of these to use as big-ticket prizes for giveaways and larger activations.

Digital Assets (all available within our [Marketing Landing Page](#).)

- LCD Screens
 - Use these digital posters in dining areas and high traffic zones with screens.
- Communications for Campuses to Send
 - Send these email, social and push notification communications to students to spread awareness of your Grubhub Campus Dining Program
- Social Graphics
 - Use these social media graphics on Instagram, Facebook, Twitter or other social channels along with captions provided in “Communications for Campuses to Send”.