



## 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

Banking & Financial

### » Use

Customer Gifts & Incentives

# GENERATE EXCITEMENT FOR NEW PROGRAM LAUNCHES

PNC Bank® was looking for a unique way to get customers to sign up for their new banking program. The program, PNC Virtual Wallet®, allowed members to manage their bills and other financials online.

PNC decided to hand out branded Music Download Cards to all customers who set up a meeting and showed interest in the bank's new service. Once customers received their card, they were directed to a branded landing page where they got to choose any song of their choice from a music platform that offers over 6.6 million tracks.

Reward cards are compact, lightweight and a cost-effective way to distribute rewards. Because music is universally appealing, Music Download Cards were the perfect incentive to get customers talking about PNC's new program.