

Your Logo

# Skin Overlay Promotion

24x7 Branding

Your Logo

skinit

# Personalization on demand is key to connecting with today's customers

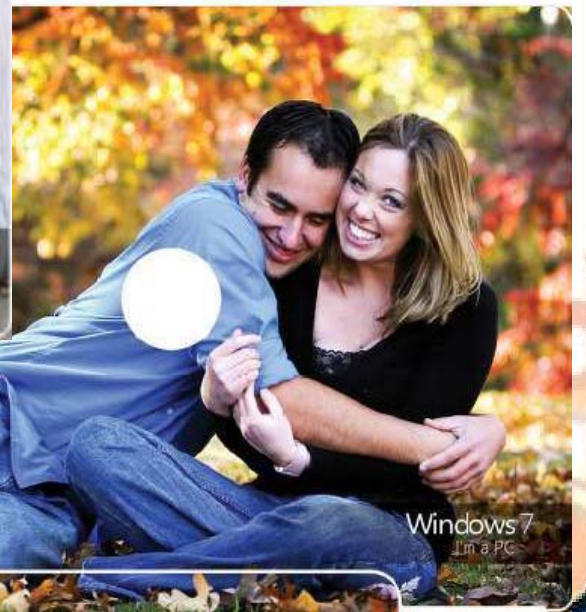


Customer's Picture + Brand Logo = Successful Promotion

# Reinforce Your Brand – Every Time Customer's Cell Phone, iPod, or Laptop is Seen



# Create a Walking Billboard ... Sure to Draw Attention



# Increase Customer Loyalty with 24 x 7 Branding



# Promotion Executive

Custom skin code can be delivered via a custom printed gift card, ink-jetted inside the product packaging, or email.

## – Custom printed gift card

- 4-color process front.
- Unique code and **brand's web address** is printed on the back
- Size and thickness of traditional gift card
- Packaging options or alternative materials - available.



# Delivering the Promotion (cont'd)

## – Ink-Jet or Email Delivery

- Environmentally friendly
- Unique code, web address, and instructions ink-jetted on the inside packaging.
- Economical ... no printing or insertion costs.

Thank you for purchasing Puppy . Please follow these directions to redeem your Laptop Skin.

Number of Laptop Skins: 1  
Coupon Code - 3771651067  
Coupon Code Expires:12-31-10

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

Step 1: Log onto [www.xyz.com/skin](http://www.xyz.com/skin)

Step 2: Enter your Coupon Code

Step 3: Select your cell phone model from the device list.

Step 4. Upload your digital photo to create your own design.

Step 5. Add the selected skin to the cart and "Check Out".

Step 5. Fill out mailing address form.

Step 6: Click on "Submit" and your Cell Phone Skin will be delivered to you via UPS Innovations.

Need Help? Visit our "Help" section for more details

Customer Service: 1-866-853-9793

Customer Service: <http://support.Skin.com>



# Custom Skin Redemption Process – Step 1

- Customer logs onto a custom skin store to upload their picture and select their phone model

The screenshot displays the Scotchprint website interface for creating custom skins. At the top, a banner reads "Turn Your Favorite Photos into Skins" and features a "Get Started" button. Below this, a "SKIN FACTS" section highlights three key benefits: "Perfect fit" (skins designed for a perfect fit on consumer electronics), "Easy to apply, easy to remove" (using 3M Comply Adhesive technology), and "High-quality print" (using state-of-the-art digital printing for vibrant colors). The Scotchprint logo is also visible. On the right side, a navigation menu includes "ENTER PIN CODE", "UPLOAD YOUR ARTWORK", and "NEED IDEAS?". A blue oval labeled "Your Logo" is positioned at the bottom right of the page.



# Custom Skin Redemption Process – Step 2

- Customer enters their PIN# from card back

Promo Code Underneath:

Please Scratch Off

**I N S T R U C T I O N S**

1. Log on to [www.yourcompany.com](http://www.yourcompany.com)
2. Enter Promo code in box provided
3. Select laptop name and model
4. Choose design of your choice or upload your own design
5. Add to cart
6. Submit information for mailing skin to you

SkinIt! will automatically generate an e-mail confirmation to confirm receipt of order. Custom skin shipped via USPS and arrives at destination within 10 business days. Order may be tracked by entering confirmation code contained in order receipt email. Promotional use only, not for resale. Only valid in US and Canada.

