



Digital Reward Solutions for On Pack Promotions

Why Digital Rewards?

- LOW COST
- ONLINE BRANDING
- DATA CAPTURE
- RELEVANT REWARDS
- EASY TO FULFILL
- FULL METRICS

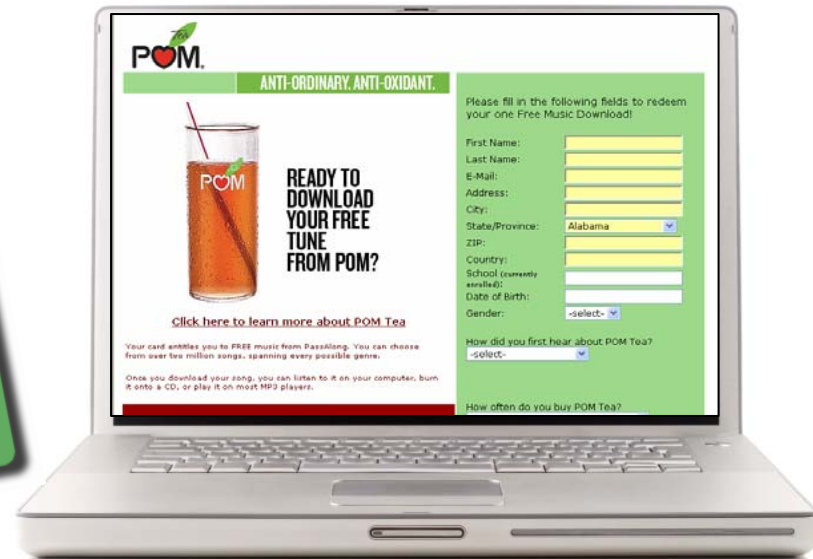


* Source: www.consumersunion.org

Why Digital?

90% of the US Population uses the Internet EVERYDAY!*

- LOW COST PREMIUMS
- EASY TO DELIVER
- FASTER RETURN
- CAPTURE DATA

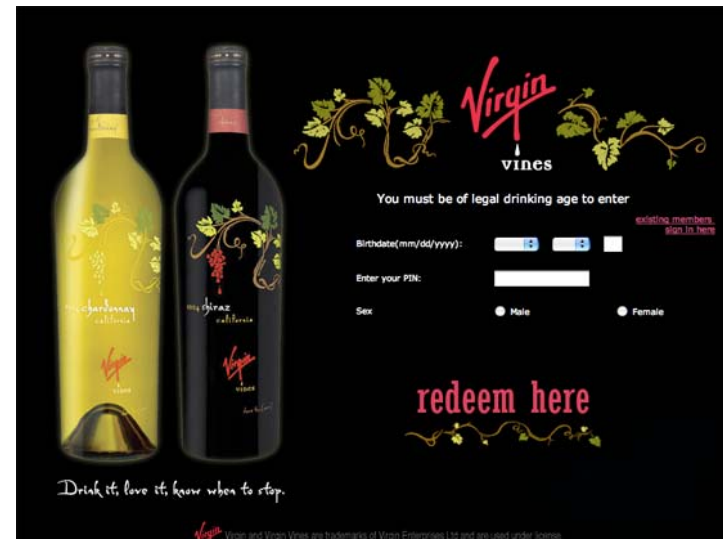
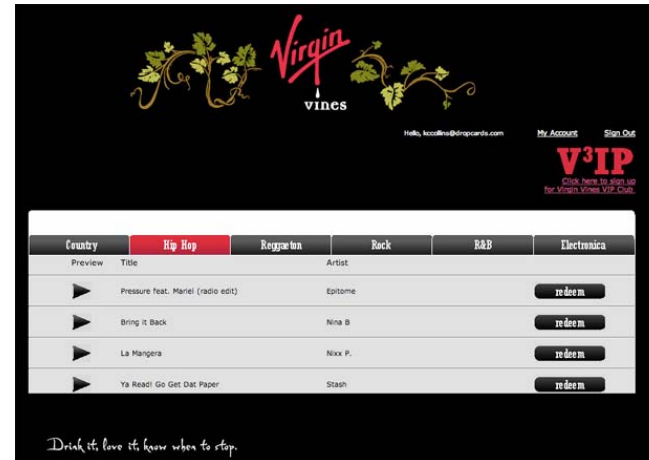
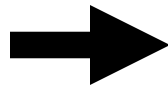


* Source: Pew Internet Reports 2007

Why On-Pack?

