

**2026**

**REVIVE**



**CAMPUS BRAND  
AMBASSADOR PACKAGE**



UNIVERSITY OF  
**TORONTO**  
SCARBOROUGH

**MANAGEMENT**  
Experience to Lead



**THE  
MARKETING  
GROUP**



# TABLE OF CONTENTS



<b>01</b>	<b>ABOUT THE MARKETING GROUP</b>
<b>02</b>	<b>LETTER FROM OUR CBA TEAM</b>
<b>03</b>	<b>INTRODUCTION TO REVIVE</b>
<b>04</b>	<b>OUR REACH</b>
<b>05</b>	<b>CBA ROLE DESCRIPTION</b>
<b>06</b>	<b>BENEFITS OF BEING A CBA</b>
<b>07</b>	<b>CONTACT US</b>





# ABOUT THE MARKETING GROUP

The Marketing Group (TMG) is the University of Toronto Scarborough's sole hub for all things marketing. TMG is dedicated to **bridging the gap between students and the marketing industry** by offering hands-on experiences, industry insights, and professional development opportunities. TMG hosts **three** annual flagship events that connect students with the marketing industry.

## ANNUAL STUDENT EVENTS

### REVIVE

REVIVE is our largest event, a **marketing simulation competition** with interactive challenges, networking opportunities, and an evening gala.

### TASTE OF MARKETING

Taste of Marketing is a **panel and networking night** where students explore career paths and connect with professionals.

### NEW YEAR, BETTER YOU

New Year, Better You is a **personal branding workshop** that helps students strengthen their professional presence and build confidence.

## EDI COMMITMENTS



100%

POC IN OUR  
EXECUTIVE TEAM



71.4%

WOMEN IN  
LEADERSHIP

14+  
YEARS

Serving the  
management  
community

**COMING SOON:** Office tours bridging campus and corporate, with real-world insights

Our sponsors play a **vital** role in upholding these values. By partnering with TMG, sponsors help make our events **come to life**, amplify underrepresented voices, and support initiatives that foster diverse talent in the marketing industry. Together, we create spaces where future marketers from all backgrounds can thrive.





# A LETTER FROM OUR CBA TEAM

*Dear potential Campus Brand Ambassadors,*

As our flagship event, **REVIVE**'s simulations bring marketing concepts to life in real-world scenarios. This allows students to step into the shoes of brand managers and executives to enhance their understanding of marketing strategies.

**Campus Brand Ambassadors (CBAs)** play a crucial role in effectively promoting the 2026 TMG REVIVE initiative across their respective university campuses. This role requires a dedicated and proactive approach to engaging with the student body. With your help, we aim to enhance the 2026 REVIVE experience, enhancing academic, personal, and professional growth for delegates. We invite you to apply and join us in making the 2026 REVIVE journey the most impactful and memorable!

*Sincerely,*

**2025-26 TMG CBA Team**



**JAYNUJAH  
RAVIKUMAR**

VP of Operations



**SREYA WARRIER**

VP of Internal  
Relations



**HANSON FENG**

Ambassador  
Outreach Director





# 2026 REVIVE

JAN 31<sup>ST</sup> 2026

## WHAT IS REVIVE?

REVIVE is the University of Toronto Scarborough's fastest-growing **simulation competition**, returning stronger than ever for 2026!



**100+**

STUDENT ATTENDEES  
(REVIVE 2025)



**70**

TEAMS  
(REVIVE 2025)



**20K**

CAMPUS  
IMPRESSIONS



MANAGEMENT  
STUDENT ATTENDEES

## WHAT MAKES REVIVE DIFFERENT?

Unlike traditional case competitions, REVIVE is a **unique simulation** experience designed to build and test **real-life strategic marketing** decision-making.

## HOW DOES REVIVE WORK?



Through immersive challenges powered by **BrandPRO**, a globally recognized marketing simulation used by top MBA and executive education programs



REVIVE participants step into the role of brand managers and executives



Competitors navigate market dynamics, deepening their understanding of **competitive strategy, consumer insights, and brand management.**

## REVIVE'S IMPACT

REVIVE cultivates a **diverse and dynamic environment** for aspiring marketers across Ontario.



It **connects students with mentors and industry professionals**, we equip the next generation of CMOs, strategists, and brand leaders with essential skills, experience, and networks.





# OUR REACH

The University of Toronto is the **top ranked** and **#1 most employable** university in Canada. The home of U of T's only competitive undergraduate business co-op program with **1200+** diverse students, both empower and support the leaders of tomorrow.



**700+**

**ATTENDEES AT 7  
TMG EVENTS IN  
THE PAST YEAR**



**4K+**

**ONLINE USERS  
ACROSS ALL  
PLATFORMS**



**36K+**

**VIEWS ACROSS  
ALL PLATFORMS**



**4**

**EXTERNAL  
UNIVERSITY  
ATTENDEES**





# CBA REQUIREMENTS



**Eager to socialize** with diverse groups & are well-connected on their respective campus



Update **TMG's CBA Team** with the progress of assigned tasks, and seek assistance when needed



Demonstrates a strong sense of **commitment** and follow-through, strives to meet expectations to **maximize outreach**



Passionate about promoting 2026 REVIVE to generate interest and **encourage student participation**



An outgoing individual who seeks **innovation** in promotional methods

# CBA RESPONSIBILITIES

**Promote 2026 REVIVE** through active engagement with TMG's social media content, as well as personal outreach

Collaborate with the **respective university clubs** to distribute our promotional material

**Consistent communication** with TMG's CBA team

Update the team on the **progress of promoting** 2026 REVIVE

**Answering inquiries** students may have about 2026 REVIVE





# BENEFITS OF BEING A CBA



**Free entry** into the 2026 REVIVE competition

Play a **fundamental role** in organizing and running our flagship event

Delve deeper into the **world of marketing** while optimizing outreach strategies

Opportunity to **network** with our board of directors **privately** before our REVIVE gala, including Microsoft, P&G, Unilever, and more

**Recommendation letter** from our professor

Perfect opportunity to work alongside **TMG's driven and likeminded team**





# CLOSING



As the sole hub of all things Marketing at the University of Toronto Scarborough, we are dedicated to fostering students' innovation and creativity by providing various initiatives. **We sincerely invite you to join us on our journey of progress, mission, and discovery.**

We extend our heartfelt appreciation for your interest in our **Campus Brand Ambassador** role, and we look forward to the opportunity to work with you in the future!

# CONTACT US



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[the.marketing.group](https://www.instagram.com/the.marketing.group)

