

HMV

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HMV U.S.A.

STAMFORD HARBOR PARK, 333 LUDLOW STREET, STAMFORD, CONNECTICUT 06902 TELEPHONE: (203) 969-0105 FAX: (203) 969-0144

September 8, 1993

To Whom It May Concern:

HMV has agreed to College Fest promoting their Hynes Convention Center Event in front of the store at One Brattle Square, Cambridge. Please call me with any questions at the number above ext. 322.

Thank you,

A handwritten signature in black ink, appearing to read "Erin Yasgar".

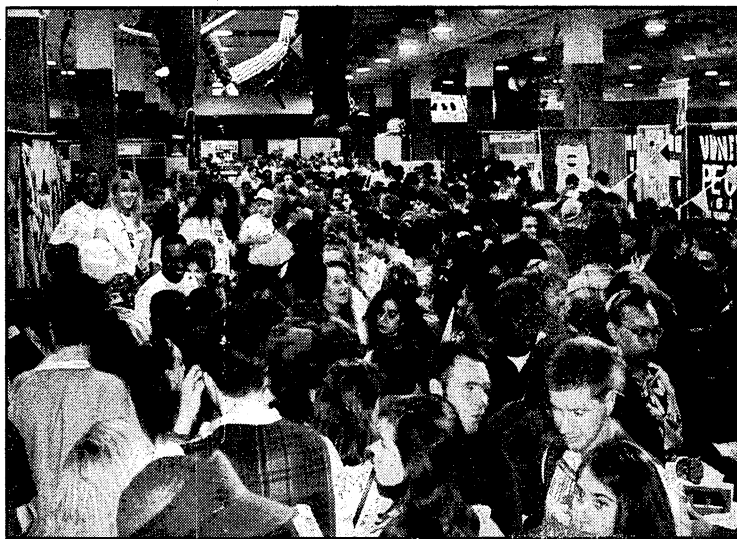
Erin Yasgar

Promotions Manager

Way More's Wild Fest

BOSTON — College Fest Boston is a two-day event that's similar to a trade show but differs in several essential ways: Nothing is sold, everything is given away, the attendees are all college students, and the place is absolutely packed.

Held at Hynes Convention Center, the fifth annual Way More Weekend drew 18,700 students from the great number of colleges and universities in and around Boston. In an atmosphere that sometimes approached the manic, it featured concerts, fashion shows, model contests, makeovers, raffles and a glut of giveaways by



redeemed for \$10 off new sneakers when an old pair (any brand) were brought in.

Reebok also asked students to go to the store to fill out a form for a Wish List contest. Students had two days to do so and would get a water bottle in return. Alavaro said 475 out of 1,000 water bottles were given out over the weekend.

Asked what she thought the exhibitors gained from showing at College Fest, Tina Barelli, a student at Bentley College, said, "I know most of

these companies have been around for a while, but I might think of going to their store or buying their things the next time I'm out shopping."

More often, though, the students weren't too concerned about the marketing ambitions of the exhibitors.

Carolyn Padilla, with her friend Isabella Glowczynski, both of Emerson College, may have summarized it best: "We came to meet people and get free stuff."

— MARYELLEN GORDON



Finalists for the Guess model search; a student giving Fossil's Hula Hoop contest a go

the 150 companies represented in 70 booths.

For the students, College Fest was like a giant Halloween party. They moved frenetically from one booth to the next, fighting their way through the crowd to grab whatever was free. At the end of each day, many of them looked like tuckered-out trick or treaters, as they sat in outer hallways of the Convention Center sorting through bags of booty.

According to Betty Fulton, president of Commonwealth Promotion Inc., the special events and marketing firm that organized the Way More Weekend, about 40 percent of the companies at the show were fashion related, about twice as many as last year.

This event has been limited so far to Boston, but Fulton said a number of other cities are being considered for future events, including Philadelphia; Washington, D.C.; Chapel Hill, N.C., and Jacksonville, Fla.

The sportswear, cosmetics and accessories firms were among the most promotional of Way More's exhibitors, and most of them ran tie-ins with area retailers, usually Filene's.

Exhibitors included Guess (jeans, athletic shoes and fragrance divisions), Marithe & Francois Girbaud, Tommy Hilfiger, Revlon, Chanel (Egoiste

men's fragrance) and Cosmair (Anais Anais and Drakkar Noir fragrances). Both YM and Seventeen exhibited, as did local retailers, including Reebok, Urban Outfitters and The Lodge. YM sponsored one fashion show each day, featuring looks from Gitano, Necessary Objects, L.A. Gear, Palmetto's, Keds, Lee Jeans and Reebok.