The vast majority of customers decide in-store which brand to buy; a decision is usually made within seconds. A digital download campaign will bring more attention to your products, resulting in increased revenue.

On-Pack Promotions can include an actual download card underneath the product's packaging, or a PIN printed directly to the product's label or under the cap. Either way, the promotion is a powerful one, **as your brand will stand out from the rest.**



Step 1: Purchase Product



Once the consumer purchases the product they will have access to a custom web url and a unique reward code.

The reward codes can be printed on a card, sticker label, on the actual package or virtually anywhere.

Step 2: Sign In Online



Custom Landing Page

By visiting the URL listed on the package or card, consumers are directed to a custom branded landing page, designed to optimize user interaction and increase visual association to the brand.



Step 3: Enter Data

A close-up of the Clorox website form. The Clorox logo is at the top left. The title "Download your free music!" is in large red font. Below the title is a red asterisk and the text "denotes a required field". There are three input fields: "First Name:", "Last Name:", and "Email Address:", each with a red asterisk. Below these is a section "At which event did you meet us?" with a dropdown menu. Below that is a section "Have you already submitted a resume" with radio buttons for "Yes" and "No". A "Submit" button is at the bottom. At the bottom of the form, it says "This service is entirely legal and there are no costs or further obligations." A large photo of a smiling young girl is on the right side of the form.

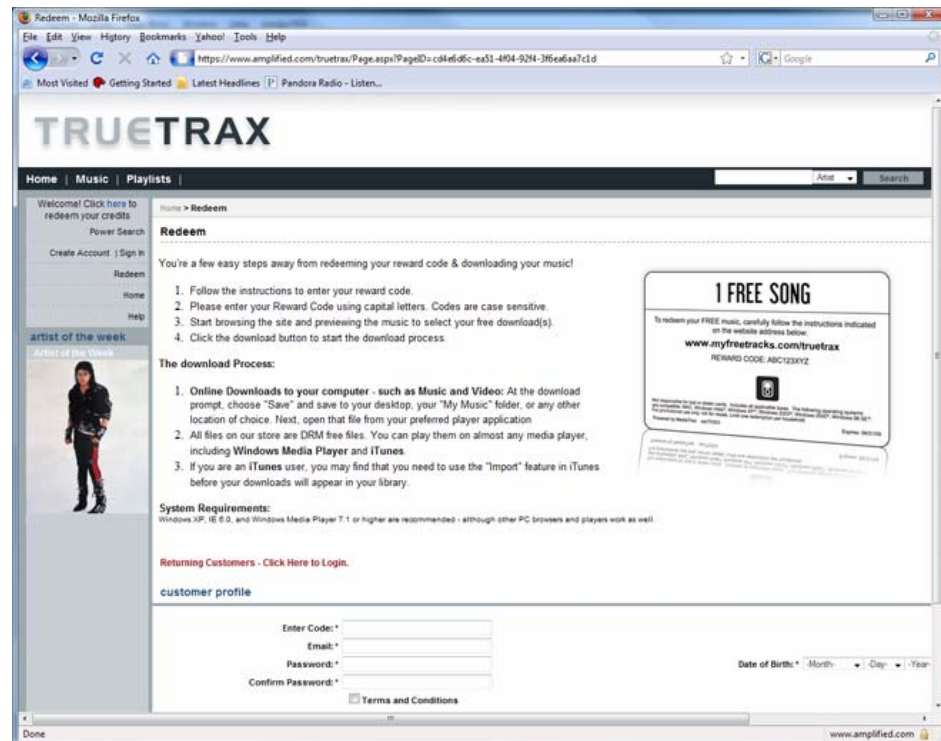
Before consumers download their FREE gift, they can be required to enter data such as their name, email address, where they shop, etc. This data is available to you with 24/7 real-time access.

