

ENGAGE

PROGRAMS & PROMOTIONS TO ENGAGE YOUR CAMPUS COMMUNITY



FEEDBACK



Listen.



Learn.



Evolve.

Find out ways to connect with your customers and work together for a **Better Tomorrow.**

Exciting New Promotions
Chef Celebration Week:
Honoring those who make
every day delicious.

sodexo

It all starts with the everyday

Welcome,

Listen. Learn. Evolve.

Three simple but powerful words are at the heart of our operating philosophy for the future. Throughout this issue of ENGAGE, we examine how listening, learning and evolving impact our dining programs while providing insights and actionable solutions for success.



Julie Pfeifer
Senior Director,
Campus Field Marketing

Listen.

Listening = Caring
It takes a good listener to have a meaningful conversation. Listening to customers demonstrates that you care about their needs and will ultimately improve your program.

- Benefits**
- Improves Customer Retention
 - Accesses Valuable Feedback
 - Increases Customer Spending
 - Attracts New Customers
 - Nurtures Brand Loyalty



Actionable Solutions Inside ENGAGE

Pages 4-7 Look at our exciting core promotions: **GrEAT Expeditions** responds to your customers' desire to try new cuisines and foods, including plant-based options; and **Imagine That!** features fanTASTY-inspired food mashups and build-your-own bars.

Pages 8-10 Check out the NEW **Additional Promotions** to drive customer satisfaction, including **Chef Celebration Week, Friendsgiving, Celebrating Birthdays** and **Good Vibe Food Drive**.

Learn.

Adapting to the Marketplace
Staying abreast of the latest trends and gathering customer feedback is essential, but it is only part of the equation for a successful program. It's vital to learn from the information at hand and take the necessary actions to adapt to changes in the marketplace—focusing on enhancing operational performance, nurturing innovation and improving the customer experience.

- Benefits**
- Fosters Agility
 - Encourages Adaptability
 - Drives Engagement
 - Builds Brand Confidence



Actionable Solutions Inside ENGAGE

Page 19 See what's new this fall in relation to **Sustainability** and our **Better Tomorrow** efforts. Check out the new themes planned and see how they can give your dining program an edge that's important to your customers—especially Gen Z.

Pages 20-21 Discover some creative ways to use the power of **Tabling** to engage your customers and educate them about the many services offered as part of your resident dining program.

Evolve.

Change is Inevitable
The need to evolve is essential to staying relevant with your key stakeholders. Evolving to changing times doesn't need to be disruptive. Instead, it should serve as a mindset to challenge the status quo, meet your customers' needs and position your program for future growth.

- Benefits**
- Increases Customer Satisfaction
 - Ensures a Competitive Advantage
 - Promotes Forward-Thinking Growth
 - Improves Customer Communication
 - Instills Brand Confidence



Actionable Solutions Inside ENGAGE

Page 14 Take a look at how our **Holidays & Celebrations** events have evolved, including NEW designs and bold graphics sure to drive participation in these special events.

Pages 16-17 Review the latest technology and dining trends impacting Gen Z and learn how your program can capitalize by utilizing them.

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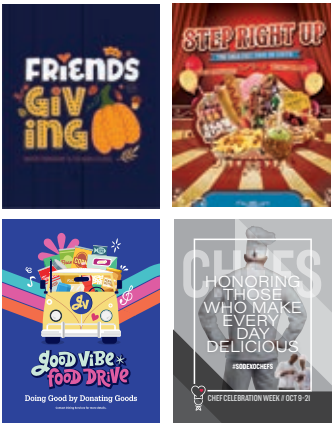
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holidays & CELEBRATIONS



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Fall 2022

CORE PROMOTION

Welcome to the jungle! Take your campus community on a culinary expedition. Kick off the semester by showing off the wildly delicious side of your dining program.

During this promotion, customers will have a chance to sample South American-inspired recipes, take a “safari” across campus and more. Between the palate and planet-pleasing options, students are sure to find an exciting “EAT-cosystem” worth exploring and celebrating.

Here’s a glimpse of the fun activities in store:

Best Of Brazil: Host a tropical, Brazilian-inspired dinner complete with everything from barbecued meats to fried sweet bananas.

Passport Challenge: Hand out themed passports at the start of the promotion, along with criteria for earning a stamp around campus. When the passport book is filled, students could win a special themed prize or dining credit. Go the extra mile by tacking on a **Mindful** scavenger hunt, during which students engage with **Mindful** dining location(s) and other wellness-facing elements of campus for a chance to win **Mindful** swag.

Fresh-Pressed Juice & Smoothie Bar: Show your campus community why fresh juices and smoothies are “top banana”! Get creative by featuring special ingredients and spices—even edible flowers—to surprise and delight.



There’s More!

View all recipes and more recommended activities by visiting the **Campus Marketing** page on **Sodexo Net** and accessing the **Resident Dining Promotions Link**.



