



BRANDMOVERS PROMOTIONS TOOLKIT



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UNLOCKING CONSUMER VALUE THROUGH PROMOTIONS

Through strategic deployment of promotions and loyalty programs, we can activate consumers at every stage of their relationship with your brand - from the initial discovery of your brand through purchase and to becoming a brand advocate.



THE POWER TO CONNECT

What is more powerful than human connection?

Brandmovers has 20 years of experience helping brands connect with customers. We bring innovative ideas to the table and deliver them with a human touch, brand-moving, pushing, and pulling your customers in the right direction through every interaction, promotion, and engagement.

Use this Brandmovers Toolkit to find the engagement solution that moves people closer to your brand through meaningful connections. Build your database, personalize the experience, and drive customer loyalty. Connection makes us human.

Let's Brand-move people closer to your business.

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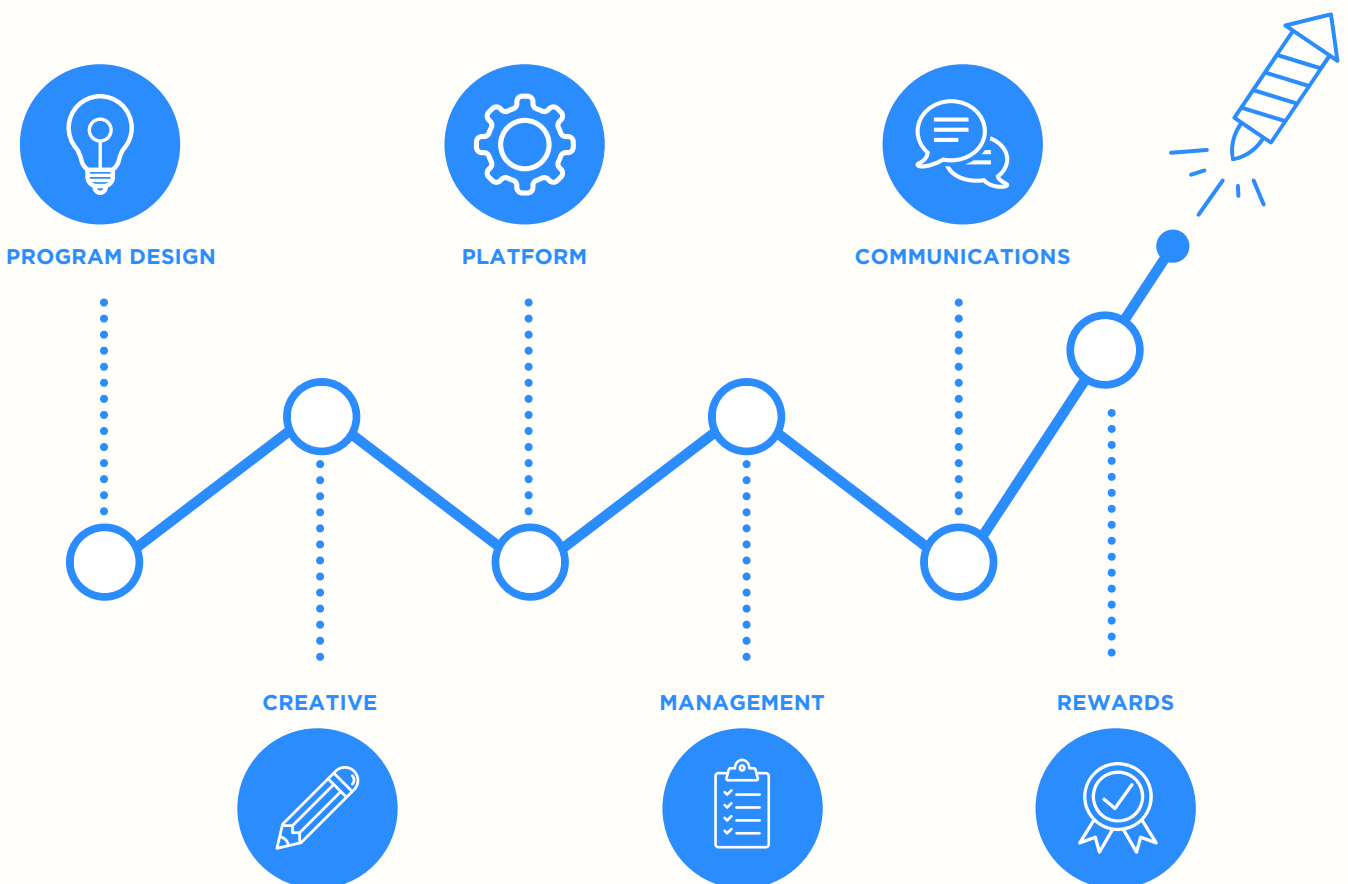
01

