



## College Marketing: Pentel To Hit 37 Campuses To Promote Hyper Pen

Wednesday, August 06, 2008

Pentel in August will engage in its largest college marketing effort to date. Teams of brand ambassadors will hit 37 college campuses this fall with samples to generate word-of-mouth for the brand with a back-to-school contest that plays up the smooth writing qualities of its Pentel Hyper G pen.

From Aug. 18-Sept. 2, on-campus buzz teams will videotape students giving their "smoothest" pick-up line. Also, beginning on Aug. 15, participants aged 18 and older beginning can upload their "smoothest" line to a dedicated website, [yoursmoothestline.com](http://yoursmoothestline.com).

A panel of judges will review the videos and select winners based on uniqueness and originality. Prizes include Pentel pens, T-shirts and jerseys, Fuji digital cameras and electronic gaming systems. A grand prize will award to one male and one female winner a week in Panama City Beach with three of their friends.

The company will promote the contest via You Tube as well as through posters and college newspaper ads, plus additional exposure from MySpace and other web sites.

"We wanted to engage students in a unique manner with our new product launch of Hyper G," De Verges Jones, director-marketing at Pentel, told Buzz. "The word-of-mouth value of this promotion that gives students a chance to win a trip to Panama City with three of their friends we feel will generate a lot of excitement. We want to get college students and young people to try our Hyper G products and to let them know that we understand their lifestyle." Agency: AMP Agency, An Alloy Media + Marketing Company, New York City.