



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

Entertainment

» Use

Event Giveaways

MUSIC THAT'S OUT OF THIS WORLD

MTV® is one of the greatest influences on our popular culture. So when they wanted to create additional excitement for their 25th Anniversary Video Music Awards Show, MTV created a custom Digital Rewards Card inspired by their iconic "Moon Man", which street teams then distributed in several major cities.

Simple instructions directed music fans to the VMA website where they could vote for their favorite nominees, and redeem FREE Music Downloads from these performers. Digital Reward Cards and free Music Downloads are a cost-effective and trendy way to drive website traffic, create excitement and inspire customer loyalty.