



## 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

CPG

### » Use

On-Pack Incentive

# AS GOOD AS GOLD REWARD FOR GOLDTOE

GoldToe® was looking for a simple way to entice customers to choose their athletic bonus packs over their competitors'. Keeping within budget and needing a reward that would benefit their customers' active lifestyle, music downloads were the perfect fit.

To capture the attention of their targeted audience, GoldToe offered an on-pack incentive for three music downloads on specialty-marked packages of men's athletic socks.

With the low cost and universal appeal of music downloads, GoldToe's on-pack reward was a winner. GoldToe customers not only enjoyed improved athletic performance but were also able to run that extra mile listening to their favorite songs.