After submitting data for collection, the consumer is then taken to their gift redemption site, where they enter their PIN and choose their gift.

Step 4: Redeem



Consumers enter their card's unique PIN Code and then gain access to download their free gift. All gifts have a high perceived value, and are available to you well below cost. Movie Tickets, Music, Ringtones, DVDs, Photo Prints, Magazines, and More!



Redemption Metrics: 24/7 Access



A data collection URL link (excel enabled) is accessible 24/7 for real time reporting on the data collected from your branded landing page.

	A	B	C	D	E
1	TIMESTAMP	REFERER	IP ADDRESS	email	vemail
2	1/22/2008 11:34	http://www.myfeetracks.com/bridgestone/	75.35.24.1	carriew@tictoc.com	carriew@tictoc.com
3	1/26/2008 16:10	http://www.myfeetracks.com/bridgestone/	24.56.5.172	matth@bwsj.com	matth@bwsj.com
4	1/26/2008 20:43	http://www.myfeetracks.com/bridgestone/index.php	24.56.53.224	cooterdude78@yahoo.com	cooterdude78@yahoo.com
5	1/26/2008 21:21	http://www.myfeetracks.com/bridgestone/	68.231.47.200	tjanovsky@cox.net	tjanovsky@cox.net
6	1/26/2008 23:33	http://www.myfeetracks.com/bridgestone/	71.223.252.197	dadag3@msn.com	dadag3@msn.com
7	1/26/2008 23:34	http://www.myfeetracks.com/bridgestone/	70.176.251.80	azdbackrock@hotmail.com	azdbackrock@hotmail.com
8	1/26/2008 23:49	http://www.myfeetracks.com/bridgestone/	71.223.252.197	dadag3@msn.com	dadag3@msn.com
9	1/27/2008 0:03	http://www.myfeetracks.com/bridgestone/	71.211.66.206	tylerjacob92@msn.com	tylerjacob92@msn.com
10	1/27/2008 1:36	http://www.myfeetracks.com/bridgestone/	68.3.64.204	cyndillum@yahoo.com	cyndillum@yahoo.com
11	1/27/2008 9:42	http://www.myfeetracks.com/bridgestone/	68.96.226.8	azbrudal@yahoo.com	azbrudal@yahoo.com
12	1/27/2008 17:03	http://www.myfeetracks.com/bridgestone/	66.212.52.30	terryendicott@yahoo.com	terryendicott@yahoo.com
13	1/27/2008 17:39	http://www.myfeetracks.com/bridgestone/index.php	72.222.141.109	RRedeson@msn.com	RRedeson@msn.com
14	1/27/2008 17:39	http://www.myfeetracks.com/bridgestone/index.php	72.222.141.109	RRedeson@msn.com	RRedeson@msn.com
15	1/27/2008 17:54	http://www.myfeetracks.com/bridgestone/	68.2.166.234	brigg3053@yahoo.com	brigg3053@yahoo.com
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17	1/27/2008 18:26	http://www.myfeetracks.com/bridgestone/	70.176.251.80	azdbackrock@hotmail.com	azdbackrock@hotmail.com
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19	1/27/2008 18:38	http://www.myfeetracks.com/bridgestone/	72.222.187.164	supres@yahoo.com	supres@yahoo.com
20	1/27/2008 18:53	http://www.myfeetracks.com/bridgestone/	72.201.77.89	pgood5@cox.net	pgood5@cox.net
21	1/27/2008 18:55	http://www.myfeetracks.com/bridgestone/index.php	72.222.141.109	RRedeson@msn.com	RRedeson@msn.com
