

# Decode student lingo, win with Campus Media!



Win an iPod shuffle with Campus Media and Bizcommunity.com! All you need to do is decode the student lingo seen in the last pic below and send your answer, name, contact details and company name to [mukondelelin@campusmedia.co.za](mailto:mukondelelin@campusmedia.co.za) to enter. Deadline is Monday, 13 December 2010.

## Are you "with it"?

The days of "cool", "kief" and "happening" have certainly come and gone... The way the students communicated in the '80s, '90s and even the early noughties has changed dramatically.

Campus Media showed its understanding and ability to communicate with the fickle and somewhat enigmatic student market with a recent email campaign offering marketers and brands a glimpse of how one touches base with the student youth.

Campus Media concludes this first phase of the campaign by testing the "swagger" of its followers.

Keep your eyes peeled in 2011 for more survival student lingo from Campus Media to ensure you stay in tune and "with it".

For more, visit: <https://www.bizcommunity.com>