

Bud Light Custom Skin Promotion



Bud Light Custom Skin Promotion – Objectives

Execute a high-value promotion to increase product sales and brand loyalty.

Secondary objectives:

- Drive customers to the Bud Light's web page
- Collect customer data / information for future marketing purposes
- Motivate customers to join their social media sites such as Facebook, Twitter, or LinkedIn.
- Measure ROI on their promotional spending

A custom skin promotion is a high-value, low-cost solution.

The Bud Light Custom Skin Promotion

- **In-Pack Promotion – specially marked packages will include a custom skin card good for a FREE cell phone skin.**
 - Consumers will upload a digital picture and select their cell phone model.
 - Within 5-business days a custom skin will be printed (with the customer supplied image), cut to precisely fit the contours / buttons of the device, and shipped to the customer's address.
 - Bud Light logo will be overlaid on each skin, creating 1000s of walking billboards.



Delivering the Promotion

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

– 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.

MOLSON ROCKS

on the **INSIDE**
PHONES are
all the **SAME**

PERSONALIZE your phone with a
FREE, CUSTOMIZED cover skin!

WOLF CAMERA & IMAGE
KITS CAMERA & IMAGE
RITZ CAMERA & IMAGE
ORLANDO CAMERA & IMAGE
ORLANDO'S CAMERA & IMAGE

FREE CUSTOM LAPTOP SKIN

TRUCTIONS

.bz
rm and click "Submit".
revealed via pop up screen and email.
ir email for your records.

5. Physical prize will be sent to address given on fulfillment form, within 3 business days.

Promotional use only. not for resale. Only valid in US and Canada.
Expiration Date:

Delivering the Promotion (cont'd)

– Ink-Jet 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 Bud Light. 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.Bud Light.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:

Customer Service:



Custom Skin Redemption Process

- Customer logs onto a custom skin store to upload their picture and select their phone model
- To redeem promo, recipient enters unique promo code and completes easy to mailing instructions
- Custom skin is shipped to the customer via UPS Innovations.

Turn Your Favorite Photos into Skins

ENTER PIN CODE

UPLOAD YOUR ARTWORK

NEED IDEAS?

Get Started ▶

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

CHECK OUT HOW OTHERS HAVE USED THE CUSTOMIZER >

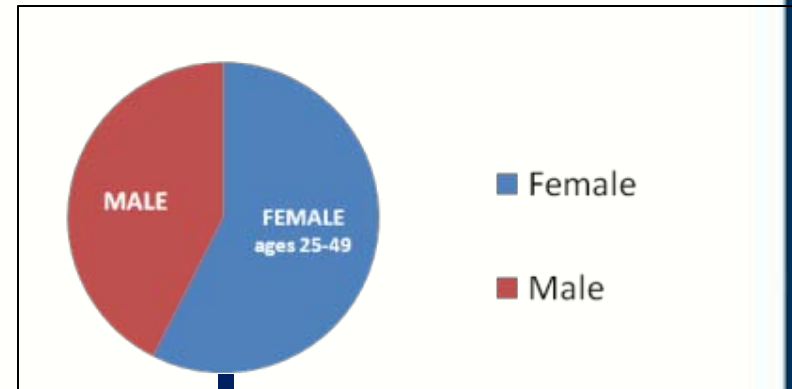
BUD LIGHT

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

Custom Skins – Demographics/ Preferences

SKINs CUSTOMIZER CORE PERSONAS



Jennifer Hughes

Name: Jennifer Hughes

Background:

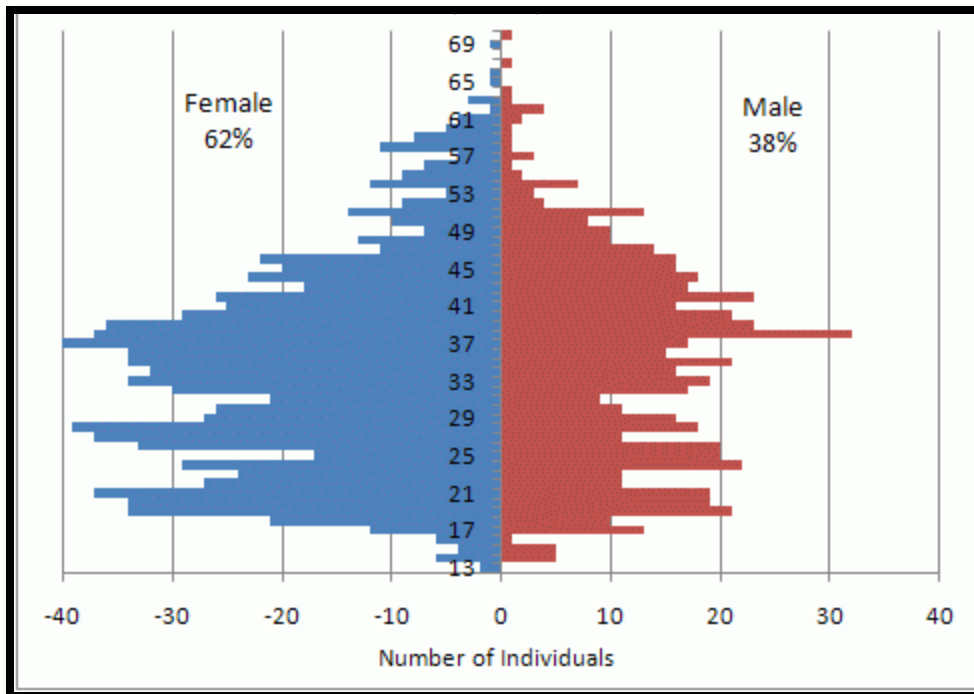
- 34 year old, married, female
- Advertising executive
- Geographic location: West coast
- Tech Savvy: Low-med
- Platform: 15" Apple iBook 2.2 GHz Dual Core, IE for Mac



Profile: Jennifer has been working her way up the ladder at Young & Roehr in Portland, OR. Jennifer has also been married for 4 years and the mother of a 14 month old daughter. Jennifer's husband is a professional services manager for IBM and travels often. Most of Jennifer's time is split between work and home. Jennifer is highly creative and enjoys making her own things. When she finds free time her hobbies are crafts (making cards and jewelry), swimming, and hosting dinners for friends.

Custom Skins – Demographics/ Preferences

Custom Skins Demographics: Age and Gender



Lifestyle

Skins Audience Interests

- Sports
- Technology
- Music
- Gaming
- Apparel
- Discussion | Chat
- Fashion
- Family
- Photography
- Special Interests
- Causes

About Our Skins Promotions

- About Our Skins
 - Fits most Cell Phone, PDA, iPod, MP3 player and Laptop models
 - Custom cut to fit the contours & buttons of every device
 - Easy application & residue-free removal
 - Made from exclusive 3M Scotchprint® Material

- About Our 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.
 - Highly visible logo is seen numerous times daily.
- **High-Value Premium - \$20 retail value**
- **Turnkey promotion**
 - Includes custom card printing, custom Skin codes, & fulfillment

