

# Digital Promotions

## *Retail Focus*

**NEX**  
Our Mission is YOU

**DOCKERS**  
SAN FRANCISCO

3 FREE MUSIC DOWNLOADS  
WITH PURCHASE OF 2 OR MORE LEEPS® OR DOCKERS® PANTS

YOU WIN AN IPOD SHUFFLE

PLUS: Scratch off to see if you're also the winner of an iPod Shuffle!

on the PHONE all the time

PERSONALIZE your phone with a FREE, CUSTOMIZED cover skin!

WOLF CAMERA & IMAGE KITS CAMERA & IMAGE RITZ CAMERA & IMAGE

make it. take it.

DICK'S

3 FREE song downloads on puretracks

**SHOE CARNIVAL**

NEW SHOES NEW MUSIC

SHOES NEW MUSIC

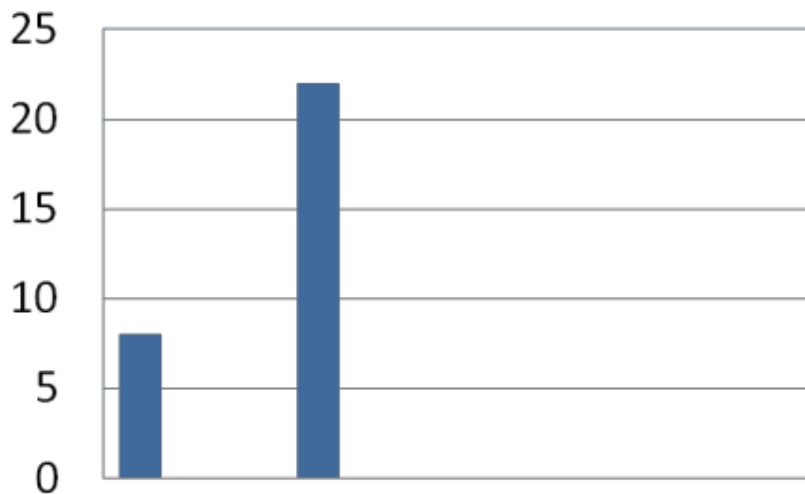


# The Digital Promotion Revolution

❖ Online promotions are expected to triple from \$8 billion to \$22 billion by 2012, outpacing all other forms of online advertising.

- According to a 2008 study by Borrell Associates

**Estimated Growth of Online Promotions\***



# Digital Promotions Goals and Objectives

- ❖ **Execute an exciting promotion that will increase sales and foot traffic, loyalty, and brand awareness.**
  - ❖ **Drive customers to the retailer's website** – link the redemption process off the retailer's website.
  - ❖ **Collect customer data / information for future marketing purposes** - add a quick, inexpensive survey, that customers must complete in order to redeem their promotional card.
  - ❖ **Motivate customers to join the retailer's Facebook** - by offering a reward upon completion.
  - ❖ **Measure ROI** – require measurable action by customers in order to receive their reward.
  - ❖ **Green Promotional Solutions** – 100% internet based solutions and green production solutions available



# Digital Entertainment Rewards

- ❖ **Music Download Cards** – Customers select from 3.5+ million songs for their iPod / digital player or ringtones for their cell phone.
- ❖ **Audiobook Download Cards** – Customers select from 75,000 books for their iPod, digital player, or cell phone.
- ❖ **Custom Electronic Skins** – Customers select from thousands of images (professional teams, college logos) or create their own design for a custom look to their iPod, cell phone, or laptop. Skins are custom printed, cut to fit the contours of each device, and shipped to the customer.
- ❖ **On-Line Sweepstakes Cards** – Prize pool tailored to maximize customer excitement, based on target demographics and promotion budget.
- ❖ **Personalized Luggage Tags** – Customers upload their photo and contact information. Two luggage tags (with straps) are custom printed, with the brand's logo and then mailed to the customer.



