

Pioneer Drives Event Traffic with Music Download Mystery Promotion

Objective – Generate consumer awareness for new GPS accessory by driving summer event/festival attendees to Pioneer's event tent – where cars and trucks featuring new GPS unit were on display.

Solution – Music download mystery cards containing up to 5 free music downloads.

Promotion – During summer festival season, Pioneer handed out 200,000 music download mystery cards to festival attendees. Each card contained 1, 2, or 5 FREE music downloads. The song value on each card was revealed only after recipients completed a quick online survey.

Promotion Support / Marketing Pitch – Extensive signage at each event invited attendees to stop by Pioneer display tent to receive up to 5 FREE Music Downloads. Promotion was also marketed via radio and print advertising.



Custom Survey – Cardholders were directed to the Pioneer designated URL (on card back) where they could learn about various Pioneer GPS units. A link on the Web site directed cardholders to custom survey. Upon completion, cardholders were automatically connected to music store where they discovered value of music code and could redeem free songs.

Results – Heavy event traffic, combined with the ability to capture survey data, resulted in a subsequent re-order.

Why Pioneer Chose Music Download Cards –

1. Light weight – minimized shipping costs, easy to distribute, storage requirements, easy for attendees to take home.
2. Custom card and website reinforced the brand image.
3. Survey provided valuable customer demographics and purchase motivations.