

## BACK-TO-SCHOOL PROMOTIONS

**Back-to-School Promotions** – Back-to-school shopping is now the second largest retail sales season after Christmas, accounting for \$7.5 billion in clothing sales alone, according to 2007 statistics from the U.S. Census Bureau. With so much at stake, retailers and brands are fighting for their share of this lucrative market – and nothing connects with tweens, teens and college students better than digital entertainment incentives such as [music downloads](#), [ringtones](#), or [personalized skins](#) for cell phones, iPods and laptops.

- **Department Store Promotions** – To drive store traffic and increase sales during its big, one-day event, Belk gave away cards good for 5 music downloads to customers who purchased \$40 or more in the Juniors' and Young Men's Departments. The result? Big sales and happy customers.
- **Brand Promotions** – Levi's wanted to boost sales of its Levi and Dockers brand pants at Navy Exchange locations. The solution? Music download cards that offered 3 free music downloads, along with a bonus instant-win scratch off game that gave recipients the chance to instantly win an iPod Shuffle. The promotion was a big success, prompting Levi's to repeat it several times.
- **Over Looked Retail Opportunities** – When it comes to back-to-school promotions, office supply stores, book stores, sporting good stores and stores that sell musical instruments are prime candidates. Like apparel stores, these retailers are competing for back to school dollars – and digital incentive cards are affordable, easy to distribute and can be personalized to meet the unique tastes of the recipient, making them an ideal incentive.

**Shopping Mall Promotions** – Shopping malls are turning to digital incentive promotions as a way to drive foot traffic and more effectively compete against big box retailers such as Target and Kohl's. Like department stores, malls are using music download cards and personalized skins cards to increase purchase volumes – awarding the cards when customers spend a total of \$50 or \$100 in the mall. To obtain their digital incentive cards custom-branded with the mall's logo, customers simply bring their receipts to the customer service center. Often malls are able to offset promotion costs by bringing in a co-sponsor, such as a radio station.

**Early Bird Shopper Promotion** – Motivate consumers to stop by your client's store first by offering an [instant win mystery card](#) to the first 500 shoppers to visit their location. Our instant win mystery card generates added excitement by combining music downloads with the chance to win larger prizes such as iPods, \$20 gift cards or even a big screen TV. Every card is a winner. To find out what they have won, recipients must log onto the instant win mystery page, register and enter their instant win code – enabling your retail client to capture valuable customer information for ongoing marketing.

**Employee Motivation and Training** – Help retailers reward sales staff for promoting specific brands, achieving sales targets, obtaining credit card applications or providing great customer service. With digital media consumption at an all-time high, music downloads, ringtones and custom skins make a perfect incentive for virtually every demographic.