**HOW WE WORK WITH
BRANDS AND AGENCIES**

WE ARE THE
LEADER IN
DIGITAL
PROMOTIONS
AND LOYALTY

DEFINING + BUILDING PROMOTIONAL CAMPAIGNS

When creating and launching a promotion, Brandmovers moves through a series of time-proven steps with brand partners to align on objectives, KPIs, and technical and legal requirements to structure and develop winning campaigns.





TURNKEY SOLUTION

1 | STRATEGY

Concepting, tactical recommendations, prizing strategy and promotional consulting

2 | TECHNOLOGY AND INTEGRATIONS

Proven, tested modular library of promotions that can be configured based on the programs scope or objectives

Our integrations team is also able to integrate any program with CRMs, ESPs, and Data Warehouses based on your needs

3 | LEGAL

Drafting rules, regulations, registration and bonding, alternate method of entry handling, affidavits and tax forms

4 | CREATIVE / UX

Full service UX and creative team that combines the best of digital creative with industry best practices

5 | EXPERIENCES, PRIZING, AND FULFILLMENT

Prize sourcing, indemnification, redemption coverage, customer service hotline, winner notification, affidavits and publicity release

6 | PROJECT OR DEDICATED SUPPORT TEAMS

Whether it be a single project or an ongoing contract, we are flexible in staffing for projects and provide a dedicated team to each of our clients

CAPABILITIES

STRATEGY

| Program design + rewards strategy

| Purchase receipt validation (buy, snap, earn)

| Technical implementation + deployment

| Turnkey project management

PROMOTIONS

| Strategy, technology, and turnkey execution

- Sweepstakes
- Instant Win Games
- Receipt Validation
- Codes on Pack
- Social UGC Campaigns
- Scavenger Hunts
- Collect + Win
- Surprise + Delight

SYSTEM INTEGRATIONS

| Seamlessly transfer + translate structured data into accepted formats between differing systems

| PCI Certified: Financial + IT standards for handling cardholder data

| Deep experience with 3rd party enterprise level API integrations



PROGRAM ADMINISTRATION SERVICES

LEGAL TERMS + CONDITIONS

Drafting of program Official Rules based on program structure

Bonding + Registration in states where required as needed based on prize pool amounts

PRIZE FULFILLMENT

Prizing and rewards procurement + fulfillment of:

- Digital items
- Physical reward items
- Branded merchandise
- Custom trip planning + more

WINNER ADMIN

Winner verification + communications / handling of winner affidavits of eligibility + liability releases as needed

Issuance of IRS 1099 forms as needed for prizes exceeding \$600 USD in value

02

**WHAT BRANDS AND
AGENCIES SHOULD
THINK ABOUT BEFORE
RUNNING A PROMOTION**

THE 10 PROMO COMMANDMENTS

1 | PROMOTE THE PROMOTION

For standalone promotions, you can have the most mechanically sound, well designed program that's ever existed, but none of that matters if no one knows about it. Ensure the promotion doesn't fall flat by marketing it well via paid campaigns, organic campaigns, social, in-store signage, advertisements, and leveraging your CRM database. Additionally, have a communication plan in place for Entrants, Winners, and Non-Winners alike.

2 | HIGH PERCEIVED VALUE

Giving away a Tesla doesn't necessarily mean you are offering high perceived value. In fact, the biggest prizes may not resonate with your key audience and will result in a high proportion of "Sweepies" entering. Designing your program to incorporate gamification tactics, unlocks, daily or weekly winners, repeat purchase incentives such as coupons and rebates, and personalized communications can be just as powerful.