Although there were no direct sales of merchandise to the students, most of the apparel and beauty firms said they considered the event a success because of the exposure.

Guess was exhibiting for the second time. Students had Polaroids taken on a mechani-

The mob scene at Girbaud's booth after the firm's fashion show

cal bull in the Guess booth. They could take the pictures to Filene's and get a free Guess cap. The firm raffled off a Guess jeans jacket every hour and picked male and female winners of its Model Search Contest, who will appear in a Guess and Filene's co-op ad and win a \$1,000 wardrobe.

Marie Martin, who handles college and special events for Girbaud, a first-time exhibitor, said College Fest was "a good way to hit mass amounts of college students."

"This is our target market," she continued. "It's great exposure. We're also able to do some consumer research here and interact with the market."

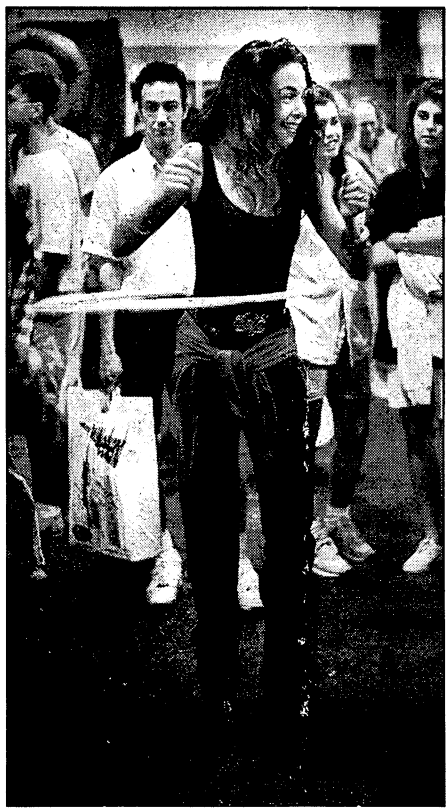
Girbaud held a daily fashion show, hurled baseball caps or Great Movement T-shirts into the crowd at random times and invited students to fill out a marketing questionnaire in exchange for a cap or T-shirt. The company also held drawings for a Girbaud "survival kit" (a Frisbee, beach towel and dog tags), and gave away coupons, redeemable at Filene's, for a compact disc featuring not only alternative music hits, but the firm's own radio commercial.

Revlon, another first-time exhibitor, held makeovers and nail manicures, gave away lipsticks and samples of Charlie fragrance, and held a drawing each hour for caps, T-shirts and the new Cindy Crawford exercise video. The firm was focusing particular attention on its new nail enamel formula and ColorStyle color cosmetics for darker-skinned women.

"We're anxious to introduce Revlon to a younger generation of consumers," said Janine Mansour, vice president of consumer promotions. "We think we have the products and the style for this market and this seemed to be a great opportunity. And it's been fabulous."

Catherine Corria, who was working in the Reebok booth, said that last year the firm gave out thousands of coupons good for a gift. About 80 percent were redeemed, said Corria.

This year, however, Reebok did not fare as well, according to Dave Alavaro, a store manager. As of Monday, only two of the coupons were



CALENDAR

Fest has it all from pure fun to hard facts

BY PAUL ROBICHEAU

Where can you register for your T pass, then peel off your shirt to show off your torso? Check out a "photo CD player" that could make home slide projectors obsolete, then ride a mechanical bull a la "Urban Cowboy?" Or talk to MTV news anchor Tabitha Soren about MTV's "Choose or Lose" election-year campaign, then get an autograph from an adult-film actress?

The answer, of course, is Boston's fifth annual College Fest, providing "Way More Weekend" this Saturday and Sunday at the Hynes Convention Center.

"It ranges from the serious to more zany things that marketers dream up," says Betty Fulton, executive producer of the event, "and the college students seem to respond to that."

There will be plenty to respond to — both in terms of information and entertainment — at the festival, which also includes fashion shows by Girbaud and YM Magazine, product samples from more than 100 companies at exhibit booths, and live music by local and national bands.

"It just seemed like the perfect event for Boston, given the 400,000 college students who are around here, and it basically brings together all the elements of the college lifestyle in one place," Fulton says. "Kids from 50 colleges and universities have the opportunity to come together in a citywide event."