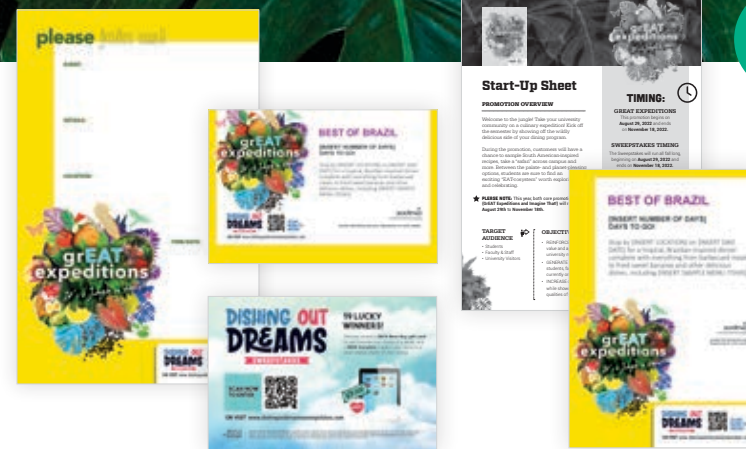
TIMING:

This promotion begins on **August 29, 2022** and ends on **November 18, 2022**.



Marketing templates to promote your event:

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote **GrEAT Expeditions**.



CROSS-PLANNING OPPORTUNITIES!

Consider hosting our all new **Good Vibe Food Drive**. You can make your food drive drop-off location one of the criterion for a stamp in your **Passport Challenge**.

Level up by making your **Best of Brazil** an event from **The Social: Dine** and decorate the dining hall with décor like colorful streamer “vines,” leaves and palms, Brazilian flags and more.



Better Tomorrow CONNECTION

Menuing plant-based dishes during our **GrEAT Expeditions** promotion is the perfect way for your customers to explore many of our great new plant-based recipes.



TREND WATCH:

According to the NPD Group, dairy and meat plant-based alternatives are forecast to grow through 2024. This trend is driven by Millennials and Gen Zs, who choose these products for health, sustainability, animal welfare and personal belief-based reasons.



NATIONAL PRIZE SWEEPSTAKES*

Don't forget to advertise and promote the **Dishing Out Dreams Sweepstakes** during the **GrEAT Expeditions** promotion. Note that this Sweepstakes will also run during the **Imagine That!** promotion, ending on November 18th.

19 RANDOMLY SELECTED WINNERS

Prize package contents:

- A **\$575 Best Buy gift card** to use towards the winner's choice of a tablet.
- And a **\$500 donation** made in the student's name to a food-related charity of their choice.

STUDENTS ENTER AT:
www.dishingoutdreamssweepstakes.com

*Winners will be selected via random drawing, and notified at the end of the sweepstakes.
*Excludes Canadian accounts.



Marketing templates to promote the sweepstakes:

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote **Dishing Out Dreams Sweepstakes**.



Fall 2022

CORE PROMOTION

Allow your customers' imaginations to run wild in this fantasy-inspired dining showcase event. In addition to interesting mashups and build-your-own bars with unbelievably delicious food combinations, students will get the chance to sharpen their culinary skills and knowledge.

Of course, no magically charged promotion would be complete without a costume party—and it doesn't have to be just for customers! Encourage your frontline and hourly team members to dress as their favorite mythical or fairy tale character and watch the creativity soar!

Here's a glimpse of the fun activities in store:

Can't Imagine Life Without...

Include a fill-in-the-blank mural on an open space in or near the dining hall during the promotion. Allow customers to write their responses, indicating the things they can't imagine life without. This is a great way for them to practice gratitude and give themselves a little mental health boost to carry them through the semester.

Build Your Own Fan-Tasty Breakfast

This promotion is all about dreaming up the boldest, craziest and fan-tastiest options imaginable. Think about turning dinner on its head with a breakfast theme, featuring build-your-own oatmeal, parfait and waffle bars with interesting, never-before-experienced sweet and savory ingredients.

There's More!

View all recipes and more recommended activities by visiting the **Campus Marketing** page on **Sodexo Net** and accessing the **Resident Dining Promotions Link**.



TIMING:

This promotion begins on **August 29, 2022** and ends on **November 18, 2022**.



Marketing templates to promote your event:

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find **Featured Promotions Marketing Templates** to promote Imagine That!



CROSS-PLANNING OPPORTUNITIES!

Promote your **CrEATe With Us** event in conjunction with **Kitchen Academy**, having chefs teach students inventive and creative cooking techniques.

Run your **Fairy Tale & Fantasy Costume Party** with the **Halloween** event from our **Holidays & Celebrations** portfolio.

Better Tomorrow CONNECTION

Encourage students to **IMAGINE** all of the ways they can contribute to reducing waste during all of your **WasteLESS week** activities and events.



TREND WATCH:

Unique Pairings: Gen Zs love to mix contrasting flavors to create a unique taste experience! For example, pairing chocolate and chili flakes, or plant-based bacon on vegan ice cream!



NATIONAL PRIZE SWEEPSTAKES*

Keep promoting the **Dishing Out Dreams Sweepstakes** during this promotion. It wraps up on November 18th.

19 RANDOMLY SELECTED WINNERS

Prize package contents:

- A **\$575 Best Buy gift card** to use towards the winner's choice of a tablet.
- And a **\$500 donation** made in the student's name to a food-related charity of their choice.

