

Custom Electronic Skins

Consumer's Picture + Brand's Logo = Promotional Success!

Precisely
Cut to Fit



Protects from Scratches,
Durable Long Lasting,
3M Colortec™ Vinyl

Customer's
Photo



CFS
Promotions For Now!

Brand's
Logo



Personalization Is Key to Connecting with Today's Consumers



**Brand's Logo Strategically Overlaid
on Every Custom Skin**



What is a Custom Skin Promotion?

Custom Cover for your Electronic Device

- Cover your cell phone, iPod, eReader, laptop, iPad and more
- Upload your photo, image, or design to create a skin that reflects your unique taste and personality.

Personalized Promotional Product

- Custom printed with the consumer's image
- Brand's logo strategically overlaid on every custom skin
- Cut to fit the contours and buttons of the electronic device
- Mailed via USPS to consumer within 5-business days

High-Value, Low-Cost Promotion

- Cell Phone Skin \$20 retail value
- Laptop Skin \$30 retail value

Turnkey Promotion

- Price includes: custom card printing, skin codes, skin printing, skin fulfillment, and program management.
- Custom survey and reporting – optional

Why Custom Skin Promotion?

Measure ROI

- Quantifiable, measurable, results!

Web Based Promotion

- Link the promotion off the brand's web page.
- Capture recipient's information with an inexpensive survey.

Capture Recipient's Information

- Use for future marketing initiatives
- Simply provide the questions
- Let us handle setup, data capture, and reporting
- Participants must complete prior to selecting their skin.

Easy to Execute

- Directions and code are printed on a custom gift card or included in an email.
- **Light-weight** - easy to handout, mail, or include in packaging.
- **Made in the USA** - quick turnaround

Delivering the Customers Reward

Custom Printed Gift Card

Email

4-Color Process
Front.

Size and
Thickness of a
Credit Card

Unique Code
and **Brand's**
Web Address* is
Printed on the
Back

* Optional

Green
Production
Options
Available



Delivering the Consumers Reward (cont'd)

Email Delivery

Instant Gratification.

Environmentally
Friendly

Unique Code & Web
Address Printed in
Email

Economical ... No
Printing, No Postage

Please follow these directions to redeem your custom skin.

Number of Skins: 1
Coupon Code - 3771651067
Coupon Code Expires:12-31-09

Redeeming your Laptop Skin is easy; simply follow these instructions:

- Step 1: Log onto www.xyz.com
- Step 2: Select your model from the device list.
- Step 3: Create your own design by uploading a photo, image or design
- Step 4: Add the selected skin to the cart and "Check Out".
- Step 5: Fill out mailing address form.
- Step 6: Enter your Coupon Code Click on "Submit"

Your custom printed skin will be delivered to you in a few days

Need Help? Visit our "Help" section for more details
Customer Service: <http://skinhelp.com>



Skin Redemption Process

Customer Goes On-Line

- Drive Web Traffic by Linking From the Brand's Web Page.

(Optional)
Consumers Must Complete Survey.

- Custom Survey Questions.
- Data Belongs to Promotion Sponsor Exclusively.
- Data is Provided Via Electronic File.

Customer is Redirected to the Skin Store.

- Ask how we can customize the skin store for your brand.



3. Select the manufacturer and model number you wish to skin
4. Click on "Design Now", use the designs on the site or upload your own photo's to customize
5. Add customized skin to the shopping cart and checkout
6. Enter your shipping information and Promotional Code
7. Confirm your order

Unique Skins will automatically generate an e-mail confirmation to confirm receipt of order. Custom skin shipped via USPS to the address given in 5 business days from completion of order. Promotional use only, not for resale.

Expiration Date:

Download(s): 1



Collect Consumer Data / Information for Future Marketing Purposes

Data Belongs to Promotion Sponsor
Exclusively.

Data is Provided Via Electronic File.

Customize the Registration Fields
and Questions.

