

QUAD.TT is the number one events website for UWI Students, and other 18-24 year old Trinbagonians enrolled in tertiary education.

- We have 7000+ likes on Facebook, and we reach significantly more than that on social media.
- We consistently get more than 20,000 visitors to the QUAD.TT website every month.
- We operate the most frequently updated campus events calendar, utilized daily by our users to plan their weekly activities.
- We provide coverage for a broad range of campus events; Hikes, parties, sports, and more.

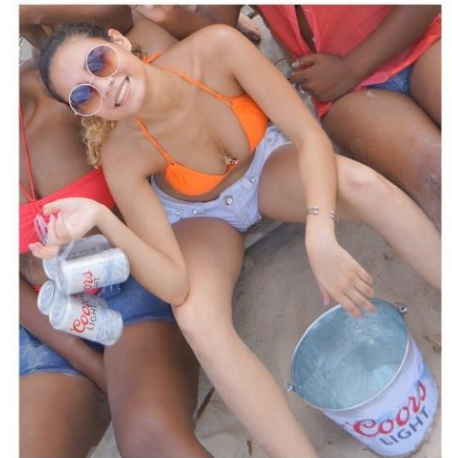


Through our activity, we have been able to help companies increase their market share and brand recognition across the University student population, and the wider 18-28 year old demographic.



In the past, we have had a relationship with Coors Light in which we;

- *Facilitated Coors Light promotions at several nightlife events involving University students.*
- *Promoted Coors Light at outdoor events like hikes and sports days.*
- *Arranged Coors Light prizes for various campus events.*
- *Promoted Coors Light's involvement with the University community across our social media.*





Execution at events, combined with constant promotion across social media achieved the following for Coors Light;

- *It became the most prominent alcohol brand at Campus Events.*
- *It became the preferred beer among the campus community.*
- *It appealed to drinkers with a broad range of interests and lifestyles; From fitness enthusiasts, casual beer drinkers, and more.*
- *Promotions at bars near to UWI attracted more university students than promotions from rival beer brands.*
- *It developed a positive reputation as a beer brand that can be part of an active lifestyle.*



We can help Banks Beer find similar success with our community through the following methods;

- Promotion of your brands at campus events. A range of events offers an opportunity to introduce Banks Beer to a diverse range of potential drinkers with different interests.
- Advertisements on the website. Banners on the most popular pages and posts will ensure that Banks Beer remains on the minds of our users.
- Inclusion of Banks Beer on the events calendar. Whether it's a sale at a supermarket, or a promotion at a bar close to campus, inclusion in the events calendar will keep our community in the loop about your events.
- Coverage of your events. This would boost awareness of your events, and also give bars publicity when they host Banks Beer promotions.
- Monthly Insights. We could provide you with an analysis of which content performs the best, and what promotions get the most attention. We could also keep you updated on trends emerging within our user base.