

Instant Win Mystery Promotion

**An exciting way to increase customer
loyalty, sales, and brand awareness**



What is the Instant Win Mystery Promotion

Low-Cost On-line Sweepstakes

- Tailored to fit your promotion.

Add Excitement!

- Add to any music download, audiobook, or custom skins promotion.
- Tie in the chance to win iPods, Gift Cards, or other large prizes such as big screen TVs.

Turnkey Program

- Includes: mystery codes, custom branded cards, prizes, instant win engine and prize fulfillment

Everyone is a Winner!

Why the Instant Win Mystery Promotion?

Web Based Promotion

- Link the promotion off the brand's web page and capture recipient's information for future marketing.

On-Line Sweepstakes

- Everyone wants the chance to win a large prize
- Motivate participation with multiple prize levels ... everyone wins a prize
- Increase participation and accuracy of marketing data collection

Promotion Advantages

- **Easy to execute** – Directions / code are printed on a custom printed gift card.
- **Light-weight** - easy to handout, mail, or include in packaging.
- **Universal appeal** – everyone wants to win a prize.

High-Value Premium, Promotionally Priced.

- Made in the USA
- Quick to implement
- Eco-friendly Options Available

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 the Instant Win Mystery Promotion?

Drive Web Traffic

- Link the sweepstakes 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 find out what prize they have won.

Motivate Customers to join social media sites

- Facebook, Twitter, or LinkedIn.

Measure ROI

- Quantifiable, measurable, results!

Delivering the Instant Win Promotion

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



Receive up to 50 downloads



Pin Underneath
Please Scratch Off

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

ncentivetracks.com/instantwin.

liment form and click "Submit".

stantly revealed via pop up screen and email.

screen or email for your records.

is sent to address given on fulfillment form, within 3 business days.

t for resale. Only valid in US and Canada.

Delivering the Instant Win Promotion (cont'd)

Email Delivery

Instant Gratification.

Environmentally Friendly

Unique code & web
address printed in email

Economical ... no
printing, no postage

You have won either music downloads, \$20 Starbucks Gift Card, or an iPod Nano

Please follow these directions to find out what you have won.

Coupon Code – 3771651067
Coupon Code Expires:12-31-10

Redeeming your code is easy; simply follow these instructions:

- Step 1: Log onto www.incentivetracks.com/Instantwin
- Step 2: Accurately complete the registration page as all prizes will be fulfilled based on the information you provide.
- Step 3: Enter your Coupon Code
- Step 4: Enjoy your prize.

Need Help? Visit our "Help" section for more details
Customer Service:



Instant Win Redemption Process

Customer goes On-Line

- Drive web traffic by linking off brands web page.

Customers must complete registration page.

- Data collected is used for prize fulfillment.
- Data belongs to promotion sponsor exclusively.
- Data is provided via electronic file.
- Customize the registration fields

On-Line Prize Notification

- Instantly, a pop-up screen informs the customer what he or she has won and an email confirms the prize



2. Fill out the prize fulfillment form and click "Submit".
3. Your prize will be instantly revealed via pop up screen and email.
4. Please print pop up screen or 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:

Find Out What You Have Won!

Simply fill out the prize fulfillment form below and click "Submit." Your prize will be instantly revealed via pop up screen and email.

First Name*

Last Name*

Company

E-mail Address*

Home Address (No P.O. boxes, please)*

Phone Number (including area code)

PR# number from scratch-off card*

* Indicates required field

SUBMIT

Instant Win Mystery Promotion!

Congratulations!

Congratulations! You have won 2 music downloads!
To select two free songs from our incentiveTracks™ powered by PureTracks music library of 2 Million Music Tracks, please log onto to www.incentivetracks.com and follow the instructions.
Note: Please keep both your serial # and Promotion Code on hand as you will need both to redeem your free song.

Number of Songs	2
Serial Number	295229
Music Coupon Code	2094202712
Music Coupon Code Expires	6/30/2010

Customize the data / information collection for future marketing purposes

Data collected is used for prize fulfillment.

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.summerschool.georgetown.edu>

On-Line Prize Notification

Customer notified of their prize via a pop-up screen and email.

Customize the email with a coupon to drive future sales.

Music downloads are delivered as part of the prize notification. Recipients are sent promo code and redemption instructions

Physical prizes, such as iPods are fulfilled and shipped within 5 business days.



Music Download Winners

Choice of more than 3.5 million songs

- All labels and thousands of independent artists
- All MP3 library (same format as iTunes)

Download to a to an iPod, MP3 Player, other portable device

- Mac and PC compatible
- No Software or Music Player download required

Choose Music or Ringtones (2 Songs = 1 Ringtone)

Available in the U.S. and Canada

Live Customer Service



Pricing and Prize Breakouts

Instant Win Mystery Card Package

- Includes: music downloads, iPods, & \$20 Starbuck gift card prizes.

Package Price

- Includes: custom printed cards, instant win codes, online instant win engine, prizes and prize fulfillment.

Set-Up Fees

- Stock registration page / graphics, bi-weekly reports - \$400(F)
- Custom registration page / graphics, bi-weekly reports - \$200(F) per hour, minimum 3 hours

INSTANT WIN MYSTERY PROMOTION PRICING

	1-Song	2-Song	3-Song	4-Song	5-Song
500	\$1.95	\$3.35	\$4.40	\$5.30	\$6.20
1,000	\$1.80	\$3.00	\$4.05	\$4.95	\$5.80
2,500	\$1.60	\$2.70	\$3.65	\$4.55	\$5.35
5,000	\$1.45	\$2.45	\$3.40	\$4.30	\$5.10

Call for quote over 5,000.

5C

INSTANT WIN PRIZE POOL

	Music Codes	iPod Nano's	\$20 Gift Cards
500	495	2	3
1,000	990	4	6
2,500	2,475	10	15
5,000	4,950	20	30

•To determine the price for your Instant Win Mystery Promotion, simply select the card quantity and the number of songs you want included on the card from the price table above.

•To see how many iPods and gift cards are included in each package, simply look at the prize breakouts in the corresponding Prize Breakout table on the left.

Prize Options

Tailor the prizes to fit the brand's target demographic profile.

- Change the quantity and type of prizes*.
- Substitute audiobook downloads or custom skins for the music downloads.
- Substitute any gift card for the Starbucks Gift Cards
- Substitute an iPad for the iPod Nano

Increase excitement by adding a high-value prize

- HDTV
- Trip
- or cash prize.

Tailor to fit your budget and on-line sweepstakes promotion goals.

- Include your own prizes.

*** Promotion pricing adjusted based on the value of the prizes.**

Instant Win Promotion Benefits

Web Based Promotion

- Relate with today's customers.

Easy to execute

- Directions / code are printed on a custom gift card or can be delivered by email.

Universal appeal

- Flexible prize options allow the brand to target their demographic profile.

High-value, Low-cost Promotion

Turnkey Promotion

- From card production to prize fulfillment

Made in the USA

Why Digital Promotions?

**Increase customer loyalty,
sales, and brand awareness**

Drive customers
to brand's
website

Collect customer
data /
information for
future marketing
purposes

Motivate
customers to join
their social media
sites such as
Facebook,
Twitter, or
LinkedIn

Measurable ROI
on their
promotional
spending

