



Consumer's Choice Music/*Ringtone Downloads

*Ringtones only valid in US

What is a Music/Ringtone Download Promotion?

Choice of 3.5 Million+ Songs or Ringtones

- All labels (including Sony) & 1000's of independent artists
- All MP3 library
- Mac and PC compatible

Universal Appeal

- Transfer music to an iPod, MP3 Player, or CD once on computer
- Download ringtones to U.S. mobile phones (not valid in Canada)
- Enjoy while working, exercising, traveling for business or relaxing at home

High-Value, Low-Cost Promotion

- \$1.29 / Song retail value, promotionally priced
- \$3.99 / Ringtone value, promotionally priced

Turnkey Promotion

- Price includes: custom card printing, music codes, live customer service, and program management.
- Custom survey and reporting - optional
- Custom music store - optional

Why Music/Ringtone Download Promotions?

Web Based Promotion

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

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

High-Value Premium

- Promotionally priced

Why Utilize a Web Based Promotion?

- ◆ **Because Today's Consumers:**
 - ◆ Have a choice on how, when, and where they will engage with a brand and increasingly choose to do so online
 - ◆ are used to being entertained at the click of a mouse by everything from music and video to games and social networks
 - ◆ respect innovative marketing programs that value them as partners and participants, and that reward them for their interest and engagement



* Taken from LaunchFire White Paper: 6 Ways to Motivate Consumers

Benefits of Music/Ringtone Download Promotions

Drive Web Traffic

- Link the music download store off of the brand's webpage.

Capture Data for Future Marketing Initiatives

- Simply provide the questions
- Let us handle setup, data capture, and reporting
- Participants must complete to redeem their music or ringtones

Motivate Customers to Join Social Media Sites

- Facebook, Twitter, or LinkedIn.

Measure ROI

- Quantifiable, measurable, results!

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

Green
Production
Options
Available



Delivering the Customers 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 music downloads.

Number of Songs: 10
Coupon Code – 3771651067
Serial Number - 203630
Coupon Code Expires:12-31-11

Redeeming your songs is easy; simply follow these instructions:

1. Log on to www.incentivetracks.com.
2. Choose Music/Ringtone tab. 2 song credit = 1 ringtone, mix n' match.
3. Select music/ringtone and add to shopping cart. When finished shopping, select "Check Out".
4. Fill out short registration form. If you are already registered, enter e-mail address and password.
5. Click on "Prepaid Cards, Promotional Codes and Gift Cards". Enter your Serial # and PIN Code.
6. Click on "Submit" and follow the on-screen instructions to download your music/ringtone.

Need Help? Visit our "Help" section for more details
Customer Service: 1-866-786-9900



Music/Ringtone Download Redemption Process

Custom Goes On-Line

- Drive Web Traffic by Linking Off Brands Web Page.

(Optional) Customers Must Complete Survey.

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

Customer is Redirected to the Music Store.

- (Optional) Customized Music Download Store to Reflect Customer's Logo and Brand Image.



Neverfall

How 2 of 1

1. User-Defined Info:
 - First Name:
 - Last Name:
 - Company:
 - Phone Number:
 - Address:
 - City:
 - State/Province:
 - Zip/Postal Code:
 - Country:
 - Email address:
2. What music/Ringtone type are you interested in?
 - Music
 - Ringtone



Collect Customer Data / Information for Future Marketing Purposes

Data Belongs to Promotion Sponsor Exclusively.

Data is Provided Via Electronic File.

Customize the Registration Fields and Questions.

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Contact Information

- * First Name
- * Last Name
- Phone Number (not required)
- * Address
- Address 2
- * City
- * State
- * Zip Code
- * E-mail Address

Are you interested in graduate or undergraduate courses?

- * Graduate
 Yes
 No
- * Undergraduate
 Yes
 No
- * Current University:

http://www.lead4ward.com/georgetown/07/2009/1/23/01_404

Custom Landing Pages

- Promotion sponsor owns the content of the page
- The page is built within a Puretracks frame



Our Music Store Advantage

Web Based

- NO software to download

Consumer Friendly

- Music is transferable to your iPod® ,MP3, or CD
- Live customer service - 7 days a week
- NO credit card required for promotional downloads

Good in U.S. and Canada

Latin Music Store Available:

- www.puretrackslatin.com

Flexible

- Custom website - Optional
- Custom survey - Optional
- COPPA compliance - Optional
- Music content filter - Optional



Music/Ringtone Download Pricing

	1-Song	2-Song	3-Song	4-Song	5-Song	10-Song	20-Song
250	\$2.25	\$3.60	\$4.65	\$5.55	\$6.45	\$10.75	\$20.10
500	\$1.70	\$3.10	\$4.15	\$5.05	\$5.95	\$10.25	\$19.60
1,000	\$1.55	\$2.75	\$3.80	\$4.70	\$5.55	\$9.85	\$18.15
2,500	\$1.35	\$2.45	\$3.40	\$4.30	\$5.10	\$9.30	\$17.30
5,000	\$1.20	\$2.20	\$3.15	\$4.05	\$4.85	\$9.00	\$16.50

Call for quote over 5,000.

7C

Music Download Card Package

- Includes: music downloads or ringtones, custom printed cards, link from brand's web page, and program management

Set Up Fee

- \$50 (C)

Options

- Custom survey page - Set up, data capture, bi-weekly reports - 400(F)
- Custom music download store - \$400(F)

Promotional Markets

Banks, Colleges, Consumer Goods, Auto

Healthcare, Fitness, Insurance



Non-Profits, Real Estate, Events

Tradeshows, Employee Recruiting, Retail