# Promotional Opportunities

## ❖ Gift with Purchase

- Offer – 5-Song Music Download Card with the purchase of a \$50 of back-to-school supplies.
- Offer – Online Sweepstakes with purchase of brand x jeans.
- Offer – Free Custom Skin Card with the purchase of a cell phone.

## ❖ Black Friday

- 1<sup>st</sup> 100 customers per store

## ❖ Facebook Member Acquisition Promotion

- Refer-a-Friend Promotion: rewards both the existing Facebook member who refers a friend and the friend who becomes a Facebook member. Great viral campaign

## ❖ Employee Reward Program

- Employees are the key to success. Reward employees who go above and beyond with a custom skin card.



# Delivering the Customers Reward

- ❖ Digital entertainment code can be delivered via a custom printed gift card 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
    - \* Printed on recycled plastic
    - \* Can be glue-tipped inside accompanying marketing materials



# Promotion Execution – Reward Delivery

## ❖ Email Delivery

- Instant gratification.
- Environmentally friendly
- Unique code and web address is printed in the email
- Economical ... no printing, no postage

Thank you for your recent enrollment in paperless billing. Please follow these directions to redeem your Laptop Skin.

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

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

- Step 1: Log onto [www.mediatecinc.com/skins.php](http://www.mediatecinc.com/skins.php)
- Step 2: Enter your Coupon Code
- Step 3: Select your laptop model from the device list.
- Step 4: Select the Laptop Skin design of your choice or 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 Laptop Skin will be delivered to you via UPS Innovations.

Need Help? Visit our "Help" section for more details  
Customer Service: 1-866-888-8888



# Collect customer data / information for future marketing purposes

Georgetown University

Apply Today! Visit <http://summerschool.georgetown.edu>

## CHOOSE CHANGE

THIS SUMMER AT Georgetown University.

Link yourself into Washington, DC, at Georgetown University this summer.

Learn with students from all over the world while you experience life in the nation's capital.

Network with professionals who can help you advance your career.

Enjoy the Georgetown shopping district, and parks, national monuments, museums, art, nightlife, and nearby Maryland and Virginia beaches.

Sidestep the corporate intern cube and take advantage of an opportunity that can happen only this summer at Georgetown.

**CHOOSE FROM OVER 300 COURSES**

Over 300 courses from the medical center - including 300 "MC" (Medical Center) courses and 300 "MC" (Medical Center) courses - including 300 "MC" (Medical Center) courses and 300 "MC" (Medical Center) courses.

**ADDITIONAL SPECIAL PRICING:**

Interns: Daily. The Semester in Washington Program: July - August 2007. A special package at DC Georgetown includes 300 "MC" (Medical Center) courses and 300 "MC" (Medical Center) courses.

Summer Academic and Personal Leadership Institute: 10 Weeks, June 1 - July 5, 2007. 2007 Session. For a complete list of courses, visit [summerschool.georgetown.edu](http://summerschool.georgetown.edu).

[HTTP://SUMMERSCHOOL.GEORGETOWN.EDU](http://summerschool.georgetown.edu) • 202.687.8700

**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:

❖ Customers can be required to complete a survey / registration page or view a video, in order to select their digital entertainment.

- Company determines the questions / data fields.
- Data belongs to the company exclusively.
- Data is provided via electronic file.





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

- ❖ Invite customers/prospects to join the business' Facebook page
  - as thank you, win digital incentives or other larger prizes
    - Once customer becomes Fan, they can click on your Facebook Promotion to see what they have won
    - Note: Promotion can be limited to fans of your Business Facebook page



facebook Home Profile Friends Inbox (38) Ingrid Ricks Settings

Wall Info Photos Discussion Reviews Endorse Win

Win Music Downloads, a \$20 Amazon Gift Card, or an iPod Touch! Everyone Wins!

Welcome, Ingrid Ricks!  
Test your marketing savvy with our short quiz below. Then click **Submit** to find out what you have won.

What was the Top Advertising Campaign of the 20th Century?