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New!

Friendsgiving: Where Friendship is the Main Course.

Friendsgiving was officially added to the Merriam-Webster dictionary in 2020 and is defined as "...a celebration or meal shared among friends on or near Thanksgiving Day."

A mashup of the word "friend" and "Thanksgiving," **Friendsgiving** is an unofficial holiday becoming increasingly popular. Whether featuring a large feast or just a few simple dishes, held on one day or for an entire week, **Friendsgiving** is a fun time that emphasizes the value of friendship.

Friendsgiving: Where Friendship is the Main Course is an exciting promotion that includes everything you need to treat students to an authentic friends-focused celebration. It is sure to be a high-spirited and memorable event for all involved.

Additional Promotions

Marketing templates:

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find the **Additional Promotions Marketing Templates**.



Chef Celebration Week

Chef Celebration Week is an engaging promotion designed to celebrate the men and women who make our meals delicious every day. This tribute promotion includes everything you need to recognize your culinary professionals all week long, emphasizing **International Chefs Day** on October 20, 2022. We've created dynamic advertising and marketing materials to drive participation and fun activities to generate engagement and excitement among students.

Chef Celebration Week - Honoring Those Who Make Every Day Delicious is guaranteed to be a celebration of great food, talented people and heartfelt tributes.

New!



Good Vibe Food Drive

Doing good always feels good. But sometimes doing good gets you the goods. Bring in a non-perishable food item to help those in need. Have the + portion of your Swipe+ purchase covered as a thank you for caring*. Plus, explore other opportunities to do good and feel good about helping those in need.

* Not available at all locations. Please check with your General Manager to verify your campus's participation to honor contractual and financial obligations.

New!



Step Right Up

Welcome students back with a merrymaking revelry and all the whimsy of a classic carnival. Throughout the promotion, offer fair food favorites, and let students, faculty and staff try their luck at festival-inspired games and more. The promotion pairs perfectly with several of our **Pop-Up Events** and **Trending Tastes**, like **Haute Dogs** and **Toss Popcorn Bar**.

Chefs' Fare – Tailg8

This year's competition will require chefs to create and prepare tailgate favorites using exactly eight ingredients. Think fan and concert goers' most beloved grub, like burgers, dogs, dips, rock & roll sushi, fried chicken, BBQ and sweet tea. Let the games begin!



Celebrating a Magical Month of Birthdays

Happy Birthday to Everyone Celebrating Their Special Day!

Birthdays are not just another day—they're a moment in time where family and friends gather to celebrate the wonderful qualities of each one of us. **Celebrating a Magical Month of Birthdays!** is a new promotion that includes all the materials needed to shine a spotlight on your campus birthdays—month by month. Make it a special day for your guests of honor with great food, fun activities and lots of warm wishes.

Trending Tastes

Keep those taste buds happy with the latest and most favorite flavors of the day. All menus are crafted with the hottest culinary trends in mind, so students will never get menu fatigue! These programs can be easily incorporated into your menu throughout the semester to keep up with customer preferences. Consider featuring: **Spud Bowls**, **Meatball Madness**, **Quesadilla Fresca**, **Toss Popcorn Bar** (pair with **Step Right Up**), **Maximum Mac & Cheese** and **Flip Pancakes!**



Let's Dish

RECIPES FROM HOME

Now students can have a taste of home, far from home! We put a spin on beloved comfort foods and childhood memories right on campus. Students will submit one of their favorite recipes or meals from home. The local team will gather submissions and then feature these items during a specific meal or timeframe. Note that this promotion takes extra planning and customer coordination.



Additional Promotions

Marketing templates:

Visit the **Campus Marketing** page on **Sodexo Net** to access the **Resident Dining Promotions Link** and find the **Additional Promotions Marketing Templates**.

Big-City Bites / neighborFOOD

While every city has its claim to fame when it comes to iconic foods, the driving force behind these culinary standouts is typically the creative dishes germane to each city's neighborhoods. Every neighborhood offers something exciting for everyone to try.

Big-City Bites provides the perfect opportunity to host a special **neighborFOOD** event featuring the homegrown goodness of your campus town or city. Tap into the knowledge of your campus community to uncover the hidden culinary gems and best local dishes. In this **neighborFOOD** event, you'll bring them authentic tastes of your best local dishes, helping to build community on campus through authenticity, spirit and togetherness.



SnacktiME

With 12 pop-up spots, **snacktiME** is the perfect opportunity to showcase culinary creativity and provide maximum variety for customers on the go. Plus, new menus mean even more to love. Consider running **snacktiME** in conjunction with other special events you have planned, like:

- **VEGGIE ME & GIVE ME GLOBAL** during the **GrEAT Expeditions** promotion to heighten student interest in plant-based dishes and South American cuisine.
- **COMFORT ME** during the **Imagine That!** promotion to capitalize on the appeal of delicious food combinations, BYO bars and the always popular comfort foods.

The Social

Four tiers. Limitless possibilities.

The Social provides four tiers of programs to engage our customers while providing maximum flexibility in execution.



