



# Instant Win Mystery Promotion\*

\*Patent Pending

## Promotion Overview

February 13, 2009



# Overview

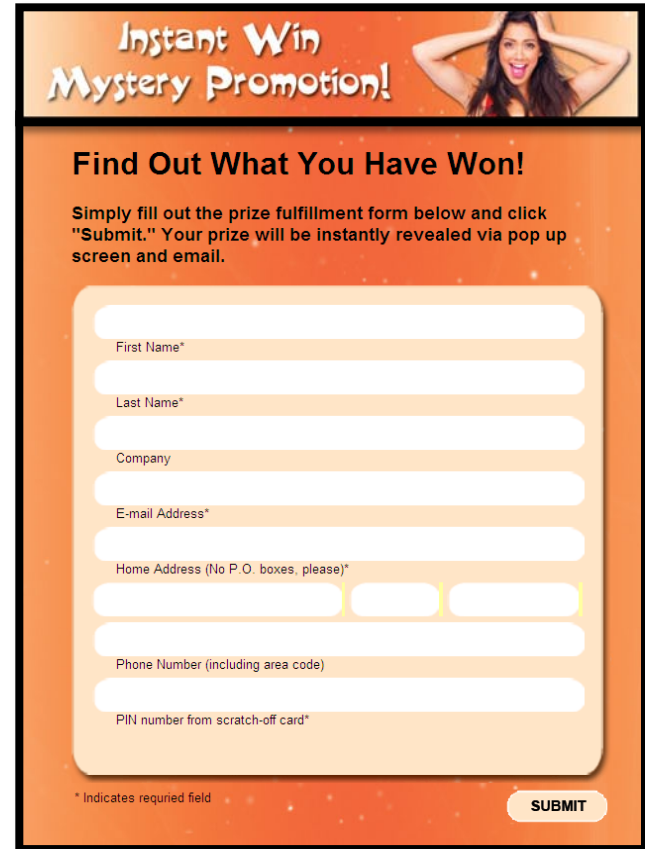


- Add excitement to any music download, ringtone, or custom skins promotion by tying in the chance to win iPods, Starbucks Gift Cards, or other large prizes such as big screen TVs
- To find out what they have won, cardholders must first log onto the Instant Win web site and fill out the registration page
  - **Drive web traffic by linking off the brand's webpage**
  - **Capture data for future marketing initiatives**
- Instant Win Mystery Promotion is a turnkey program
  - **CFS provides mystery codes, custom branded cards, prizes, instant win engine and prize fulfillment**
- Every Card is a Winner!

# How It Works

- Instant Win Mystery Card, custom printed with your client's logo and four color image, is distributed to customers
- To find out what they have won, cardholders log onto Instant Win Mystery Promotion web site, fill out short registration form and enter the mystery code located on their card
- Customize the registration fields or add a survey for future marketing initiatives\*

\* Additional charge applies



**Instant Win Mystery Promotion!**

**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**



# How it Works

- Instant pop up screen tells customer what he or she has won and an email confirms the prize
- Digital content, such as music downloads, are delivered via email. Recipients are sent promo code and redemption instructions
- Larger prizes, such as iPods or Starbucks gift cards, are fulfilled by CFS and shipped to recipient
- Customize the prize pool to meet your program's budget or demographics



# Pricing and Prize Breakouts

- Instant Win Mystery Card packages include iPod and \$20 Starbuck gift card prizes.
- Pricing includes: custom printed cards, mystery codes, standard registration page, online instant win engine, prizes and prize fulfillment.
- Bi-weekly reporting of data available for \$250 set up fee

	1-Song	2-Song	3-Song	4-Song	5-Song	10-Song	20-Song
1,000	\$2.00	\$3.15	\$4.15	\$5.00	\$5.80	\$10.05	\$18.05
2,500	\$1.80	\$2.85	\$3.75	\$4.60	\$5.35	\$9.50	\$17.20
5,000	\$1.65	\$2.60	\$3.50	\$4.30	\$5.10	\$9.15	\$16.40
10,000	\$1.50	\$2.30	\$3.15	\$3.95	\$4.70	\$8.70	\$15.50

7C

## Prize Breakouts

	Music Codes	iPods	\$20 Card
1,000	990	4	6
2,500	2,475	10	15
5,000	4,950	20	30
10,000	9,900	40	60

To determine the price for your Instant Win Mystery Promotion, simply select the card quantity and the number of songs you want included on the card from the price table above.

To see how many iPods and gift cards are included in each package, simply look at the prize breakouts in the corresponding Prize Breakout table on the left.

# Benefits

- Generate Buzz and Excitement
- Drive Booth or Store Traffic
  - **Send email blast or run radio/print ad inviting people to stop by to pick up their Instant Win Mystery Card**
- Drive Web Traffic
  - **If desired, card recipients can first be routed through client's corporate or brand web site**
- Capture Valuable Customer Data
  - **To find out what they have won, card recipients must first log onto Instant Win web site and register**
  - **Customer data reporting available for low \$250 set up fee**
  - **Customize the data fields or add a survey, additional fee applies**
- Feature powerful universal promotion at low fixed cost
  - **Larger prizes such as iPods and gift cards included in price**
  - **Incorporate other large prizes into Instant Win Mystery Package**