



brand activations

▶ case study

## About Client



Sheetz is chain of gas stations/convenience stores owned by the Sheetz family. It is headquartered in Altoona, PA, with stores in Maryland, North Carolina, Pennsylvania, Virginia and West Virginia. Known for their M-T-O food selections, Sheetz is more than just a fill-up station for the car.

[www.sheetz.com](http://www.sheetz.com)

## Goals of Campaign

- Build awareness of Sheetz to the East Carolina University (ECU) college student market
- Drive food and beverage sales at the Greenville, NC, Sheetz location
- Convert college students into brand evangelists

## Highlights

- “Feel the Love” messaging turned into a hashtag-able acronym: FTL
- Campaign-specific social media fan page and Twitter account launched
- Wild postings over campus included sidewalk chalking, branded Post-It notes, poster snipes on telephone poles and tear-off flyers
- In-store POS and pump toppers
- Pep rally to drive hype for Blount Harvey concert
- Music party to drive more love for Sheetz among college students

## Results

- 1,100+ Post-Its, 950+ shirts, 600+ tattoos distributed
- 250+ drink and 500+ MTO tickets distributed

## About dio

[diousa.com](http://diousa.com) // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



## Feel The Love #FTL

### The Message

Sheetz was using the ‘Feel the Love’ messaging, but we simplified it to connect with our text- and social-friendly audience.

### Stealth Marketing

Before the campaign launched, the Sheetz brand ambassador team went undercover and chalked the campus with “FTL” and hung signs and posters that were meant to stir curiosity and also start promoting the larger event: the music party!

### Consumer Engagements

The Sheetz brand ambassador team was made up of ECU college students that would influence consumers on a peer-to-peer level. Talking up Sheetz and handing out promotional items, they created sincere interactions between the brand and the college students.

### Music Party

What better way to show the love than by throwing a free concert and party for college students? We covered every detail: from booking Blount Harvey, to setting up a fun photo booth, to incorporating fill-in-the-blank coasters to round out the entire experience.

“Dude, I saw FTL all around campus – everyone’s talking about it!”  
// ECU student



For more campaign information, please visit <http://diousa.com/work/sheetz/>.

**FTL was a turnkey campaign from ideation to execution!**