The festival began at Boston University, but soon expanded beyond the boundaries of one campus. Last year, the two-day event drew 16,000 people to the Hynes — where, among other things, they saw such now-popular bands as the Spin Doctors and the Mighty Mighty Bosstones perform. About 20,000 people are expected this weekend, when they will wander rows of displays set up by student-conscious exhibitors and see another half dozen musical acts.

"Every year, we're besieged by all this local talent that wants to play at College Fest," Fulton says, noting they chose bands from about 20 which applied. "The kids are becoming more interested, it would seem, and want to make it their event."

In addition to a return performance by Irish-rooted rockers Cliffs of Dooneen (who just completed their second album), this year's musical lineup includes eight-piece rock 'n' soul group The Big Bang and alternative popsters Atlas Shrugged (both of which have roots at Berklee College of Music), along with the dark and eclectic, North Carolina-launched The Veldt and The Blue Chieftains, a honky-tonk country band from New York. A late addition is New Radiant Storm King, a post-punk rock trio of Hampshire College seniors.

Comics from Nick's Comedy Stop will also perform. A new feature at College Fest, called Club Central where area nightclub representatives will give free passes



Irish-rooted rockers Cliffs of Dooneen return to College Fest this year.

Globe staff photo/Tom Herde

to future shows.

Other entertaining activities will include the Yoo-Hoo Hollering Contest (which takes after hog-calling), the Fossil Watches Hula Hoop Twirl and the Egoiste Best Torso Competition. Guess? will offer the chance to ride a mechanical bull like the one John Travolta rode in "Urban Cowboy" or climb-in-place on a rock-climbing treadmill.

GUESS? will be joined by representatives of Reebok, the Lodge, Gitano, Seventeen Magazine, Tommy Hilfiger, Girbaud and YM Magazine as part of an increased

fashion presence at College Fest. "It also looks like we'll have participation by smaller, more alternative fashion boutiques from Newbury Street," Fulton adds. And there will also be fragrances and cosmetic promotions by Chanel, Liz Claiborne, Aramis, Revlon, Cosmair and Clairol.

The Amazing College Fest Raffle will offer the chance to win a \$2,000 music system from BOSE, a trip to London courtesy of STA Travel and Virgin Atlantic and wardrobes from GUESS? and Girbaud. College Fest's booths will provide plenty of other giveaways, from CDs and cassettes

to beverages and yogurt.

Wonder how your eyes would look if they were purple? Cambridge Eye Doctors will have an eye-color computer at the festival for those considering tinted contact lenses.

Among the new technologies to be unveiled is Kodak's new Photo CD player, which allows the user to display photos on his or her television or computer screen via a CD player that will also play regular CDs.

Among more serious exhibits are opportunities to sign up for telephone service, credit cards and a newspaper subscription. There will also be the chance to talk with MTV's Tabitha Soren regarding the popular music channel's "Choose or Lose" campaign.

"I think college students like the serious element," Fulton says. "Last year, we registered people to vote. This year, it's past the deadline, but you can still do things like buy your T pass."

"Almost everybody at College Fest is doing something interactive, and that's the fun part of it."

College Fest-Boston's "Way More Weekend" Saturday, noon to 8 p.m.; Sunday, noon to 6 p.m.; Hynes Convention Center. Admission \$5. Telephone 859-5767.

Paul Robicheau is a free-lance writer.

MARKETPLACE

FRIDAY, OCTOBER 23, 1992 B1

MARKETING

College 'Parties' Get High Marks As Sales Events

BOSTON — For \$5, Sherri Jayson got a Guess? baseball hat, a bottle of Chanel Coco perfume, a YM magazine, Schick razors, four glasses and all the Nestle Crunch candy bars and Clearly Canadian soda she could stand.

"This is so cool," squeals Ms. Jayson, a freshman at Brandeis University in Waltham, Mass., delighted with her bargains.

Five dollars was the price of admission to College Fest weekend, a marketing blitz disguised as a party and designed to draw students with freebies and such attractions as mechanical-bull rides. About 19,000 attended from more than 50 area colleges over two days at a convention center here recently. Local rock bands Cliffs of Dooneen and Big Bang blasted the students with music, while 150 companies — including Revlon Group Inc., Toyota Motor Corp. and Eastman Kodak Co., barraged them with sales pitches.

Such event marketing has become the hottest approach in selling to the tough-to-reach college crowd. Many of the 13 million students in the U.S. have spending money and are prone to duplicate the purchases of their classmates. Moreover, every satisfied college consumer is a potential buyer for decades to come.

