



VISIONS REALIZED

STRATEGIES FOR COLLEGE &  
UNIVERSITY BRAND PARTNERSHIPS

MARLENE NAVARRO

6/11/2025

# AGENDA

## Chef Culinary CONFERENCE 2025



 : Keith Toffling

- THE STORY
- PARTNERSHIP EXAMPLES
- *YOUR* DINING PROGRAM
- BIG BRAND KPIs
- THE FS FIVE

# THE STORY

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California



Texas



Massachusetts



New York



# BACKGROUND



Aramark



CPG & Foodservice Brands



Self Opp



Sodexo



# AUGUSTINE AGENCY

Full service creative agency crafting volume-driving strategies for CPG & Foodservice brands, including college & university partnerships.



## AVOCADOS FROM MEXICO



## NAT'L MANGO BOARD



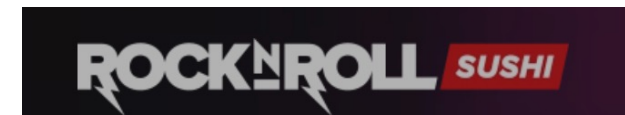
## CACIQUE

Fund allocations vary and we are here to justify the importance of C&U to accounts.

# WHERE DO WE ALLOCATE FUNDS?



# PARTNESHIPS



# SHAKE SHACK



# SHAKE SHACK

Posted on April 16, 2024

## Calling All Avocado Lovers: Our Avocados From Mexico® Promotion is Here

OUR FOOD



We're teaming up with Avocados From Mexico® to shine a spotlight on avocados—the perfect add-on to your Shack favorites! We serve delicious food made with premium ingredients and our avocados are no different—they're freshly hand-sliced in-Shack every day (no prepacked “spreads” in sight).

### Free Avocado Add-Ons Nationwide

From April 25 through April 28, we're offering a FREE avocado add-on when you order a sandwich or burger in-Shack or via the Shack App or [shakeshack.com](#)\*. Use code **FREEAVO**.

### Introducing Our Avocado Experts

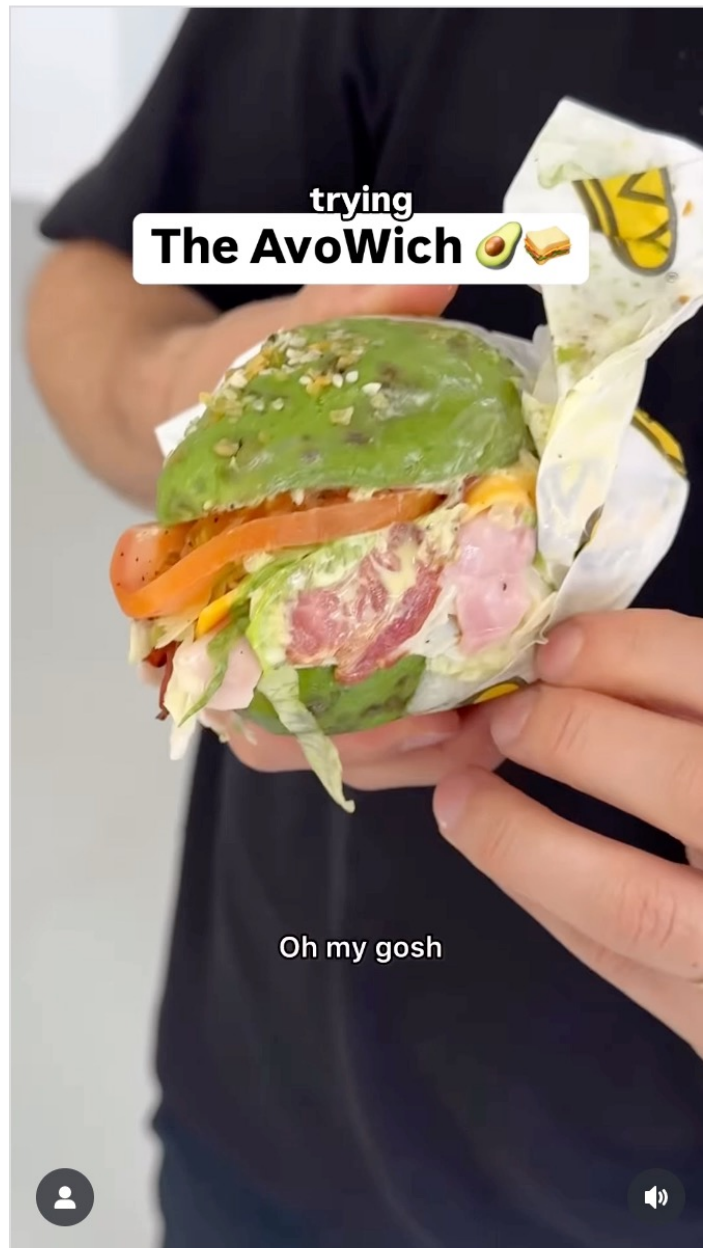
At select Shacks, guests will have the opportunity to select their own avocado with an Avocado Expert and receive a tableside slicing demonstration. Here's how you can get the star avocado treatment.

