

# Digital Promotion Revolution

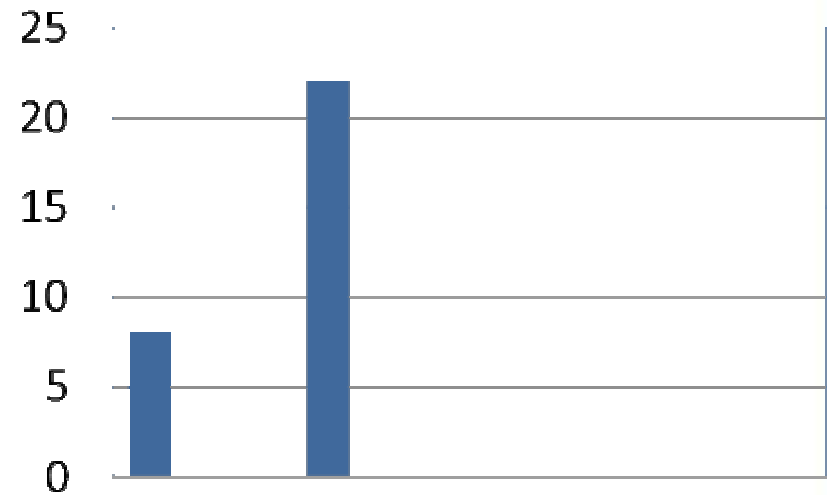
Promotions for the 21<sup>st</sup> Century



# The Digital Promotion Revolution

- According to a 2008 study by Borrell Associates, online promotions are expected to triple from \$8 billion to \$22 billion by 2012, outpacing all other forms of online advertising

**Estimated Growth of Online Promotions\***



# Why the Digital Promotion Revolution

- **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

# Why Use Digital Promotions?

**Company's goals and objectives have changed with the evolution of the internet.**

- Drive customers to the brand's web page
- Collect customer data / information for future marketing purposes
- Motivate customers to join their social media sites such as Facebook, Twitter, or LinkedIn.
- Measure ROI on their promotional spending
- **Green** promotional solutions

**Digital promotions are a high-value, low-cost solution.**



# Meeting the Promotion's Goals & Objectives

**Execute an exciting promotion that will increase customer loyalty, sales, and brand awareness.**

- **Drive customers to the company's / brand's website** – by linking the promotion off the brand's webpage, to start the redemption process.
- **Collect customer data / information for future marketing purposes** - by adding a quick, inexpensive survey, that customers must complete in order to redeem their promotional card.
- **Motivate customers to join the brand's Facebook**, by offering a reward upon completion.
- **Measure ROI** – by requiring measurable action by customers in order to receive their reward.
- **Green Promotional Solutions** – 100% internet based solutions or green production solutions (recycled & biodegradable) available

# Digital Promotional Products

Product	Description	Target Audience
<b>Music Download Cards</b>	Cardholders select from over 3.5 million songs and download to an iPod or MP3 Player.	Broad demographic appeal, from teens through seniors. A new report by Nielsen notes that of the iPhone owners in the U.S. nearly as many are over the age of 55 as are between the ages of 23-24.
<b>Audiobook Download Cards</b>	Choice of more than <b>65,000 top-selling book titles.</b> <b>Classic novels, mysteries, romance, business books ...</b>	Baby boomers, Gen X professionals Statistics show that audiobook listeners are well educated (88% are college educated), have higher incomes, hold professional positions, and tend to be 30 years or older.
<b>Cell Phone / Laptop Skin Cards</b>	Choose from over 1,000 sports, entertainment, or collegiate images / logos or can upload one's own photo or image to create a skin that reflects their unique personality.	Broad demographic appeal, from teens through age 45. Women represent 62% of consumers.
<b>On-Line Sweepstakes</b>	Cardholders go online where they complete a custom registration page. Instantly they are informed of their prize. Use of music, skins, cash, iPods, gift cards.	Broad demographic appeal, from teens through seniors. Everyone wants the chance to win something.

# 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, recycled plastic optional
- Packaging options for accompanying marketing materials - available.



# Delivering the Customers Reward (cont'd)

## – 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.skinit.com/cfs.php](http://www.skinit.com/cfs.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: 1-866-853-9793

Customer Service: <http://support.Skint.com>



# Collect customer data / information for future marketing purposes

- 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.


