



WHY CHOOSE DIGITAL REWARDS?

- It's easy! Simple distribution and implementation make these rewards among the most practical and cost-effective incentives available.
- These relevant and popular rewards — like music, movies, magazines and eBooks — are items people love and regularly use.
- Customers can choose their exact reward, so everyone gets exactly what they want — and you can reach multiple demographics with the same reward.
- Since they're valuable to the consumer, these rewards are very effective at increasing attention, strengthening interest and improving engagement.

» Product

Music Downloads

» Industry

Automotive

» Use

Event Giveaways

THE BIG WAY TO GIVE A REWARD AT THE BIG GAME

To help promote their partnership with the NFL® and extend the reach of their brand, Bridgestone®, the international tire manufacturer, sponsored the Halftime Show of the Big Game.

They wanted to provide game attendees with a giveaway item, but this item needed to be a gift that was widely appealing and something that could be transported to and distributed throughout the stadium easily.

Since the Halftime Show is so centered on music and always includes top recording industry performers, Bridgestone chose to give out branded music download cards. Each recipient was able to download their choice of songs from millions of available tracks, making this a simple way to provide each attendee with a fun, customizable reward.

Plus, thanks to their naturally lightweight and compact design, branded reward cards were a simple and affordable to ship, store and hand out at the event.