



Explore a New Way to Market to Students Through Mobile

Learn effective SMS
strategies and facts!

IFC

Livescribe now compatible
with Android!

Page 1

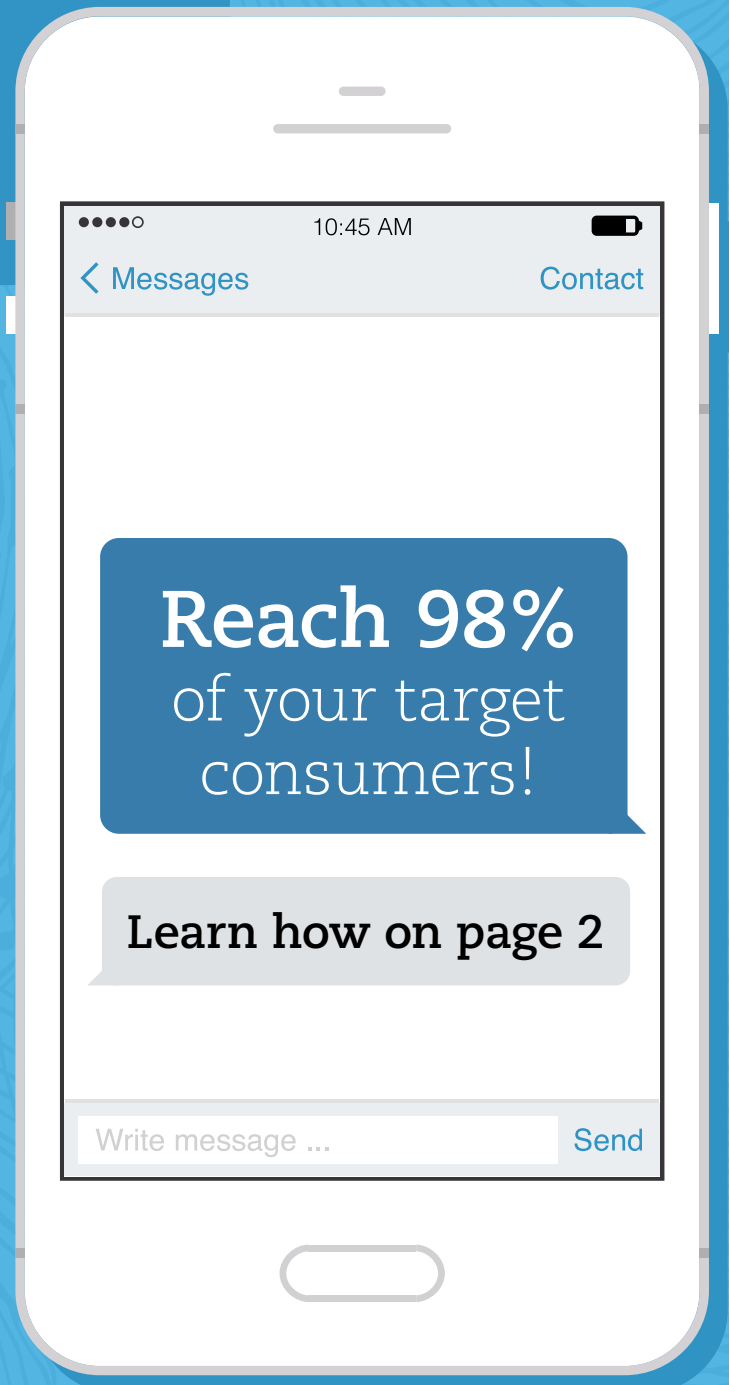
Adonit—Writing that
feels natural

Page 4

The Skullcandy Hookup—
Extreme Sound, Classic Quality

Page 5

Urban Intelligence
Sleek Collins Collection Sleeves





75% of college students use their phone during idle time at work or school (during breaks, lunch, classes, etc.). Text students during their down periods, before classes begin, and during meal times to have the most viewership of your SMS texts—remember to only text during business hours.

Source: Ed Tech Magazine



Turn Your Words Into Action

With the Livescribe 3 smartpen and the Livescribe+ mobile app, users can simply write on paper and watch it instantly appear on their tablet or smartphone. Notes become more useful when they are tagged, organized, searchable and converted to text. Users can create tasks, reminders, calendar events, new contacts and more, right from their notes. They can use the mic on a tablet or smartphone to add recorded audio that's synced with their handwriting so they can be sure they'll never miss a word. They can quickly share notes and ideas with friends and colleagues. Get more done in less time—all with just a few quick taps of a finger.