- > **Feature:** Showcase an item not normally on the menu; the more decadent or luxurious, the better.



- > **Dine:** A global restaurant experience without ever leaving the dining hall.



< **Pop-Up:** An event that will generate excitement with our customers, perfect for running in conjunction with a more prominent promotion or event theme.

< **Experience:** A unique dinner experience for the whole campus community.



SOUTHERN CONNECTICUT STATE UNIVERSITY

Intern Aldric Joseph hosted a **Return of the 20's** trivia tabling event during which he also collected entries for the Share the Wealth Sweepstakes and promoted myDtxt enrollment. Participants were asked five Twenties-themed multiple-choice questions and entered into a raffle giveaway.



UNIVERSITY OF HAWAII MANOA

UH Manoa's interns planned and hosted their own **Return of the 20's** event.



NICHOLLS STATE UNIVERSITY

Christian encouraged our students to take our survey in exchange for a donut on **National Donut Day**.



Spring 2022 Zoom Intern Virtual Networking Event

Campus Interns will have the opportunity to speak with Sodexo Leadership and Professionals.



The Scoop is our monthly newsletter for interns and managers. It keeps tabs on all the resources, contests, calls, and job postings available.



SCAN TO VISIT OUR CAMPUS INTERNS WEBSITE

WANT TO LEARN MORE?

FOLLOW SODEXO
CAMPUS INTERNS ON INSTAGRAM
@SOINTERNSHIPS
TO SEE WHAT OUR INTERNS
ARE UP TO ACROSS
THE COUNTRY!



“Our interns are amazing! They work so hard in school, their work, and our internship. I am grateful they are part of our marketing team!”

- MARCIE MORIBE

Wall of Fame

GET INSPIRED BY SOME OF OUR FAVORITE RECENT EVENTS!



MONOPOL-EATS! AT UNION COLLEGE

UC's **Monopol-EATS!** event was a dice-rolling good time. The event featured a DJ, games and prizes. Some prize options included **Monopol-EATS!** t-shirts and Monopoly board games. All food stations were tailored to the theme! Décor included balloons, cardboard cut outs and **Monopol-EATS!**-themed graphics. Mike, the General Manager, dressed as the Monopoly man and was giving away Monopoly money out of burlap bags.



VALENTINE'S DAY S'MORES EVENT AT EASTERN OREGON UNIVERSITY

EOU got nice and toasty on **Valentine's Day** this year! Staff and President Inkso had everything needed for students to build a delicious s'more all packaged up in sealed bags. Mini grills were available to toast the marshmallows right in the dining hall. The students loved the creative and unique event. What a sweet way to celebrate **Valentine's Day!**

HARVEST GREETINGS AT AUGUSTA UNIVERSITY JSAC

Halloween came to campus in Augusta, Georgia! This event from our **Holidays & Celebrations** portfolio included a spooky dinner where the staff wore costumes, plus a pumpkin carving contest where the winner was picked by student diners' votes. The contestants had a week to plan and execute their designs, and the top three pumpkin carvers won gift cards! Con-BAT-ulations to all of the winners!



AVANT GARDEN AT GEORGE MASON UNIVERSITY

In collaboration with the **Future 50 Foods** program, GMU used juicy fruits and veggies from Arcadia Farm for their **Avant Garden** dinner. Their chefs creatively incorporated the underestimated food ingredients into the delicious dishes. Students were excited to see the same healthy, sustainable veggies from the farm stalls transformed into a vibrant culinary experience on their plates. Students' great interest in the farm-to-fork concept proved that the **Future 50 Foods** program is the beginning of a journey and a way for people to have a better tomorrow.



GLOBAL CHEF AT MAINE MARITIME ACADEMY

Guests stepped out of their comfort zone and tried authentic South African cuisine from featured **Global Chef** Bongani Hlatshwayo and Executive Chef Susan Griffin. The three-course menu included Creamy Peri-Peri Chicken Liver, Beef Kofta Curry and a Blueberry Malva Pudding for dessert. We also streamed the experience to allow more students to participate.



DUELING DISHES AT WEST LIBERTY UNIVERSITY

As part of International Education Month, Chef Brian and West Liberty dining services joined with the West Liberty Diversity Committee to bring **Dueling Dishes** to life. The International students were given the opportunity to submit recipes to Chef Brian. He then chose two of the recipes that were submitted to go head-to-head in **Dueling Dishes**. The recipes were prepared for a Marketplace lunch, the student body then voted on their favorite dish. Kadhai Paneer or Kafteji. At the end of lunch the tally came out in a tie! Both student chefs were awarded one of Chef Brian's personal knives.



RETURN OF THE 20'S AT UNIVERSITY OF HAWAII AT MANOA

UHM traveled back a whole century to bring the **Roaring 20's** to campus, with 1,042 people attending at Hale Aloha Café. The menu featured popular 1920's dishes like pineapple upside down cake, ham with glaze and hot roast beef sandwiches. Our interns planned the activities: a 1920's-inspired photo booth and 1920's trivia Jenga. It was truly the bee's knees!

Get featured next time!

