



17th October 2006

## **Rough Guides appoint Student Brand Managers**

Rough Guides today announced a new initiative to boost sales of Rough Guides in the youth and student markets with the appointment of six UK Student Brand Managers

“We’ve recruited these student brand managers in order to increase awareness and drive sales of Rough Guides to under 25s” said marketing manager Nikki Causer.

The publisher selected second-year students at six universities to act as brand ambassadors. They will concentrate on getting key messages to students during 2007 – Rough Guides’ 25<sup>th</sup> anniversary year. Commenting on their role, Nikki Causer said: “We’re particularly asking them to focus on The Rough Guide: World Party, our global festival guide and anniversary launch title published in January, on the new-look DIRECTIONS series which publishes in March and on our anniversary series, Rough Guide 25s, which we’re publishing in May.”

The managers attended a workshop at Rough Guides’ main offices in London, receiving training in some of the grassroots activities that will enable Rough Guides to get into the heart of each university campus and engage with the student market directly. “They all know we want them to get Rough Guides involved in lots of events in and around their unis and at campus bookshops, and to PR Rough Guides via student newspapers and websites,” said Causer. She continued: “We’re aiming to reinforce our strengths and brand values and ultimately create brand loyalty early on that will last their travelling lives.”

Youth Marketing agency FACE have been appointed to manage the activity. “We are delighted to be working with Rough Guides and embarking on this new scheme and look forward to making a really positive impact in the student marketplace,” said FACE Client Services Manager, Victoria Bradbury

Mark Rushmore (Edinburgh), Tegwen Morgan (Warwick), Leigh Bialick (Cardiff), Gini Middleton (Manchester), Charlotte Green (Southampton) and Roxanne Willis (Bristol), spent the day getting to know each other through a range of activities, and learning marketing & communications skills from the Rough Guides team and representatives of FACE. “I can’t wait to get started,” said Charlotte, studying English. “Rough Guides is such a great brand and it’s going to be great experience working for them.”

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