



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

Retail

» Use

Recruiting & Trade Shows

THIS JOB ISN'T FOR KIDS

Toys-R-Us® wanted to recruit high-quality potential candidates for their management training program during a recent college job fair. Interested students who stopped by their booth were rewarded with a FREE Digital Choice Card. This card directed prospects to a branded website where they could learn more about Toys-R-Us, and easily redeem their choice of FREE Music Downloads, Ringtones or Photo Prints. While on the site, they could also complete an on-line application for their management training program.

Digital Choice Cards are an exciting and powerful incentive for recruiting potential employees, as well as increasing public awareness of your business.