Send us a brief written description of a resident dining promotion or event you hosted, like a **snacktIME** pop-up, core promotion or **Chef Appreciation Week** showcase. Be sure to include pictures that incorporate our marketing templates and artwork.

Email submissions to:
Kelly Caruso at kelly.caruso@sodexo.com and Patty Pugh at patty@ideaworks.marketing.



PLANET EAT MINUTE TO WIN IT AT BETHEL UNIVERSITY

Bethel Dining began the first week of school with **Minute to Win It** games brought to campus by the **Planet Eat** resident dining promotion. The 'out of this world' games featured during the event were UFO cup stacking, Defying Gravity with balloons, Mummy Wrap with toilet paper and Face the Cookie with Oreo's on participants faces. The event was held during lunch in front of campus guests, faculty and staff. All participants won candy and a space sticker. Winners received an astronaut key chain, too! During the event the student body president even played along! All participants and viewers had a blast.



NEW!

Holidays & Celebrations

We're excited to unveil our enhanced portfolio of **Holidays & Celebrations** marketing collateral, including digital screens, social media tips and more. Use these resources to engage your customers, bringing them together to become familiar in both nationally recognized and Sodexo-specific celebrations throughout the fall.



Your **FALL** lineup includes:



holidays
& CELEBRATIONS

Marketing templates:
Visit the Campus Marketing page on Sodexo Net to access the Resident Dining Promotions Link and find Holidays & Celebrations Marketing Templates to promote these events.



HEALTH AND WELL-BEING CONNECTION

Remember that **Holidays** don't have to be all about indulgence. They're also a perfect time to give back to others. Consider how you might implement healthy and mindful dishes throughout the different **Holidays**, like a plant-based Thanksgiving feast for **Friendsgiving**. Also promote how students can give back to others with activities like donating towards the **Good Vibe Food Drive**.



MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY

Every day, every meal, every location, our Customer Service training helps us deliver an "**experience that matters**" to your campus. Ask your on-site team to learn more about how we do it.



EXPERIENCES MATTER

CUSTOMER EXPERIENCE

thx:)

Trends Generating Buzz with Gen Z

Fast-paced, unique and ambitious. Of course, we're talking about Generation Z and the foods and things they love.

One way to follow what Gen Z is craving is to do just that: follow! Follow what is trending on social media to stay abreast of the latest lifestyle and dining trends impacting Gen Z's world. Here's a snapshot of some of these trends.



QR CODES ARE BACK

Once thought to be a relic of outdated technology, QR codes are back, experiencing a resurgence over the last year. Customers have welcomed the convenience and safety of using these scannable codes. **Beyond communicating your menu selections, use QR codes to personalize direct mail to parents, highlight recipes and ingredients, expand the promotional experience for customers and offer hands-on cooking demonstrations.**

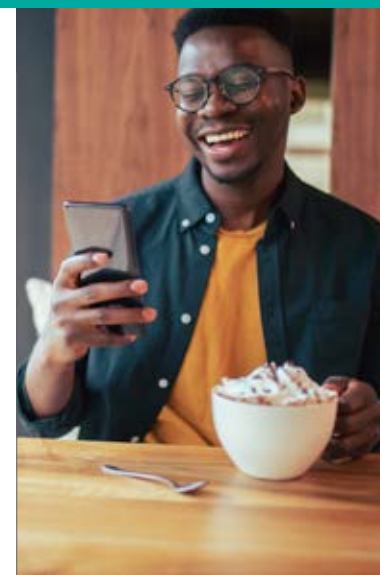
TECHNOLOGY CHANGES EVERYTHING

According to a Nestle Top 2022 Food & Beverage Industry Trends report, technology has changed the complexion of the food industry with lightning speed. Applications such as QR codes, online ordering platforms, self-service kiosks and even robotic food preparation and delivery devices are now mainstream. Another increasingly popular technological application is the use of mobile ordering. Gen Z has always been keen on using mobile ordering. **Capitalize on the growing importance of technology by publicizing your campus dining app, using myDtxt messaging to sequence offers to customers when they are most inclined to make a purchase, and leveraging digital channels to deliver relevant, timely communications to your customers' mobile devices.**



HEALTH-CONSCIOUS CAMPUS CONSUMERS

According to a 2020 report by the American Egg Board, Gen Z's food choices focus mainly on social media, convenience and health. A 2022 Instagram Trend Report revealed that 67 percent of Gen Z consumers consider the nutritional content of their food before ordering. Wellness is essential to your target customers, but so too is sustainability. An opportunity to address both priorities is through plant-based menu selections which are projected to continue to grow in popularity and availability in the commercial sector. **Capitalize on this by featuring more plant-based choices during every meal, giving your customers the option to swap out meat entrées for a meatless alternative, or creating educational videos for your social media explaining the many health and environmental benefits of plant-based dining.**



MICRO-INFLUENCERS

Micro-influencers are individuals on social media who typically have between 5,000-25,000 followers. According to Student Beans, 82 percent of students follow at least one influencer with 5k+ followers, while 45 percent agree that those with 5,000-20,000 followers are the most trustworthy. On Instagram (the chosen platform for influencers), micro-influencers have a six percent engagement rate, the highest average engagement compared to the other tiers of influencers. **Capitalize on the micro-influencers on your campus—or recruit your own. Use them to add authenticity to your program, develop relevant content to share with your customers and create a new level of interaction and engagement.**

Multiple sources were used for background and in compiling content for this article. Due to space restrictions, we are happy to provide all sourcing upon request.