- When you order an avocado add-on at select Shacks on April 25 and April 26, you'll be greeted by an onsite Avocado Expert who will present a selection of avocados to choose from (kind of like an avocado sommelier!)
- Choose whichever avocado you'd like
- The Avocado Expert will slice it in front of you, then add it to your order



**WHICH WICH**





foodbeast • Following



whichwich 6w  
@foodbeast Hey, we wrote that  
press release ourselves! 🔥



12 likes Reply

— View all 6 replies



hellmannsmayonnaise 5w  
You know what.....hell yeah



14 likes Reply

— View all 1 replies



bookofelie 6w  
turned out to be yummers....i wanted  
to hate



25 likes Reply

— View all 1 replies



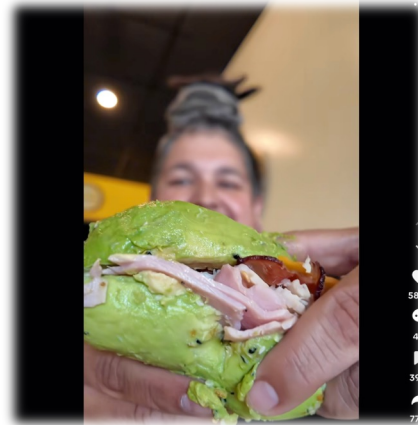
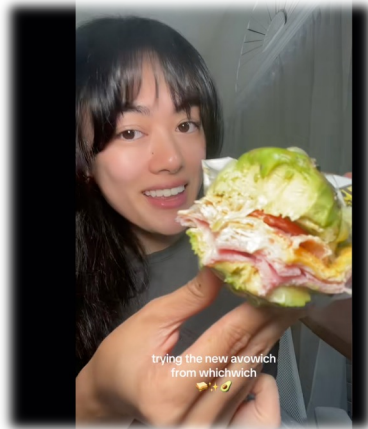
Liked by celycel06 and others  
April 28



Add a comment...



# WHICH WICH



# PACIUGO





**dallasites101** • Following

Paid partnership with  
**avocadosfrommexico**

Abby Posner • Paint Me Happy



**dallasites101** 57w

GET A FREE SCOOP OF AVOCADO  
GLOW GELATO TODAY, MADE WITH  
FRESH AVOCADOS FROM MEXICO,  
ONLY AT PACIUGO!!

Today only, head to your nearest  
[@paciugo](#) for a free scoop of their Avo  
Glow gelato made with  
[@avocadosfrommexico](#) from 5-6 pm in  
honor of Cinco De Mayo! (while supplies  
last)

Avocados From Mexico are  
[#alwaysgood](#), making them the [#1](#)  
selling avocado brand in the US!  
Avocados From Mexico & Paciugo are  
teaming up for "Paciugo de Mayo" with a



Liked by **jl\_phillips** and others

May 5, 2024



Add a comment...



# PACIUGO





# BRAND PARTNERSHIPS

DIFFERENT AVENUES, SAME GOALS.