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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>

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

- Invite customers/prospects to join the business' Facebook page and, 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 Instant 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, 1959
- Burger King, "Have it your way", BBDO, 1973
- Volkswagen, "Think Small", Doyle Dane Bernbach, 1959
- M&M's, "Melt 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

- 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 is a navigation bar with links for 'home', 'browse', 'new releases', 'just added', 'top 100', 'gifts', and 'radio'. A search bar is located on the left side. The main content area features a large banner for the 'Coca-Cola Fountain Music Download Promotion!' with a background image of a fountain and silhouettes of people. Below the banner, there is a section titled 'Here's How To Get Started' with instructions on how to redeem the promotion. The instructions include steps for finding tracks, adding them to the cart, and completing the checkout process. The website also has a 'My Account | Help | Login' link in the top right corner and a '0 Items in Cart' indicator.

puretracks.com

My Account | Help | Login

0 Items in Cart Checkout Wishlist

home browse new releases just added top 100 gifts radio

search

Select Artist search

browse

All

Blues

Country

Electronic

Gospel

Hip Hop

Jazz

Miscellaneous

Pop

R&B

Rock

World

Classical

Puretracks Collections™

legend

Preview Song

Burn to CD

Copy to Portable Device

**Coca-Cola Fountain Music Download Promotion!**

Thank you for participating in the Coca-Cola Music Download Promotion. The promotion will be running from May 1 - June 30, or while supplies last, at participating On the Run locations. Music downloads can be redeemed until 10/31/06. If you do not have a game piece, see official rules in Legal Notice.

Here's How To Get Started

It is very important to keep your PIN and Serial Number on file. You will be unable to redeem your downloads without it.

The PIN and Serial Number will be used upon checkout instead of, or in combination with a credit card. Redeeming your Puretracks credit is easy; simply follow these instructions:

**STEP 1:** Use the "Search" or "Browse" feature to find the track or album you want to download.

**STEP 2:** Select the track/s or album and add to the cart. When finished shopping select "Check Out".

**STEP 3:** Fill out short registration form. If you are already registered, enter e-mail address and password.

**STEP 4:** Under "Alternative Payment" section, enter your Serial Code, PIN and Total Dollar amount of your Purchase. Then click on apply to Balance.

**STEP 5:**

http://www.puretracks.com/CocaColaMusic.aspx (1 of 2) 06/06 11:38:52 AM

# Music Redemption Process

- Recipients log onto Custom music store to select their songs
- Recipients select their songs and add to cart and hit checkout.
- Recipient enters unique promo code (on card back), and complete the easy to follow instructions



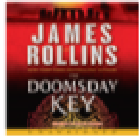

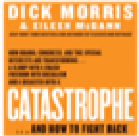



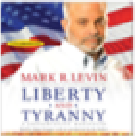



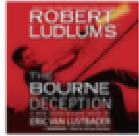









The screenshot displays the PureTracks website interface. At the top, the PureTracks logo is on the left, and a user greeting "Welcome mark. You have 0 items in your cart." is on the right. Navigation links include HOME, NEW RELEASES, E-SINGLES, TOP 100, RECOMMENDED, INDIE, GIFTS, and HELP. A secondary menu lists genres: BLUES, COUNTRY, ELECTRONIC, GOSPEL, HIPHOP, JAZZ, POP, R&B, ROCK, WORLD, and CLASSICAL. A search bar is located to the right of the main menu. Below the navigation, a large banner features a woman wearing headphones and the text "FREE MUSIC DOWNLOAD". To the left of the banner, three numbered steps are listed: 1. Browse for your track and select "add to cart". When finished shopping, select "checkout". 2. Click on "prepaid cards, promotional codes & gift cards". Enter your serial # and your pin code. 3. Click on "submit" and follow the on-screen instructions to download your music. At the bottom of the banner, a note states: "Important: Don't misplace your download codes. You can not redeem your free download without it." Below the banner, there are logos for Windows 7, Windows Media Player, and a "GET WINDOWS MEDIA PLAYER" button. On the far right, there are links for "TERMS & CONDITIONS | PRIVACY POLICY | CONTACT | ABOUT US".

# Reward the Consumer - Audiobook Downloads

65,000+ Titles

Available titles over 99,999 titles, including best-selling audiobooks, new releases, early arrivals, audio newspapers & magazines and more.