DSC# 39192 | Vendor# APX-00016 | Min 1 | SRP \$176.41 | Cost \$163.54

Beta Now Available





While College students do talk on the phone, **81% of students** text message frequently. Texting students is a low-cost way to advertise new specials, coupons or products in your store.

Source: Ed Tech Magazine



Adonit, Always Ready to Go

Jot Mini Stylus



Take notes, sketch, and navigate with the precision of the Jot Mini Stylus no screen is too small. This stylus has a mobile clip, a precision disc, and is compatible with capacitive touch screens.

Black | DSC# 66574 | Vendor# ADJM2B
Silver | DSC# 66575 | Vendor# ADJM2S
Gold | DSC# 69887 | Vendor# ADJM2G
SRP \$23.52 | Cost \$15.03

Jot Pro Stylus



Expect nothing but accuracy from the Jot Pro Stylus. This stylus is compatible with all capacitive touch screens, has a precision disc, and a mobile clip!

Black | DSC# 66576 | Vendor# ADJP3B
Silver | DSC# 66577 | Vendor# ADJP3S
Gold | DSC# 69888 | Vendor# ADJP3G
SRP \$35.28 | Cost \$22.55



Share Music Wherever You Go iLuv's Aud Mini™ Portable Bluetooth® Speaker

iLuv Ultra Slim Aud Mini Bluetooth Speaker

Share music everywhere with the slim Aud Mini. Designed for maximum portability, the Aud Mini is the same size as the iPhone® 5s and fits easily in a pocket. Although pocket-sized, the Aud Mini delivers big, full-range sound that will surprise and delight everyone. Pair mobile devices wirelessly via Bluetooth and enjoy music out loud.



Color	DSC#	Vendor#
Black	68405	AUDMINIBK
Blue	68411	AUDMINIBU
Pink	68412	AUDMINIPN
White	68414	AUDMINIWH
Yellow	68451	AUDMINIYW