## PRODUCE/ PRODUCT BRANDS



## OPERATORS



## NON-COMMERCIAL



## CONCESSIONS





**SO HOW DOES YOUR  
DINING PROGRAM STAND  
OUT?**



# KNOW YOUR NEEDS

SHOW WHAT YOU CAN OFFER & WHAT HOLES THEY CAN FILL

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## BY ACADEMIC CALENDAR

- Semester-Based Schools
- Quarter-Based Schools
- Trimester-Based Schools

## BY OPERATING MODEL

- Self-Operated
- Contracted (Sodexo, Aramark, Compass)

## BY MEAL PLAN STRUCTURE

- Unlimited/All-You-Care-To-Eat
- Block Plans
- Flex Dollars
- Commuter

## ADDITIONAL FACTORS:

- Residential vs Commuter
- # of Dining Locations
- Health & Wellness Focus
- Sustainability Measurements
- Mobile Ordering & Apps

## LOCATION & FINANCIAL FACTORS:

- Can you move product volume?
- Can you increase brand recognition?

# DINING BRAND BOOK

## LOCAL MARKETING DIRECTOR CHECKLIST

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### BRAND ALIGNMNET

- Is the partnership reflective of the university's values?
- Is the partner credible, ethical and socially responsible?

### STRATEGIC FIT

- Does it align with dining program mission and vision?
- Can it extend to concessions, hotel, conferences, etc.

### STUDENT IMPACT

- Will your campus community benefit?
- Can partnerships support internships? Future jobs?
- Is it inclusive and designed to serve a diverse student population?

### FINANCIAL FACTORS

- Clear value exchange
- ROI and measurable outcomes

### INTEGRATION & LOGISTICS

- Marketing, Culinary & Operations alignment

### LONG-TERM POTENTIAL

- One-off activation for testing or long-term relationship?
- Always consider a deeper collaboration

# WHY IS C&U AN ESSENTIAL TIME FOR BRANDS TO GET INVOLVED




# SENSE OF BELONGING

## WHY IT MATTERS ON CAMPUS

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### COLLEGE STUDENT RETENTION STARTS WITH A ROBUST SENSE OF BELONGING

- Only 64% of students who enroll at a four-year institution complete the degree within six years (National Center for Education Statistics. (2022).
- **Community** experiences were a better predictor of student satisfaction and retention than academic achievement and participation. (Bucknell University. 2022).
- College students who felt they belonged to the college **community** showed better academic performance, mental health, and higher retention rates. (Penn State and Wake Forest University. (2019).
- The second biggest reason students transfer elsewhere is to find a more vibrant and active campus **community**. (Concept 3D 2023 Student Retention Survey. (2023).



That leaves more than one-third of all students either without a degree or transferring out to seek opportunities elsewhere.