SOCIAL MEDIA DOMINATES

Consider this:

- 90 percent of users have connected with a brand through a social media platform.
- Over 500 million people watch videos on Facebook's platform every day.
- TikTok passed 1 billion users in 2021.
- TikTok, Facebook, Instagram and YouTube are revolutionizing the consumer experience.



Your customers (Gen Z) are social media super-consumers. According to a YouthSight Social Media Marketing Mini-Series, young people use social media to stay connected, stay up to date on current events and for education purposes. **Expand your use of social media in your marketing outreach by including more video features, highlighting positive customer reviews and using memes (very popular with Gen Z) to entertain and educate your audience.**

SUSTAINABILITY, FRONT & CENTER

Sustainability is important to Gen Z. In a study by First Insight, about 73 percent of Gen Z consumers are willing to pay more for environmentally friendly products. A company's ecological footprint is significant to Gen Z, and they respect brands that are genuinely ecologically conscious. The Conversation Twitter Trends 2022 report identifies three key areas of conversation, one of which was The Great Restoration, where users want corporations and governments to do more to address climate change. More than **Corporate Social Responsibility (CSR), Sodexo's Better Tomorrow 2025** commitment and programs like **Not On My Watch** and **My Green Idea** will help you connect in a meaningful way with your customers. **Heavily promote these efforts to demonstrate your leadership in sustainability and Sodexo's commitment to creating a better world.**



INCLUSIVITY IN AN INTERCONNECTED WORLD

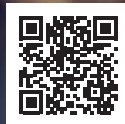
Inclusivity is a growing trend as Millennials and Gen Z are much more diverse than previous generations. The proliferation of social media has contributed to the increased demand for inclusivity and interconnectedness while figuratively shrinking our world. **Show your program's commitment to Diversity, Equity & Inclusion (DE&I) in all your marketing and outreach efforts. Publicize Sodexo's leadership in DE&I to build rapport with key stakeholders and demonstrate your understanding and support of DE&I through special programs, promotions and menu selections.**

BUILD COMMUNITY CONNECTIONS WITH MYDTXT

MyDtxt gives you the ability to drive traffic to your locations, increase your retail check average, stimulate sales during slow periods and meet with students where they consume information... on their phones!

In the ever-growing digital world, text messaging helps dining teams deliver important customer-centric marketing communications such as:

- Increasing Meal Plan Sales
- Promotions, Food Specials and Dining News
- Getting Customer Feedback



**GET STARTED AND
CREATE AN ACCOUNT!**
Sign up at mydtxt.com



**MY
DTXT**
Connect By TXT

“There are dreamers and there are planners; the planners make their dreams come true.”

— Edwin Louis Cole



MAKE YOUR DREAMS COME TRUE WITH THE **MARKETING PLAN POWER APPS!**

VISIT THE **CAMPUS MARKETING** PAGE ON **SODEXO NET** TO ACCESS ALL RESOURCES AND TRAINING FOR THE MARKETING PLAN

Better Tomorrow/ Sustainability

Make Sodexo's sustainability and social responsibility leadership and **Better Tomorrow 2025** come to life at your campus this fall by utilizing our monthly series of **Better Tomorrow** engagement activities.

FALL MONTHLY THEMES

SEPTEMBER:

Plant Powered: Where Green [Cuisine] Means Go

Raise awareness about the power of plant-based eating to satisfy student taste while also reducing their carbon footprint with ingredients that have lower greenhouse gas emissions. With plant-based tip Tweets, chef demonstrations and plant-based station takeovers, students will find more ways to satisfy their growing interest in plant-based foods.

OCTOBER/NOVEMBER:

Working Towards Eliminating Food Insecurity

Connect with students about hunger on their campus and help them be a part of the solution for the one-third of the students that are faced with food insecurity nationally. Create opportunities for students to support their peers and build their community, such as launching a meal swipe bank with our **Swipe Out Hunger** partnership, hosting a c-store **"Donate to the pantry"** promotion or hosting our **Good Vibe Food Drive**.

OCTOBER:

WasteLESS Week

Sodexo is committed to eliminating all avoidable waste to landfill by 2025 and encourages students to join our efforts during **WasteLESS Week**, where we all commit to doing more and wasting less. Hosting a **"Weigh the Waste"** event, a **"Trash-ion"** show, or even a **"Waste Buffet"** can make a big difference in building the campus culture around waste prevention.



Marketing templates:

Better Tomorrow posters, **local maps** and the **Universities Better Tomorrow Brochure** are available on Sodexo Print Management. Digital designs and promotion guides are available on the **"Better Tomorrow – Universities" Sodexo Net** page. Select the **"Better Tomorrow Resources"** drop-down and click on the **"Marketing Resources"** link to access these materials.

