



## 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

Multiple Rewards

### » Industry

CPG

### » Use

Online Promotion

# A COMPELLING WAY TO ENGAGE CUSTOMERS

To stay fresh in the minds of customers, a leading beauty brand looked to social media to connect with new and existing customers.

A creative campaign was launched via Facebook offering fans the ability to engage with the brand through a fun and interactive game, with the opportunity to win prizes and coupons. Facebook fans that successfully completed a game received a digital reward code redeemable for a prize.

Prizes included Music Downloads, eGift Cards, Movie Tickets and more. To redeem the gift, the user was directed to a personalized URL where he or she could simply enter their reward code and redeem their prize. Participants were also rewarded with a valuable product coupon. Because of this campaign, this brand paired its product with invaluable rewards that are universally appealing to everyone.