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23	1/27/2008 19:10	http://www.myfeetracks.com/bridgestone/	72.201.77.89	pgood5@cox.net	pgood5@cox.net
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25	1/27/2008 19:25	http://www.myfeetracks.com/bridgestone/	70.176.151.60	joseph.swartz@hotmail.com	joseph.swartz@hotmail.com
26	1/27/2008 19:25	http://www.myfeetracks.com/bridgestone/	70.162.60.154	rm.gable@yahoo.com	rm.gable@yahoo.com
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29	1/27/2008 19:50	http://www.myfeetracks.com/bridgestone/index.php	70.176.151.60	joseph.swartz@hotmail.com	joseph.swartz@hotmail.com
30	1/27/2008 20:32	http://www.myfeetracks.com/bridgestone/	70.162.128.91	rfaico@cox.net	rfaico@cox.net
31	1/27/2008 20:41	http://www.myfeetracks.com/bridgestone/	68.0.179.34	joeschmoe@yahoo.com	joeschmoe@yahoo.com
32	1/27/2008 20:50	http://www.myfeetracks.com/bridgestone/	68.63.195.103	crooksaz@comcast.net	crooksaz@comcast.net
33	1/27/2008 22:16	http://www.myfeetracks.com/bridgestone/	72.223.30.149	rmckean@hotmail.com	rmckean@hotmail.com
34	1/27/2008 22:28	http://www.myfeetracks.com/bridgestone/	70.176.151.60	joseph.swartz@hotmail.com	joseph.swartz@hotmail.com
35	1/27/2008 22:43	http://www.myfeetracks.com/bridgestone/	70.57.105.103	resq407@yahoo.com	resq407@yahoo.com
36	1/27/2008 22:46	http://www.myfeetracks.com/bridgestone/	70.176.151.60	swartz123@cox.net	swartz123@cox.net
37	1/27/2008 22:53	http://www.myfeetracks.com/bridgestone/index.php	68.2.81.241	5johnson@cox.net	5johnson@cox.net
38	1/27/2008 23:06	http://www.myfeetracks.com/bridgestone/	75.210.74.21	hispanic_gchic@yahoo.com	hispanic_gchic@yahoo.com
39	1/27/2008 23:51	http://www.myfeetracks.com/bridgestone/	71.211.121.236	cuchy6768@msn.com	cuchy6768@msn.com
40	1/28/2008 0:25	http://www.myfeetracks.com/bridgestone/	71.223.143.108	alex_reyes100@yahoo.com	alex_reyes100@yahoo.com
41	1/28/2008 0:37	http://www.myfeetracks.com/bridgestone/	71.223.143.108	alex_reyes100@yahoo.com	alex_reyes100@yahoo.com
42	1/28/2008 0:52	http://www.myfeetracks.com/bridgestone/	71.32.49.199	eganaya1@aol.com	eganaya1@aol.com
43	1/28/2008 10:12	http://www.myfeetracks.com/bridgestone/	71.220.138.55	sjwerts@msn.com	sjwerts@msn.com
44	1/28/2008 11:01	http://www.myfeetracks.com/bridgestone/	70.212.160.165	fleiss38@hotmail.com	fleiss38@hotmail.com
45	1/28/2008 13:03	http://www.myfeetracks.com/bridgestone/	66.171.54.117	bluebirdcap@earthlink.net	bluebirdcap@earthlink.net
46	1/28/2008 13:49	http://www.myfeetracks.com/bridgestone/	69.137.180.162	peterqb7@hotmail.com	peterqb7@hotmail.com
47	1/28/2008 13:49	http://www.myfeetracks.com/bridgestone/	69.137.180.162	peterqb7@hotmail.com	peterqb7@hotmail.com
48	1/28/2008 14:00	http://www.myfeetracks.com/bridgestone/	130.13.20.196	wiznit@rcn.com	wiznit@rcn.com
49	1/28/2008 14:53	http://www.myfeetracks.com/bridgestone/	75.167.2.134	dadag3@msn.com	dadag3@msn.com