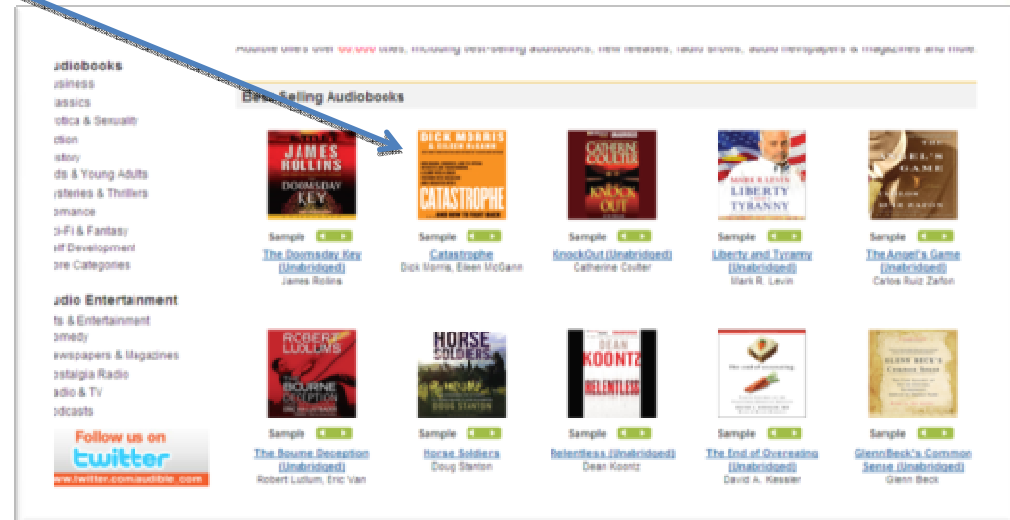
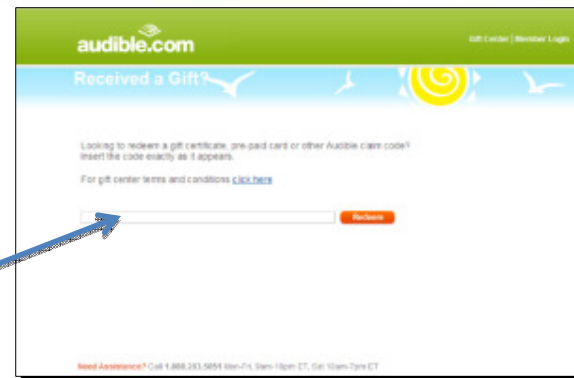
### Best-Selling Audiobooks

 <p>Sample </p> <p><a href="#">The Doomsday Key (Unabridged)</a> James Rollins</p>	 <p>Sample </p> <p><a href="#">Catastrophe</a> Dick Morris, Eileen McGann</p>	 <p>Sample </p> <p><a href="#">KnockOut (Unabridged)</a> Catherine Coulter</p>	 <p>Sample </p> <p><a href="#">Liberty and Tyranny (Unabridged)</a> Mark R. Levin</p>	 <p>Sample </p> <p><a href="#">The Angel's Game (Unabridged)</a> Carlos Ruiz Zafon</p>
 <p>Sample </p> <p><a href="#">The Bourne Deception (Unabridged)</a> Robert Ludlum, Eric Van</p>	 <p>Sample </p> <p><a href="#">Horse Soldiers</a> Doug Stanton</p>	 <p>Sample </p> <p><a href="#">Relentless (Unabridged)</a> Dean Koontz</p>	 <p>Sample </p> <p><a href="#">The End of Overeating (Unabridged)</a> David A. Kessler</p>	 <p>Sample </p> <p><a href="#">Glenn Beck's Common Sense (Unabridged)</a> Glenn Beck</p>

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[www.twitter.com/audible.com](http://www.twitter.com/audible.com)

# Audiobook Redemption Process

- Recipients log onto audiobook digital library to select their book
- To redeem promo, recipient enters unique promo code (on card back), selects book, and completes easy to follow download instructions
- Recipient enjoys hours of entertainment



# Reward the Consumer – Custom Skins

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



# Custom Skin Redemption Process

- Recipients log onto Custom Skin digital library to select their book
- To redeem promo, recipient enters unique promo code (on card back), selects cell phone or laptop model, selects image, and completes easy to mailing instructions
- Custom skin is shipped to the customer via UPS Innovations.



# 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 HDTV 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**

# On-Line Sweepstakes Prize Notification

- Instantly, a pop-up screen informs the customer what he or she has won and an email confirms the prize
- Customize the email with a coupon to drive future store traffic.
- Digital content, such as music downloads, are delivered in the email / pop-up screen. Recipients are sent promo code and redemption instructions
- Physical prizes, such as iPods are fulfilled and shipped to recipient within 5 business days.

**Instant Win  
Mystery Promotion!**

**Congratulations!**

Congratulations! You have won 2 music downloads!  
To select two free songs from our IncentiveTracks™ powered by Funstracks music library of 2 Million Music Tracks, please log onto to: [www.incentivetracks.com](http://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: 255220  
Music Coupon Code: 2004202712  
Music Coupon Code Expires: 6/30/2010

**\$10 off Next Purchase  
of \$25 or more.**  
Expires 12-31-10

**Bounce Back Coupon**

## Digital 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** – multiple products allow the brand 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.**
  - **Engage hard-to-reach Baby Boomer, Gen X Professionals, Young Adults, & Youth Markets**
- **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, sales, and company 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