# YOUR CAMPUS DINING PROGRAM



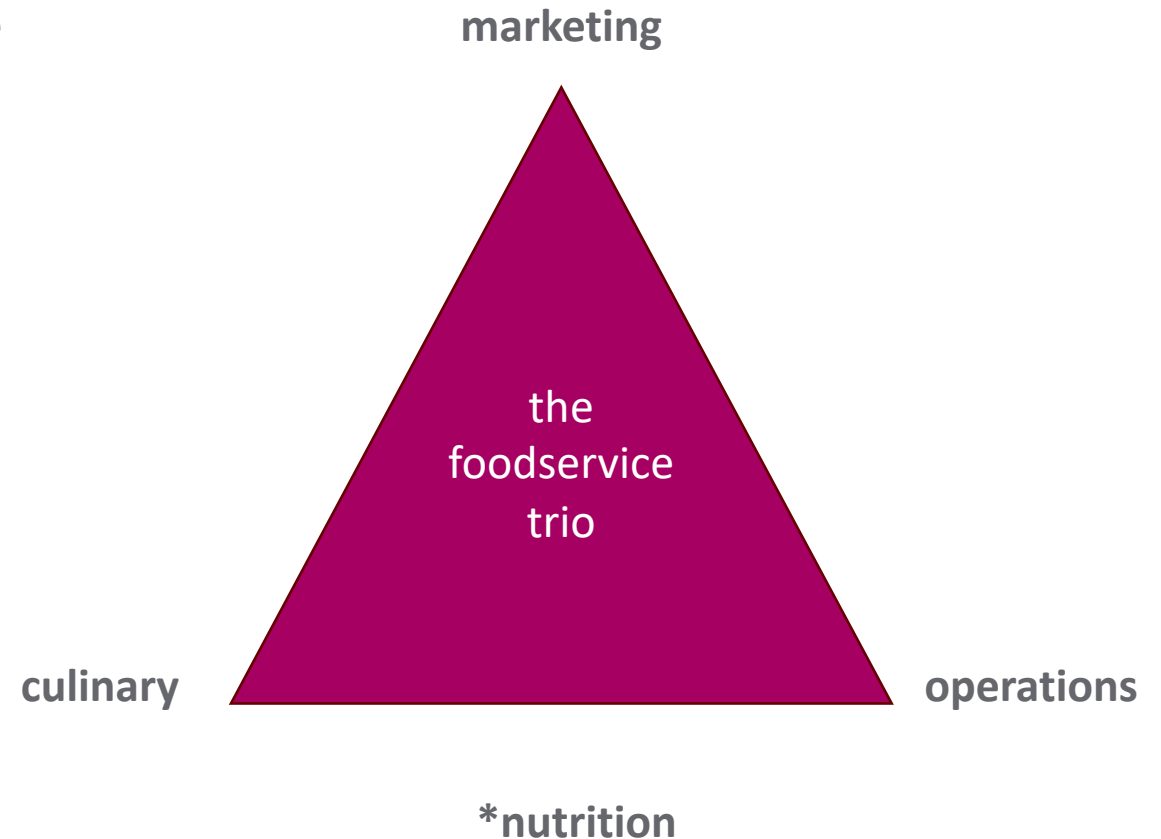


# CULTURAL RELEVANCE

## & CRAVEABILITY

Diversity in cultural meals & up and coming trends and cuisine significantly enhances campus dining

- **Embed local and global flavors** into core dining hall menus, not just during special events.
- **Collaborate with student cultural groups** to co-create authentic dishes and host themed cultural meals.
- **Invest in proper kitchen equipment** (e.g., woks, tandoors) to support genuine preparation techniques.
- **Use campaigns (Marketing), skilled chefs (Culinary), and efficient execution (Operations)** to amplify cultural dining events year-round.



# WHAT CAN YOU OFFER?



# DECISIONS-MAKING DATA

## RESULTS

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STUDENT  
ENGAGEMENT  
& PARTICIPATION

PRODUCT ADOPTION  
& SALES (METRICS)

BRAND AWARENESS  
& AFFINITY

# BRAND KPIS

DIFFERENT AVENUES, SAME GOALS.

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## STUDENT ENGAGEMENT & PARTICIPATION

- Sampling Participation
- Event Attendance
- Survey Responses or Feedback
- Social Media Engagement

# BRAND KPIS

DIFFERENT AVENUES, SAME GOALS.

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PRODUCT ADOPTION  
& SALES (METRICS)

- Velocity (LTO urgency)
- YOY Sales Volume (or promo time period)
- Repeat purchases or usage (more than once)
- Menu Penetration (# of dining locations)

# BRAND KPIS

DIFFERENT AVENUES, SAME GOALS.

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BRAND AWARENESS  
& AFFINITY

- Brand Recall (post campaign)
- Brand Favorability Shift (pre vs post survey)
- Student Influencer Content (organic vs intern)



**BRANDS KNOW THEIR  
FUTURE SHOPPER IS ON  
YOUR MEAL PLAN**

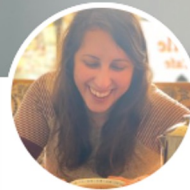


# TOP FS FIVE

FROM A CPG & FOODSERVICE AGENCY

1. HIGHLIGHT THE VALUE OF YOUR STUDENTS AS A CONSUMER BASE
2. OFFER TARGETED BRAND ACTIVATION OPPORTUNITIES
3. SHOW DATA-DRIVEN INSIGHTS & CUSTOM REPORTING
4. PITCH SCALING LTOs ON A C&U LEVEL
5. A PROGRAM IS ONLY AS GOOD AS YOUR FOODSERVICE TRIO





**Marlene Navarro** ✓

Marketing + Partnerships | EVP of  
Communications

Troy, New York

 **Augustine Agency**

T H A N K   Y O U

[MNAVARRO@AUGUSTINEAGENCY.COM](mailto:MNAVARRO@AUGUSTINEAGENCY.COM)

