augeo

Success story

Engaging tomorrow's talent today

A regional economic development organization partnered with Augeo to create immersive campus experiences, positioning the city as the premier post-graduation destination for students.

Unlock growth potential with us

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Future in focus

Recognizing the pivotal role that regional college graduates play in the metropolitan talent pipeline, an economic development organization sought to engage this demographic beyond traditional career fairs—highlighting the city as a premier destination for living, working and playing.

Augeo produced a series of immersive lifestyle experiences across three major universities, showcasing the city's vibrant culture and community.

highlighting culture & community

Igniting connection across campus communities

Our strategic marketing approach leveraged campus communities, partners and influencers to promote the event while seamlessly integrating corporate sponsors. Positioned in high-traffic areas during homecoming, the interactive pop-up experiences showcased local businesses—including underrepresented-owned food trucks, succulent potting stations and pickleball games.

Vibrant, eye-catching chalk art and murals directed students to the sites, while swag bags filled with city-branded giveaways and vinyl stickers created tangible connections.

This dynamic campaign drew massive crowds, gathered valuable insights and reinforced the city as a desirable post-graduation destination.

campus pop-ups