From the list above, data has been collected and stored which represents the date and time of redemption, access entry to the site, the consumer's computer IP address, name and email address.

Printing Options

Our reward codes can be printed virtually anywhere.



Code On Package



Card adhered to Package



Branded card



Code on Product

Case Study

Client: Coca Cola
Vehicle: On-Pack Promotion
Industry: Soft Drink



Coca Cola was looking for a low cost method of increasing 52oz soft drink sales at Exxon On the Run retail stores. They developed a on pack promotion offering a Free music download with a 52oz fountain purchase. The music code was printed directly on the cup. The promotion was advertised outside the retail stores and on the fountain's themselves to generate a buzz.

Results:

Coca Cola considered an 11% increase in sales a successful promotion. This promotion saw an 22% increase in fountain sales. The promotion was a success having surpassed everyone's expectations

Case Study

FREE CUSTOMIZED SKIN



FOR YOUR OWN PERSONAL CELL PHONE OR
MP3 PLAYER SHIPPED RIGHT TO YOU

EAGLE EYE



THANK YOU FOR PURCHASING
EAGLE EYE



Congratulations on
receiving a **FREE**
Personalized Skin
for your cell phone
or mp3 player

Please enter the Reward Code from the back of your card:

RedeemNow

SKIN OPTIONS INCLUDE THESE EXCLUSIVE IMAGES AND OTHER DESIGNS



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Expires: 8/31/09

Client: Paramount
Vehicle: On-Pack Promotion
Industry: Home Entertainment

Looking to offer a compelling, cutting-edge gift with high perceived value that would be available with purchase of their new DVD release Eagle Eye; Paramount included a custom card offering a free customized *skin* that would be applied to customers' cell phones or ipod/mp3 players. To further promote their brand, Paramount also included *skins* of their upcoming '09 releases.

The end result: "The eagle has landed -- at the top of the national home video charts for the week ending Jan. 4." *

http://login.vnuemedia.com/hr/content_display/news/e3i41ac0111ebdf301021d99e16aca989c8 – Jan. 7, 2009

Case Study

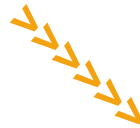


Client: Vitamin Water
Vehicle: On Pack and In-Store
Industry: Consumer Goods
Market: Female/Male Youth

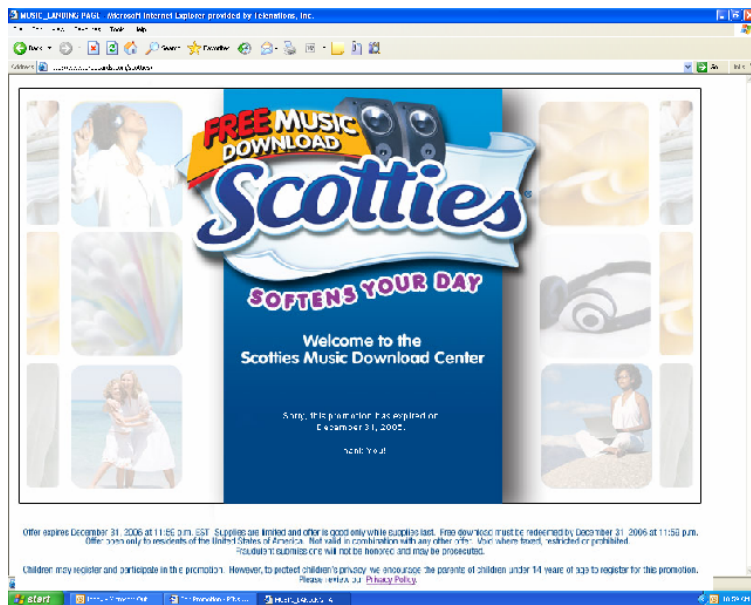
Vitamin Water wanted to cross-promote their brand with a pop singer who appealed directly to their target audience, so they utilized a free digital download offering an exclusive video and remixed song from Kelly Clarkson's new album. A focus was placed on creating an interactive site to promote the product and the artist. The free digital downloads were offered with purchase of Vitamin Water at Wal-Mart Stores.



Case Study



Client:	Scotties
Vehicle:	Point of Purchase
Industry:	Consumer Packaged Goods
Market:	General



When Scotties wanted to drive its sales and build better relationships with their key retailers; they utilized an On-Pack Promotion for 2 Million Units. It featured a Free Music Download with purchase of a box of Scotties tissues.

 Music Downloads



 Ringtones



 Skins



 Pizza



 Dining Rewards



 Movie Tickets



 Seed the Future



 Eco-Cards



 DVDs



 Magazines



 Digital Choice 2.0



 MerchPoints



 Phone Time



 Photo Prints



 Transl8r Cards



Rewards



Powerful.

Affordable.

Total turnkey solutions.

Take advantage of these low-cost, high perceived value rewards that your customers will love.