It's Your Turn to Set the Table and Show All You Have to Offer

Our industry has the incredible advantage of daily customer interactions and virtually no on-campus competition. But how do you really engage your customers in all that your resident dining program has to offer? By catching their attention of course! The best and most effective way to do this is by setting up an attractive table display on campus. With tabling, you can utilize Sodexo's themes, in combination with your university's menu and programs, to connect with your consumers and foster meaningful relationships with them.

But where to start? Capture the attention of your audience by setting up games like prize wheels, giant Jenga, corn hole, and more, where students can win swag and giveaways. Have tasty treats on hand to give to students who stop by. While guests are at your table, ensure that they know how to purchase a meal plan or load dining dollars and have a flash sale if they sign up for a meal plan that day. **Pro-Tip: Include a mobile registration or another way to purchase right at your table.** Try and promote a flash sale for students/parents to entice sign-up for a meal plan that day.



TIPS FOR CREATING YOUR DISPLAY

- Be sure to feature dining brochures including information on meal plans, locations, hours of service, dietitian/nutritional information, website and social media handles, as well as contact information
- Make sure you have enough VMP rack cards and flyers on hand
- Provide monthly event calendars
- Display awards and accolades the dining team has received
- Provide FAQ takeaway for parents
- Provide information on **campus dining app**
- Gifts & More flyer
- MyDtxt collateral

PRO-TIP

Get parents and students to sign up for a meal plan right at your table. Set up your automatic response as a coupon for them to visit one of your dining locations while they are on campus.

REMEMBER THE 3M'S OF TABLING

MUST

- Hand out VMP collateral
- Promote additional dining programs (event calendars, MyDtxt, **campus dining app**, etc.)
- Know your meal plans
- Smile!

MAY

- Set up games
- Have giveaways or a drawing
- Provide snacks or beverages

MAY NOT

- Sit the whole time
- Run out of collateral
- Have an empty or cluttered table
- Put your personal food or beverages on table
- Leave table unattended
- Have personal cell phones out—unless using them for the **campus dining app**



Minnesota State University-Mankato

MSU did a Halloween theme tabling promoting the **Halloween VMP promotion**, their annual Halloween-themed resident dining lunch, **campus dining app**, and offered free Vita Ice samplings. They also had a fun witch's hat toss game where they gave away lollipops.

Their VMP promotion included a limited time offer: Purchase dining dollars or an off-campus meal plan during October for a chance to win a fun **Halloween** treat bag! Their interns also dressed up at the tabling, too. Paige was a tourist and Katherine was a witch.



VMP sales results:
\$12,475

Lewis University

At Lewis University, the theme chosen for their tabling event was **The Spooky Setup**, in which they had a promotion for **Spook-tacular Savings** on Flyer Dollars, and also promoted a Sodexo Dining Survey to customers. LU even hosted a **Spooky Smoothie Bowl Pop-up**.



University of Central Missouri

Sodexo Dining at the University of Central Missouri successfully generated 70 boneless chicken wing sales and \$4,200 in dining dollars from their featured limited time offers. Additionally, their campus' **Swipe Out Hunger** campaign was able to feed nine students who have food insecurities.

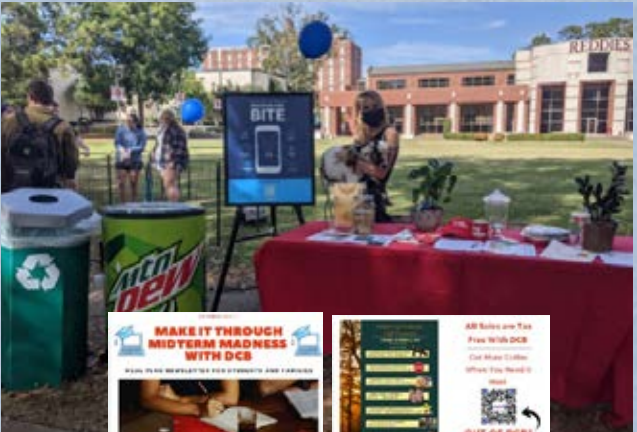


The Swipe Out Hunger campaign was able to feed **nine students who have food insecurities.**

TABLING BEST PRACTICES

Henderson State University

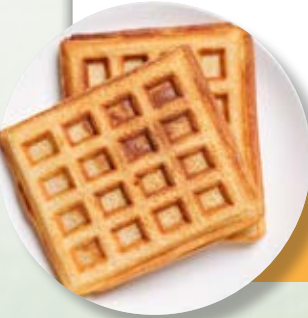
HSU organized a **Feed Our Future Fall Fest**. It featured a canned food drive throughout October to provide food for families in need. They also collaborated with groups all over their University community for an inclusive event celebrating **WasteLess Week** and **Sustainable Solutions**. At the heart of this fall festival, HSU featured a VMP table that drew a large crowd. Over 200 students and staff were able to attend between classes and more than 50 students signed up for the family news, volunteer opportunities or **campus dining app**.



