



Intel designs and builds the essential technologies that serve as the foundation for the world's computing devices. The firm's annual net revenues exceed \$50 billion.

**Company:** Intel Corporation

**Location:** Santa Clara, CA

**CollegeWeekLive Results:**

- Strengthened brand loyalty among target market
- Gained brand insights to improve marketing campaigns
- Attracted nearly 12,000 students in a single day

## The opportunity

Intel was looking to reach college-bound students who were on the cusp of making buying decisions for new PCs and other technology products. In addition, the company was looking to gain insights into product and brand sentiment among this coveted demographic.

“We’re looking to connect with students who are getting ready for the new school year,” said Alejandra Carvallo, U.S. Shopping Marketing and Audience Manager for Intel. “Our target audience is male students who consume a lot of content and entertainment-related apps on their PCs. We were looking for new ways to make a direct impact on the audience. And we were looking to gain insights into the health of our brand.”

## The solution

Intel saw an opportunity to leverage CollegeWeekLive’s database of college-bound students to better understand how it was perceived among this audience. To that end, they commissioned CollegeWeekLive to conduct an annual brand study focused on students’ brand affinity and planned buying cycle. CollegeWeekLive created and executed innovative email campaigns to encourage students to participate in the study and segmented respondents by age, sex, and geographic location for better data analysis.

In addition to the brand study, Intel sponsored CollegeWeekLive’s annual “Back to School” virtual fair, garnering them extensive market exposure and reaching more than 4.6 million users with their branding. Working closely with CollegeWeekLive, Intel crafted live presentations that appealed to students. This included topics such as what’s new in Intel technology, top tech gadgets to have at college, and perspectives from an Intel employee and recent college grad on the top things she wished she had known when she went to college.



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U.S. Shopping Marketing and  
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During the event, students watched live presentations and visited Intel's online booth for personal advice on choosing the right PC. Intel also partnered with HP to raffle off laptops and provide discounts to students who visited the Intel booth and attended the Back to School event at CollegeWeekLive.

"CollegeWeekLive has been a trusted advisor," said Carvallo. "They provide valuable guidance in choosing the right offers that will appeal to students. We get fantastic engagement in the booth, with students visiting all the time to ask questions about technology or to learn about working at Intel. It's a great opportunity to build our brand and provide useful content to students."

## The results

The partnership with CollegeWeekLive is helping Intel on numerous fronts. Nearly 14,000 students completed last year's survey, giving Intel valuable insight into students' brand sentiment, shopping cycle, and preferences. "CollegeWeekLive offers a unique proposition," said Carvallo. "This market intelligence helps us to improve upon the way we interact with students."



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Based on the survey, the company discovered that 21 percent of respondents saw Intel as the driving force behind the Ultrabook. Additionally, they found that 10 percent of students were planning to buy an Intel-based Ultrabook in the next 60 days. The study gives Intel a much greater understanding of consumers' familiarity with a wide range of technologies.

The event sponsorship at CollegeWeekLive has also proven very effective. "CollegeWeekLive is very popular, and this partnership builds good will for our brand, which translates into product loyalty," said Carvallo. "The email campaigns have also performed quite well. This helps us to connect with more students in our online booth. For the last event alone, we had nearly 12,000 visitors in a single day."

## About CollegeWeekLive

CollegeWeekLive is changing the world of college admissions. This unique site enables students to live text chat and video chat with admissions reps and current college students to help them make informed decisions about choosing a college, paying for college, and more. Throughout the year, we host virtual events, open houses, and special events, providing students with access to 300+ colleges and universities, \$3 million in scholarships, and advice from leading authors and education specialists. One in three college-bound students now uses CollegeWeekLive to navigate their college search.