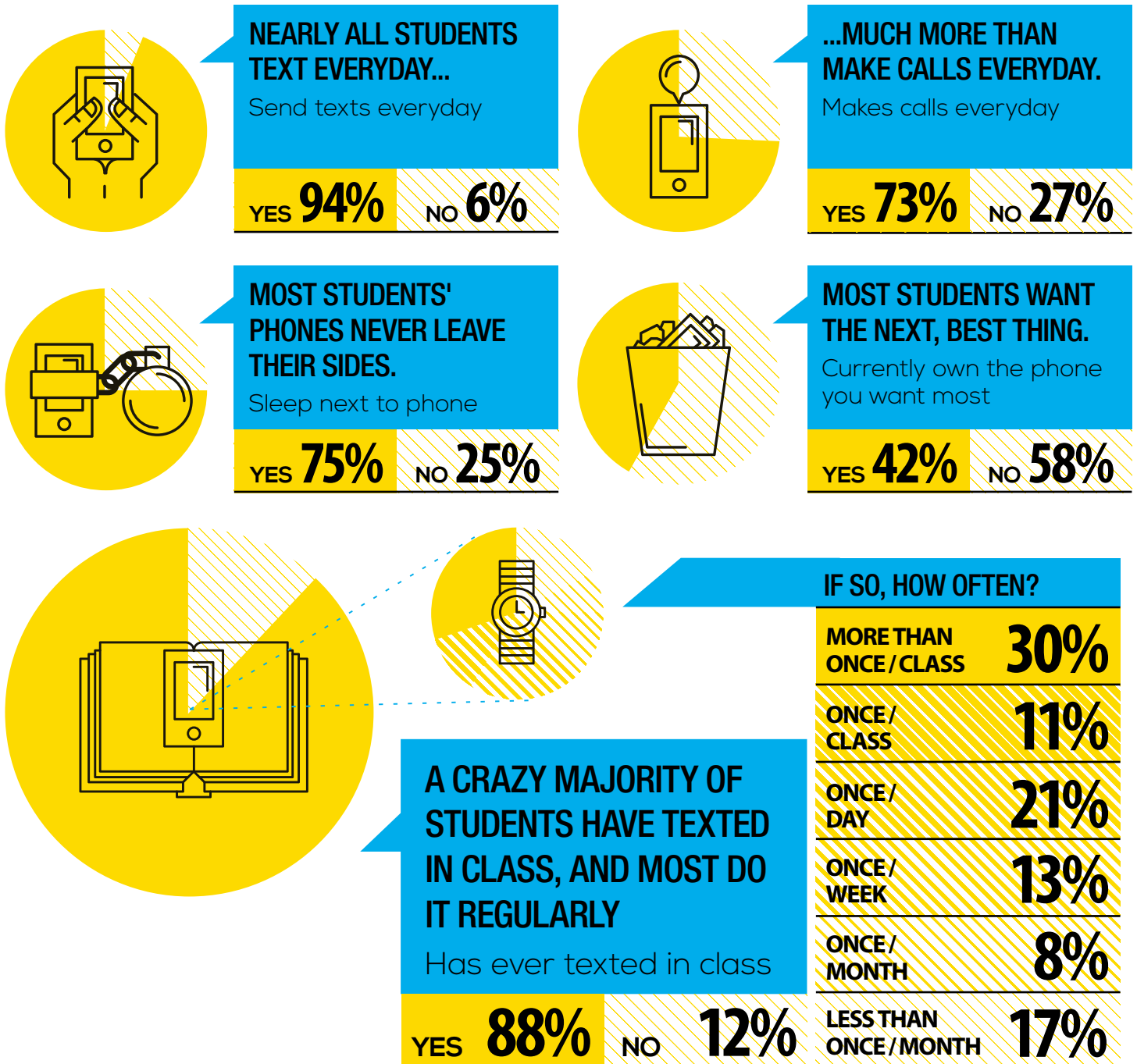
SRP \$17.64
Cost \$12.07

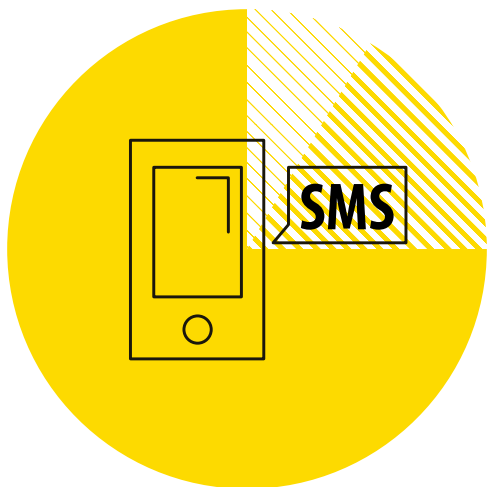


GENERATION MOBILE

CONNECTING WITH STUDENTS THROUGH SMS MESSAGING

In the last few years, mobile phones have transitioned into a requisite tool for everyday survival, especially amongst college students. As many businesses already know, creating mobile-friendly emails and websites is crucial for advertising to this demographic. SMS messaging is a frontrunner in mobile advertising and yet underutilized. Not only is it the preferred method of communication for students but it is also an extremely effective marketing tactic. See for yourself:



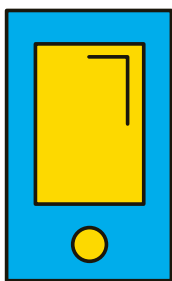


75% OF PEOPLE PREFER RECEIVING ADS VIA SMS.

SMS is the most effective marketing medium for sparking consumer action.

15% OF PEOPLE PREFER RECEIVING ADS VIA MOBILE INTERNET.

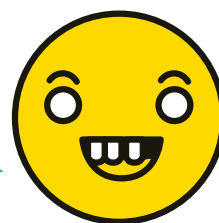
10% OF PEOPLE PREFER RECEIVING ADS VIA MOBILE APPS.



SMS COUPONS ARE **10 TIMES** MORE LIKELY TO BE REDEEMED AND SHARED THAN MAIL OR NEWSPAPER COUPONS.



22% OF MOBILE COUPONS ARE SHARED WITH AT LEAST ONE FRIEND.



Gathering mobile information may seem tricky but there are simple ways to incorporate it into everyday business practices. Add opt-in fields to your company's website, offer unique incentives or services as a sign-up bonus, or simply offer to gather student info during the in-store checkout process. When creating your SMS text ads, always be sure to include a call to action in your campaigns that creates a sense of urgency to drive that in store traffic. Finally, remember to send messages during high traffic times, use keywords and keep messages short. Retail businesses that employ text marketing use it as both an inexpensive yet highly effective means of marketing to customers. College stores can use this tactic as a vital way to stay connected and stay relevant with their students in today's exceptionally mobile world!

Sources: SlickText.com; HackCollege.com



Creating a “limited time” text message such as “get 20% off your next visit—claim within the next 24 hours” will give students a sense of urgency. Including a deadline causes students to feel like they should act now and not miss out on special offers.