Serving up Nostalgia:

Sodexo marketing leadership recall their favorite college dining memories

Campus dining programs are about more than just serving healthy and delicious food—they nurture life-long relationships with customers who often create fond memories of the people and services they enjoyed. Following, members of our campus teams from around the country share recollections of their favorite foods, fun and friendships from their university days.



While attending Northwestern State University in Natchitoches, LA., my fondest memory was the waffle machine in the dining hall. They were so huge and delicious! Just one could fill you up the entire day!

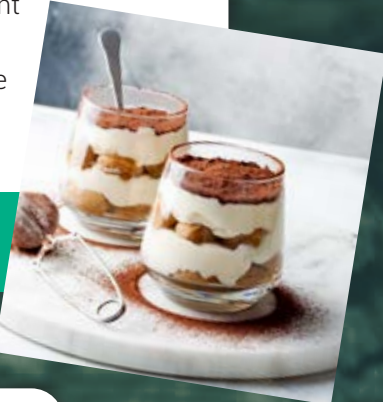
Kalen Smith

Senior Marketing Manager, Sodexo Campus



Tracy Crow

Director, Field Marketing, Sodexo Campus



Boston University, Lobster Night. Twice a year in season the resident dining would have Lobster Night. You would get a ticket, one lobster per person. A huge group of us would go and I would always give my ticket away to a friend or commuter student in our group who wasn't on a meal plan. But it was tons of fun to see everyone get excited over lobsters and dig in with butter!

Lauren Miya

Senior Marketing Manager, Sodexo Campus



After college I went to culinary school where food was pretty much it. My fondest memory of that was the constant stream of new flavors and new techniques.

We can better engage students by understanding that we can be in the driver's seat if we plan, execute and report everything and over explain the dining program before they decide it doesn't work.

Dave Trombetta

Senior Marketing Manager, Sodexo Campus

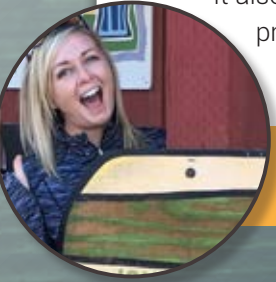


I was a student worker for the dining services at Central Michigan University and I was grateful for the opportunity to not only have a job that was on-campus (as a freshmen we couldn't have a vehicle) but also a free meal every time I worked. Once I moved off-campus those free meals become more important. As my roommates were eating Ramen and frozen dinners, I always looked forward to all the food I would get the chance to eat after my shift.

It also introduced me to other students outside my normal circle and provided an environment to create some awesome friendships!

Nicole Partee

Senior Marketing Manager, Sodexo Campus



I can remember my friends and I always loved ice cream Sundays and Chicken Tetrazzini. Everyone flocked on Sundays to get those two items because the weekend meals were the best meals!

April Simmons

Senior Marketing Manager, Sodexo Campus



I always loved the annual Winter Holiday/Christmas celebration. Of course the food and décor were amazing, but I loved that faculty and staff volunteered to pass hors d'oeuvres and interact with me and my friends. We would spend hours eating, socializing and enjoying the atmosphere.

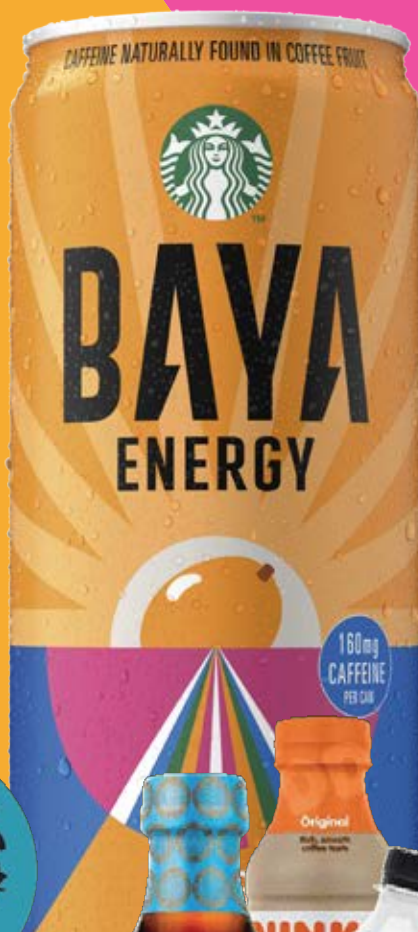
Rich Blanchard

Director, Field Marketing, Sodexo Campus



DON'T MISS OUT

ON ALL THE LATEST
DRINK TRENDS



IF YOU'RE LOOKING FOR
ENERGY, NUTRITION, HYDRATION,
OR JUST A LITTLE BIT OF FLAVOR,
WE HAVE YOU COVERED.
STOCK UP AND SAVE

**THIS PROGRAM CAN BE
IMPLEMENTED IN ANY RETAIL
SETTING IN A FEW EASY STEPS!**

1. Order your start-up kit and boxes
2. Review manager's guide and determine discount
3. Utilize marketing materials to promote offer

**ALL INFORMATION TO COMPLETE THESE STEPS CAN BE
FOUND ON SODEXO NET, KEYWORD SEARCH *BYOP*.**



BUILD YOUR
OWN 6 PACK
AND SAVE!