The screenshot shows a registration form titled "741 You are the one." with the Windows 7 logo at the bottom. The form contains three questions, each with a text input field. The first question is "1. What College/University do you attend?". The second question is "2. What type of computer do you currently own?". The third question is "3. If cost were not an issue, which type of computer would you prefer for your next purchase? (Select One)" with four radio button options: "Apple / Mac (e.g., Tiger, Leopard, Snow Leopard, etc.)", "Windows PC (e.g., XP, Vista, Windows 7, etc.)", "Linux computer (e.g., Ubuntu, Debian, SUSE, etc.)", and "Undecided". A "SUBMIT" button is located at the bottom right of the form.

741
You are the one.

If you've seen us on the 741 tour or met with one of our campus reps and have been given a skinit* card, take a minute to answer these questions, and you'll be redirected to redeem your skinit card.

Don't have a skinit card yet? Check back with us to see other ways you can get a skinit card.

Windows 7

1. What College/University do you attend?

2. What type of computer do you currently own?

3. If cost were not an issue, which type of computer would you prefer for your next purchase? (Select One)

☐ Apple / Mac (e.g., Tiger, Leopard, Snow Leopard, etc.)
☐ Windows PC (e.g., XP, Vista, Windows 7, etc.)
☐ Linux computer (e.g., Ubuntu, Debian, SUSE, etc.)
☐ Undecided

SUBMIT

Redeeming Your Skin



Proven Results

Overall 20-60% Increase in Sales from Bundling a Custom Skin Offer to a Purchase

Retail In-Box
Skin Bundle –
20% Sales Lift
Over Forecast

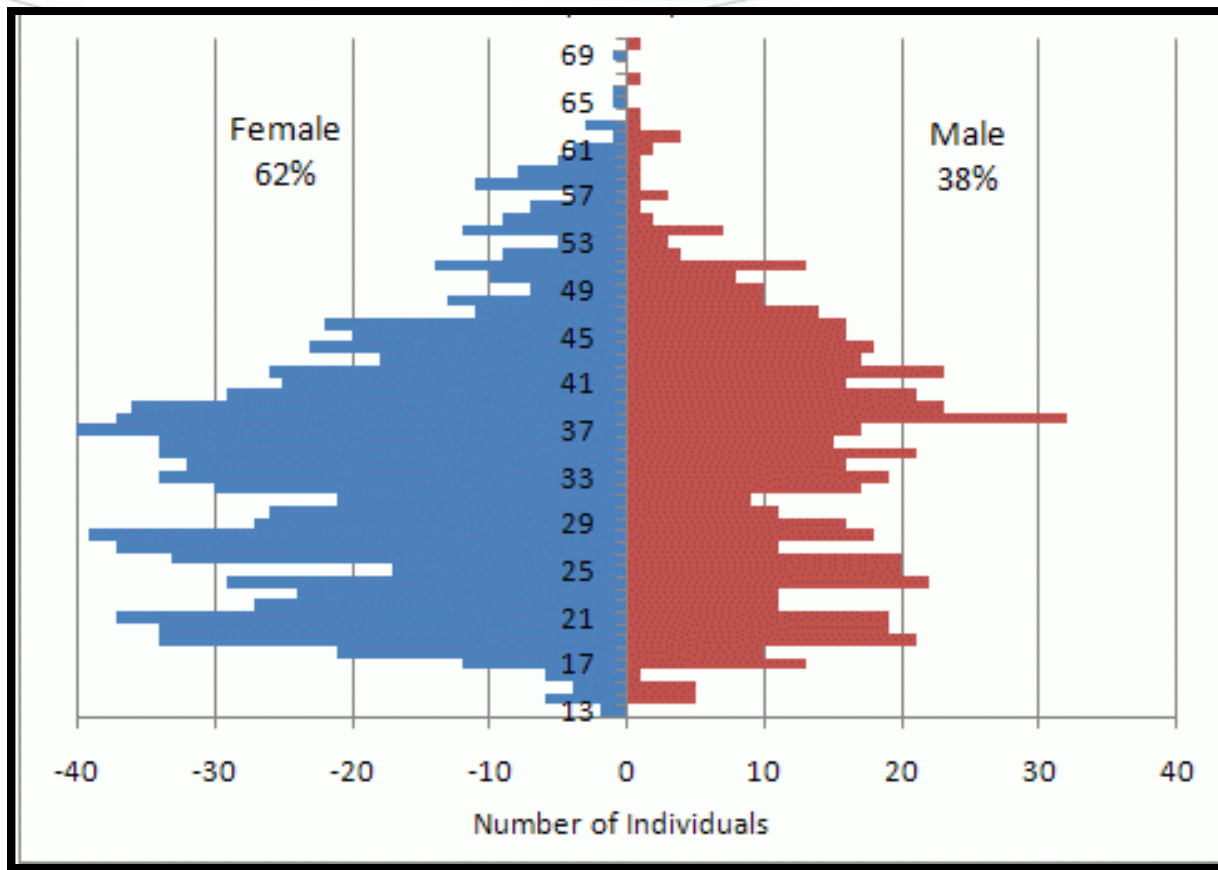
On-Line Retail
Limited Time
Seasonal Free
Skin Offer with
Purchase – 24%
YOY