Source: Social Media Today

THE SKULLCANDY HOOK UP



EXTREME SOUND,
CLASSIC DESIGN



Comfort and sound are the fundamentals of Grind headphones. The plush foam ear pads combined with unmatched sound leaves students and faculty alike wearing these headphones all day long. Users can control their music and calls with one easy button. Just tap and go with the Grind headphones.

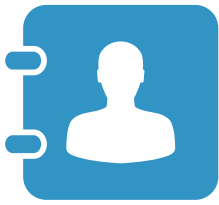
Features:

- + Unmatched, extremely smooth sound with powerful bass
- + Crown comfort inserts
- + Foam ear pillows for all day comfort
- + Tap Technology, control music with one button
- + Available in a variety of iconic colors

Color	DSC#	Vendor#
Black	67925	S5GRHT-448-C
White/Black	67926	S5GRHT-472-C
Americana	67927	S5GRHT-470-C
Ill Famed Royal	67928	S5GRHT-454-C
Explore	67929	S5GRHT-467-C
Against the Grain	67930	S5GRHT-471-C

Min 1 | SRP \$82.34 | Cost \$36.10





Get permission! You must have permission from subscribers in order to send them text messages. Have written consent by asking students for their number during the check out process. If you already have a database of numbers, give the option of opting-in.

Source: Inc.com



PKG Dri Collection Stuff Sleeve

The LS01 is a remake of our classic ultra-portable STUFF sleeve. It features our DRI waterproof and breathable exterior, a custom interior lining, 2 large zippered outer pockets for digital devices, pens, keys, etc., a high density padded main compartment big enough for a tablet, netbook or laptop and extra papers, and an integrated handle for easy carrying.



Color	DSC#	Vendor#	Min	SRP	Cost
Blue 13in	59151	PKG LS01-13-DRI-BLU	4	\$58.82	\$30.99
Dark Gray 13in	59154	PKG LS01-13-DRI-DGRY	4	\$58.82	\$30.99
Green 13in	59158	PKG LS01-13-DRI-GRN	4	\$58.82	\$30.99
Light Gray 13in	59159	PKG LS01-13-DRI-LGRY	4	\$58.82	\$30.99
Plaid 13in	59184	PKG LS01-13-DRI-PLBL	4	\$58.82	\$30.99
Black 13in	68557	PKG LS01-13-DRI-BLK	4	\$58.82	\$30.99
Light Gray 15in	68558	PKG LS01-15-DRI-LGRY	4	\$58.82	\$30.99
Black 15in	68559	PKG LS01-15-DRI-BLK	4	\$58.82	\$30.99

Mean, Green, & Ready to Clean



Juce Apple Scented Screen & Device Cleaner Cloths

This pack includes 2 Juce Cleaning Cloths, the recommended cloth for use with Juce Screen and Device Cleaner. Washable and reusable, these soft cloths will help keep devices smudge free.

DSC# 17220 | Vendor# AJ-SGL-CHM
SRP \$9.40 | Cost \$5.30



Juce Apple Scented Screen & Device Cleaner Kit

The ultimate Juce kit! The Screen Cleaner kit includes our 2oz Travel Pump for your devices on the go, and 8oz Pump for home or office, and 2 Juce Cleaning Cloths.

Size	DSC#	Vendor#	SRP	Cost
8oz	71551	JM-CL-K8OZ	\$29.40	\$15.66
2oz	66855	JM-CL-K2OZ	\$15.28	\$8.62



Juce Apple Scented Screen & Device Cleaner Pump

The 8oz Juce Pump is the perfect screen and device cleaning solution for the home or office. This larger bottle will make sure that there is plenty of Juce when needed.

Size	DSC#	Vendor#	SRP	Cost
8oz	71550	JM-SGL-8OZ	\$15.28	\$8.20
2oz	71549	JM-SGL-2OZ	\$9.40	\$5.30



Urban Intelligence
Sleek Collins Collection Sleeves



Brenthaven Collins Sleeve

The Collins Sleeve is custom fitted, ultra padded, and perfect for slipping inside of a larger bag while on the go. Fits MacBook Air®/Retina®/Pro® 11in/13in/15in.

Color	Size	DSC#	Vendor#
Indigo Chambray	11in	41898	1912
Indigo Chambray	13in	41897	1913
Indigo Chambray	15in	41896	1914
Charcoal	11in	41908	1934
Charcoal	13in	41909	1935
Charcoal	15in	41910	1936

SRP \$47.00
Cost \$32.33