"For the companies, there's nothing as effective as giving consumers a chance to see the product, touch the product and taste it in an atmosphere that's fun," says Tony Benis, associate producer for Commonwealth Promotion Inc., a Boston event-marketing company that created College Fest in 1985. The company charges participants \$1,500 to \$5,000 to rent booths.

'Parties' at Colleges Receive High Marks As Marketing Events

Continued From Page B1

Commonwealth Promotion has seen College Fest grow from an initial turnout of about 10,000 students and 75 companies. It plans to expand the festival to three or four other East Coast cities next year.

Advertising experts say the pitch appeals to fun-loving, otherwise-skeptical students, and is more effective than campus posters or college-newspaper ads because potential consumers can actually sample the goods.

"This is a great way to get our name out," says Merk Harbour, marketing representative for watchmaker Fossil Inc., which hosted a hula-hoop contest throughout the College Fest weekend. Instead of placing its typical advertisements in national fashion magazines to reach a wider audience, the Dallas-based company doled out 2,000 Fossil boxer shorts and 100 watches to contest winners, at a cost of less than \$5,000. "This was very cost effective and a lot easier to see a definite impact because we were able to talk to each individual about our product," says Mr. Harbour.

To compete for attention in less-racy ways, companies worked hard on providing unique entertainment. Sportswear maker Guess? Inc. set up a mechanical bull and a rock-climbing wall for students to test its athletic shoes. Bull riders donned Guess? jackets, gloves and cowboy hats, and smiled for free instant photographs that, of course, were encased in Guess? picture frames.

Revlon, a unit of MacAndrews & Forbes Holdings Inc., introduced new fingernail enamel via about 200 complimentary manicures. And beverage company Austin, Nichols & Co., a unit of France's Pernod Ricard S.A., hosted a hollering contest and certified the winner as having the biggest mouth.

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The schedule

The following is the schedule of concerts, fashion shows and raffles.

SATURDAY

1 p.m. Atlas Shrugged.
2 p.m. Fashion show-YM Magazine.
3:45 p.m. Cliffs of Dooneen.
4:45 p.m. Fashion Show: Marithe Francois Girbaud.
5:45 p.m. Comedy: Robbie Printz.
6:30 p.m. Blue Chieftains.
7:30 p.m. Raffle.

SUNDAY

1 p.m. Big Bang.
2 p.m. Fashion Show: Marithe Francois Girbaud.
2:45 p.m. The Veldt.
3:40 p.m. Guess Model Search.
3:45 p.m. Fashion Show: YM Magazine.
4:30 p.m. New Radiant Storm King.
5 p.m. Comedy: Paul Gilligan.
5:15 p.m. Raffle.

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Cambridge,

Sept 8

1993

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To the Honorable, the City Council of the
City of Cambridge MA.

The undersigned respectfully pray

CollegeFest-Kristina Robbins
NAME OF PETITIONER OR BUSINESS

LOCATED AT

171 Newbury St Boston 02116
ADDRESS OF PETITIONER OR BUSINESS

BE GRANTED PERMISSION FOR A/AN () "A" FRAMED SIGN, (☒) TABLE, () SANDWICH BOARD OR,
() DISPLAY OF MERCHANDISE.

IN FRONT OF PREMISES NUMBERED

HMV Store Harvard Sq. One Bldg. ON
ADDRESS WHERE SIGN WILL BE

Sept 21 and 22 1993 FROM 11 AM TO 5 PM.
LIST THE DAYS OF THE WEEK

[Signature]
PETITIONER'S SIGNATURE

PLEASE PROVIDE A SKETCH OF YOUR SIGN HERE

- Pass out Promotional Materials for College Fest (See brochure).
- Pass out free samples of Orange soft drink
- Pass out promotional material on Ford and Guess Jeans activities going on at College Fest.

KRISTINA ROBBINS

PRINT NAME HERE

(617) 859-5767 (CollegeFest)

TELEPHONE #

(617) 776-3051 (Home)

TELEPHONE #

ADDITIONAL

Consent Comm. # 43

W-110

Petition of Kristina Robbins, College Fest,
requesting permission to set up a table in
front of HMV Store, Harvard Square, One.
Brattle Square, to pass out promotional
material.

Copy sent to City
Manager 9/14/93

In City Council,
Sept. 13, 1993

Referred to the
City Manager
with power.