Corporate
Enterprise
Campaign - 60%
Redemption Rate

Consumer
Device Launched
with Option to
Customize -
Resulted in 68%
Customized

Custom Skins – Demographics

Age and Gender



Corporate Branded Skins

- Brand supplies design/designs, which are used to create a custom skin store.
 1. Consumer receive a custom printed skin card with a unique Pin Code.
 2. Consumer goes online to select their device (select by manufacturer and model) and chooses from the brand supplied designs.
 3. Within 5-business days the selected design will be printed, precisely cut to fit the contours of the device and shipped to the consumer.
 - Ideal for promotions where the brand is not familiar with the individual consumer's device.
- Brand supplies designs and selects the devices. Skins are printed, cut, and bulk shipped to the customer for distribution
- Turn your employee laptops and cell phones into a walking billboard.



Card Based Promotion Pricing

- **Card Based Promotions** – Consumers receive a custom printed skin card with a unique Pin Code. Consumer goes online to select their device (select by manufacturer and model) and upload their photo, image, or design to create a unique look to their electronic device. Within 5-business days the custom image will be printed, precisely cut to fit the contours of the device and shipped to the consumer. Set Up Fee \$50 (C)
 - **Brand Logo Overlay** – Add the brand's logo in the lower right hand corner of each custom printed skin. Set Up Fee \$250 (F) to create brand logo overlay promotion.
 - Consumers Photo + Brand's Logo = Successful Promotion.
 - **Corporate Branded Skin Promotions** – Brand supplies design/ designs, which are used to create a custom web store. Set Up Fee – up to 3 images - \$125.00 (F) plus each additional image - \$50.00 (F).
 - Ideal for promotions where the brand is not familiar with the individual consumer's device.
 - Can be combined with the Brand Logo Overlay promotion.
 - Turn your employee laptops and cell phones into a walking billboard.

	Small Device Skins	Large Device Skins
250	\$4.99	\$8.99
500	\$4.49	\$7.99
1,000	\$3.99	\$6.99
2,500	\$3.49	\$6.49
5,000	\$2.99	\$5.99

Call for quote over 5,000

CD

Notes

- 1) 6-Month Expiration Date on cards.
- 2) Above prices do not apply to fundraising, point redemption programs, or employee equipment branding programs.

Bulk Skin Pricing

- **Bulk Print and Ship** – Brand provides designs and selects the devices. Skins are printed, cut, and bulk shipped to the customer for distribution.
 - Can have multiple designs and can select multiple devices in reaching quantity breaks

	iPods/MP3/ Cell Phones	All Netbooks	All iPads	All 13" Laptops	All 15" Laptops	All 17" Laptops
100	\$5.92	\$9.23	\$8.15	\$9.62	\$13.23	\$14.62
250	\$4.17	\$8.69	\$7.70	\$8.85	\$12.31	\$14.23
500	\$3.50	\$8.46	\$7.30	\$8.69	\$11.92	\$13.85
1,000	\$2.50	\$8.23	\$7.00	\$8.54	\$11.54	\$13.46
2,500	\$2.00	\$8.08	\$6.75	\$8.38	\$10.38	\$13.08
5,000	\$1.83	\$7.69	\$6.55	\$8.08	\$10.00	\$12.69

Call for quote over 5,000.

C 5D

\$50(C) Set Up