Expiration Date:      SkinIt! Downloads: 1      Customer Service: 1-866-380-8100

**Turn Your Favorite Photos into Skins**

ENTER PIN CODE

UPLOAD YOUR ARTWORK

NEED IDEAS?

**SKIN FACTS**

**Perfect fit**  
SkinIt! has developed the perfect skin for all your gear. These skins have been designed to perfectly fit your consumer electronic products.

**Easy to apply, easy to remove**  
Our skins use automotive grade 3M™ Comply Adhesive technology for easy application and fast, clean removal.

**High-quality print**  
SkinIt! is using state-of-the-art digital printing technology to offer the most vibrant true colors.

**Scotchprint**  
GRAPHICS  
3M

YOUR LOGO

# Custom Skin Redemption Process – Step 3

- Customer selects their cell phone, iPod, or laptop model.
- Customer uploads their picture

The screenshot displays the Scotchprint website interface. At the top, a banner reads "Turn Your Favorite Photos into Skins" and features a "Get Started" button. Below this, a "SKIN FACTS" section highlights three key benefits: "Perfect fit" (designed for consumer electronics), "Easy to apply, easy to remove" (using 3M adhesive), and "High-quality print" (state-of-the-art digital printing). The Scotchprint logo is also visible. On the right side, there are three interactive sections: "ENTER PIN CODE" with an input field, "UPLOAD YOUR ARTWORK" with a gallery of custom skins, and "NEED IDEAS?" with a gallery of examples. A blue oval labeled "Your Logo" is positioned at the bottom right of the screenshot.

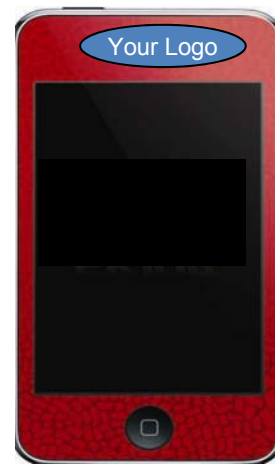
## Custom Skin Redemption Process – Step 4

- Brand's logo is added to the customer's image.
- Customer views skin proof
- Customer enters shipping address.



## Custom Skin Redemption Process – Step 5

- Custom skin is printed to custom fit the selected device model
- Custom skin is shipped to the customer via UPS Innovations.
- Customer applies the skin



## 24 x 7 Branding = Customer Loyalty

- Brand reinforced every time you view your cell phone, iPod, or laptop
- Brand becomes a walking billboard ... sure to draw attention

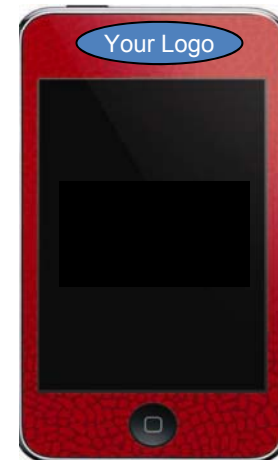


## Lift Sales With Custom Skins – Promotional Data

- Overall 20-60% increase in sales velocity from attaching a Custom Skins Offer to the purchase bundle.
  - Case Studies
    - Retail In-Box Pin card and skin bundle – 20% sales lift over forecast
    - On-Line Retail Limited Time Seasonal Free Skin offer with purchase – 24% YOY
    - Corporate Enterprise Campaign - 60% attach rate
    - Consumer device launched with option to customize resulted in 68% total customized
- Data Mining: acquiring personalization buying trends and demographics to market back to these customers with additional programs

# About Our Skins

- Fits most Cell Phones, PDAs, iPods, MP3 Players, Notebooks, iPads, Gaming Devices, USB Drives, Bluetooth headsets, and Laptop models
  - Custom cut to fit the contours & buttons of every device
  - Easy application & residue-free removal
  - Made from exclusive 3M Scotchprint<sup>®</sup> Material
- About Your Skins Promotions
    - Intuitive customer experience
    - No credit card information required
    - Good in U.S. and Canada (delivery time varies)
    - Free shipping included with Custom Skin Code



# Deliver Results with Custom Skins

- **Personalization on demand is key to connecting with today's customers**
  - Differentiating the look of one's electronics (cell phones, laptops, iPods) is one of the hottest trends.
- **High-Value Premium**
  - Cell Phone - \$20 retail value
  - Laptop - \$30 retail value
- **Turnkey promotion**

