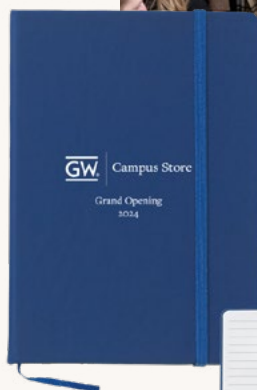


# George Washington University

## DRIVING ENGAGEMENT AND STORE VISITS



When the George Washington University Campus Store prepared for a **grand re-opening at its new location**, the team aimed to maximize visibility and student engagement. To achieve this, they collaborated with Follett's Campus Direct program to create an **impactful and memorable giveaway initiative** to celebrate the new store with students.



## Goal

The primary objective was to *spread the word about the modernized store and drive traffic on the grand opening day*. The store sought to enhance the student experience by offering *branded gift bags to the first 200 students in line*, ensuring a positive first impression of the reimagined space.

## Solution

The GW Campus Store team collaborated closely with Follett's Campus Direct Program to curate a **thoughtful assortment of branded items for the giveaway bags**. The selected items included a **notebook with a pen, a campus-branded pin, and custom gift bags**, all designed to leave a lasting impression on students. Thanks to the seamless partnership with Follett, all items were delivered on time and ready to make the grand re-opening event a success.



## Results

The initiative was a resounding success.

**Students began lining up before the store opened**, eager to receive their branded gift bags and explore the new location. By the end of the day **over 400 visitors had stopped by the store, showcasing a strong interest in and enthusiasm for the new space.**

Students expressed excitement about the thoughtful giveaways, and many stayed to explore the store's updated layout and offerings.



“  
**GW**”

“Follett’s support was instrumental in making our grand re-opening a success. Their Campus Direct Program helped us create custom gift bags that not only showcased our campus pride but also drew excitement and engagement from our students. The process was seamless, and the on-time delivery ensured we were ready to welcome everyone with a positive experience right from the start.”

**Leslie Ogus**

*Director of Auxiliary Services,  
George Washington University*

## Impact Highlights

This collaboration **increased visibility and generated buzz** around the new store location, while fostering school pride amongst the GWU community. Opening day offered **a memorable experience and created a positive and lasting impression on attendees** as well as Revolutionaries across campus.

With Follett’s Campus Direct Program, the GW Campus Store successfully turned their grand re-opening into a standout campus event, **driving excitement and strengthening student connections to the store.**