- Miller Lite beer, "Tastes great, less filling", McCann-Erickson Worldwide, 1974
- Nike, "Just do it", Wieden & Kennedy, 1988
- Maxwell House, "Good to the last drop", Ogilvy, Benson & Mather, 1955
- Burger King, "Have it your way", BBDO, 1973
- Volkswagen, "Think Small", Doyle Dane Bernbach, 1959
- M&M's, "M&M's in your mouth, not in your hands", Ted Bates & Co., 1954

SUBMIT

Discover the Power of 21st Century Marketing Strategies with our Blog, **BCSG Digital View**.

Learn how to:

- Engage Customers through Social Media Promotions
- Drive Sales with Digital Incentives
- Generate Leads through e-Marketing & PR



# Reward the Consumer - Music Downloads

- ❖ Customer choice of either music downloads or cellular ringtones
- ❖ All MP3 Library – same format as iTunes
- ❖ 3.5+ Million songs - all labels and thousands of independent artists
- ❖ No Software or Music Player download required
- ❖ Live Customer Service
- ❖ Latino Music Store - available



The screenshot shows the puretracks.com website interface. At the top, there's a navigation bar with the site name and links for 'My Account', 'Help', and 'Login'. Below that, there are links for '0 Items in Cart', 'Checkout', and 'Wishlist'. The main content area features a large banner for the 'Coca-Cola Fountain Music Download Promotion!'. The banner includes a thank-you message and a deadline for redemption. Below the banner, there's a 'Here's How To Get Started' section with five steps: 1. Use 'Search' or 'Browse' to find the track. 2. Add the track to the cart. 3. Fill out a registration form. 4. Enter payment details under 'Alternative Payment'. 5. Click 'apply to Balance'. A 'legend' section on the left lists options like 'Preview Song', 'Burn to CD', and 'Copy to Portable Device'.



# Reward the Consumer - Audiobook Downloads

75,000+ Titles

## Browse & Discover

### Audiobooks

- Business
- Classics
- Erotica & Sexuality
- Fiction
- History
- Kids & Young Adults
- Mysteries & Thrillers
- Romance
- Sci-Fi & Fantasy
- Self Development
- More Categories

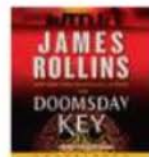
### Audio Entertainment

- Arts & Entertainment
- Comedy
- Newspapers & Magazines
- Nostalgia Radio
- Radio & TV
- Podcasts



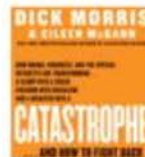
Audible offers over 60,000 titles, including best-selling audiobooks, new releases, radio shows, audio newspapers & magazines and more.

