

Student Membership Campaign AAA South Jersey

This campaign was designed specifically as an awareness program, but also addressing the differentiation need. AAA South Jersey appealed to numerous members of a family through their Student Membership campaign and the clever slogan of “Send your student to college with straight AAA’s”.

For additional information this campaign, contact:

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"Send your student to college with straight AAA's"SM

Student Membership



- ★ AAA membership covers your student in ANY car
- ★ Show Your Card & Save Member Discounts
- ★ Discounted attraction & movie tickets, retail & restaurants
- ★ AAA Trip Tiks[®], maps, tour books and detailed directions
- ★ Full Service Travel and Insurance Agency

*Sign up your student
Today!*

Voorhees
856.783.4222

Sewell
856.589.6900

Vineland
856.563.0222

Beckett
856.467.6743

