

INSTANT WIN CUSTOM PROMOTIONS

HOW IT WORKS:

- 1 Choose the number of cards/codes you want for the promotion.
- 2 Choose prizes from our list or choose your own and let us know what they are and how many of each.
- 3 Customers receive an instant win code from a custom card or via email.
- 4 Customer goes online, completes stock or custom registration form.
- 5 Customer receives both an email and pop-up screen with their prize notification.



Red Cross "summer scratch-off sweepstakes" delivers results! Increased its potential donor database by 105,000 people, a 39% conversion rate.

How? Red Cross distributed 270,000 flyers to people who visited Red Cross locations, each featuring a mystery code guaranteed to win a prize. Most codes contained music downloads good for either one or five free songs. But there were also three iPods, 2 DVD players and a 40-inch flat screen TV up for grabs, along with coupons good for discounts at Red Cross stores. To find out what their mystery code was worth, flyer recipients were first required to log on to a Red Cross web page and complete a registration form. Upon completion, they could enter their code and instantly find out what they had won.

INSTANT WIN SELECTION PROCESS

CUSTOMIZE YOUR INSTANT WIN PROMOTION!

SELECT THE NUMBER OF INSTANT WIN CARDS

	Instant Win Cards
500	\$1.50
1,000	\$1.10
2,500	\$0.85
5,000	\$0.60

Call for quote over 5,000. (4C)
Card Set-Up - \$50.00 (C)



SELECT QUANTITY OF EACH PRIZE CATEGORY

Customer Supplied Prizes/Coupons/Non-Winners

1-Song Music Download

2-Song Music Download

3-Song Music Download

4-Song Music Download

5-Song Music Download

Small Device Skin

Any Device Skin

UNIT COST

\$0.50

\$0.85

\$1.65

\$2.50

\$3.35

\$4.15

\$3.35

\$5.35

Call for quote over 5,000. (8C)
Stock Registration Page - \$200.00 (F)
Custom Registration Page - \$200.00 (F) per hour, minimum 3 hours
Price includes Microsoft Excel reports upon request.

STOCK REGISTRATION PAGE

CUSTOM REGISTRATION PAGE