### Best-Selling Audiobooks



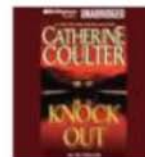
Sample < >

[The Doomsday Key \(Unabridged\)](#)  
James Rollins



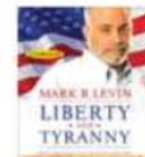
Sample < >

[Catastrophe](#)  
Dick Morris, Eileen McGann



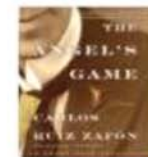
Sample < >

[KnockOut \(Unabridged\)](#)  
Catherine Couler



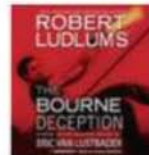
Sample < >

[Liberty and Tyranny \(Unabridged\)](#)  
Mark R. Levin



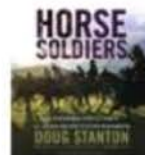
Sample < >

[The Angel's Game \(Unabridged\)](#)  
Carlos Ruiz Zafon



Sample < >

[The Bourne Deception \(Unabridged\)](#)  
Robert Ludlum, Eric Van Lustbader



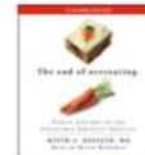
Sample < >

[Horse Soldiers \(Unabridged\)](#)  
Doug Stanton



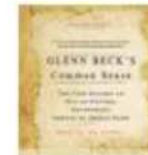
Sample < >

[Relentless \(Unabridged\)](#)  
Dean Koontz



Sample < >

[The End of Overeating \(Unabridged\)](#)  
David A. Kessler



Sample < >

[Glenn Beck's Common Sense \(Unabridged\)](#)  
Glenn Beck



# Reward the Consumer - Custom Skins

1000's of licensed images ... all professional teams, NCAA, Disney & more

## Logo Overlay Promotions



## Stock Design



# Reward the Consumer – Personalized Luggage Tags



# Reward the Consumer - On-Line Sweepstakes

- ❖ Customers must complete the registration / survey, to find out the prize they have won.
  - Customize the registration fields to capture data for future marketing initiatives.
- ❖ Combine with any of the digital reward products or a unique prize pool.
  - Mix in iPods, Gift Cards, or a Trip to add excitement and increase customer participation.
- ❖ Everyone is a winner!

**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)

PIN number from scratch-off card\*

\* Indicates required field

**SUBMIT**

**YOU'RE A WINNER!**

Free Music Downloads,  
\$20 Starbucks Gift Card,  
or an iPod Nano.  
*See back for details.*

**INSTRUCTIONS**

1. Log on to [www.incentivetracks.com/instantwin](http://www.incentivetracks.com/instantwin)
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.

Prize is void where prohibited. Only valid in US and Canada.  
Expiration Date:



# Digital Promotion Benefits

- ❖ **Web Based Promotion** – relate with today's customers.
- ❖ **Universal appeal** – multiple products allow the retailer to target their demographic profile with a meaningful reward.
  - With thousands of songs, audiobooks, and custom skins to select from, everyone will find an image to their taste.
- ❖ **High-value, Low-cost Premium**
- ❖ **Turnkey Promotion** – from card production, to survey creation / data capture / reporting, to digital entertainment delivery.
- ❖ **Made in the USA**



# Why Digital Promotions?

- Increase customer loyalty, deposits, and company brand awareness
- ❖ Drive customers to retailer'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





# Break Through Direct Mail Clutter – Plastic Gift Card Mailer.

- ❖ **Case History:** A recent 60,000 card mailing from a Multi-Chain Mexican restaurant resulted in a 5% redemption rate in just 5 days. The total program resulted in an **18% redemption rate**. This was an increase of **600% over** the same promotional offer that was mailed using standard paper postcards.

*Join us at Posados. We thought we'd make it an easy choice!*

**Posados CAFE**

**\$10.00 GIFT CARD**

**\$10 Gift For You!**

This card may be applied toward the cost of food and beverage (excluding alcohol). This card may not be exchanged for cash. No cash value. No change will be given. Taxes and gratuity are the responsibility of the recipient. For dine in only. Excludes To Go orders. May not be sold or traded. One card per table. Valid at participating locations only. Card expires October 15, 2009.

**Posados CAFE**  
3822 Ambassador Caffery Pkwy  
Lafayette LA 70503-5235

FREE STD U.S. POSTAGE PAID OKLAHOMA CITY OK PERMIT NO. 1119 072800100001

T1 P1 \*\*\*\*\*ECRWSS\*\*R034  
RESIDENT  
2223 ROBLEY DR  
LAFAYETTE, LA 70503-6609

**Posados CAFE**

Join us at Posados. We thought we'd make it an easy choice!

**Buy One Fajita Dinner (Beef, Chicken or Shrimp) Get One Free**

**\$5.00 OFF**

**\$50 Off**  
purchase of \$400.00 or more with coupon

Mac Doza has all your computer needs...

Just in time for Back to School!

Laptops as low as \$499, with coupon as low as \$359  
Desktops as low as \$499, with coupon as low as \$359  
GS Desktops as low as \$699, with coupon as low as \$550

We sell Hewlett-Packard (Laptops) and Desktop computers, at the most affordable prices, direct to the public.

**Mac Doza**  
Hector Mendez  
President

hmacdoza21@verizon.net  
Dine: 409-876-4032  
Fax: 972-840-2959

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Garland, TX 75040

A woman is shown holding several shopping bags, suggesting successful redemptions.