3 | DEFINE PLANS AND GOALS

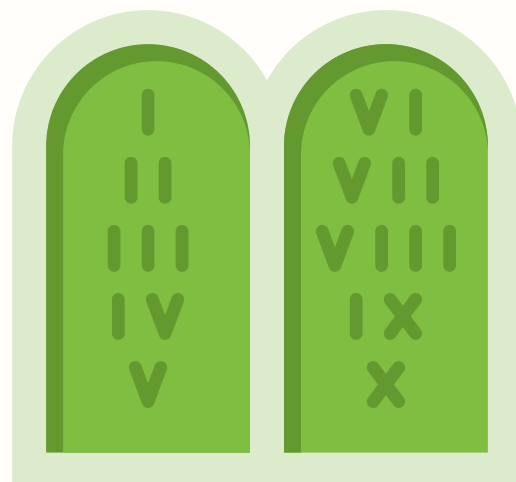
Every promotion or loyalty program is inherently different, but even the most basic campaigns need to have defined goals and objectives. Whether you're trying to simply build your CRM, run a sophisticated conversion campaign, or complementing a loyalty initiative, integrated strategic design and planning is a must! Each customer is different - what works for one may not work for another. Understand the habits, needs and preferences of your audience before you design the promotion, rather than trying to shoehorn a promotion into a user group.

4 | KEEP IT SIMPLE

No promotion can be all things to all people without becoming unwieldy and overly complex for everyone. Know your audience, stick to it, and develop a promotion tailored specifically to their needs and wants.

5 | TECH FRAMEWORK AND INTEGRATIONS

Even the most basic promotions can require relatively sophisticated architecture, security requirements or well thought out integrations with a CRM, ESP, or Data Warehouse. Make sure to leverage your existing IT ecosystem to optimize results.



6 | ANALYTICS, REPORTING, AND DASHBOARDS

While post promotion metrics such as the numbers of Entries, Session Length, Device Type, and Unique Logins are still valuable, real time actionable analytics are now a requirement. Ensure that you are able to tactically adjust your program or marketing by using a vendor that has robust backend dashboards and analytics tools.

7 | INVOLVE KEY STAKEHOLDERS

Talk to VIPs early on. They'll all have an opinion - better to get it early. Having a Program Owner is imperative to a high performing, well executed program.

8 | LEGAL MATTERS

Ensure that your promotion is legally compliant. All promotions need to adhere to a strict set of rules and regulations, which vary by state, region, and country, as well as mechanic.

9 | PRICE SOURCING AND FULFILLMENT IS TEDIOUS

The Winners' experience is paramount - in terms of executing on this, there is much more than meets the eye. In almost all cases it is better to outsource prize sourcing and fulfillment, especially when there is taxation involved.

10 | LEAN ON THE EXPERTS

We've run over 3,000 promotions and have a team of experts to help you navigate a promotional launch, regardless of the size. Even the simplest of promotions have complex nuances. When creating and launching a loyalty program, Brandmovers leverages a series of time-proven steps to determine the appropriate program design, member experience, and ongoing management structure to succeed in each program.

03

TYPES OF STANDALONE PROMOTIONS

WHAT ARE STANDALONE PROMOTIONS?

Tactical by nature, standalone programs typically help marketers with awareness and acquisition. Promotions are often used to drive goals such as enrollment, data collection, and awareness. The promotions will be templated so they can be reskinned and redeployed quickly with different themes.



ACQUISITION PROMOTIONS + PROGRAMS

Whether you're looking to acquire brand new consumers, email addresses or phone numbers for your CRM efforts, or drive lapsed consumers back to a relationship with your brand, digital promotions can provide that extra spark that your marketing plan needs to capture the attention of new consumers.

Whether it's a giveaway with an email requirement, a sweepstakes designed to capture Facebook or Twitter followers, or a digital to in-store activation, Brandmovers can develop a digital promotion that will meet your acquisition goals.

AWARENESS PROMOTIONS + PROGRAMS

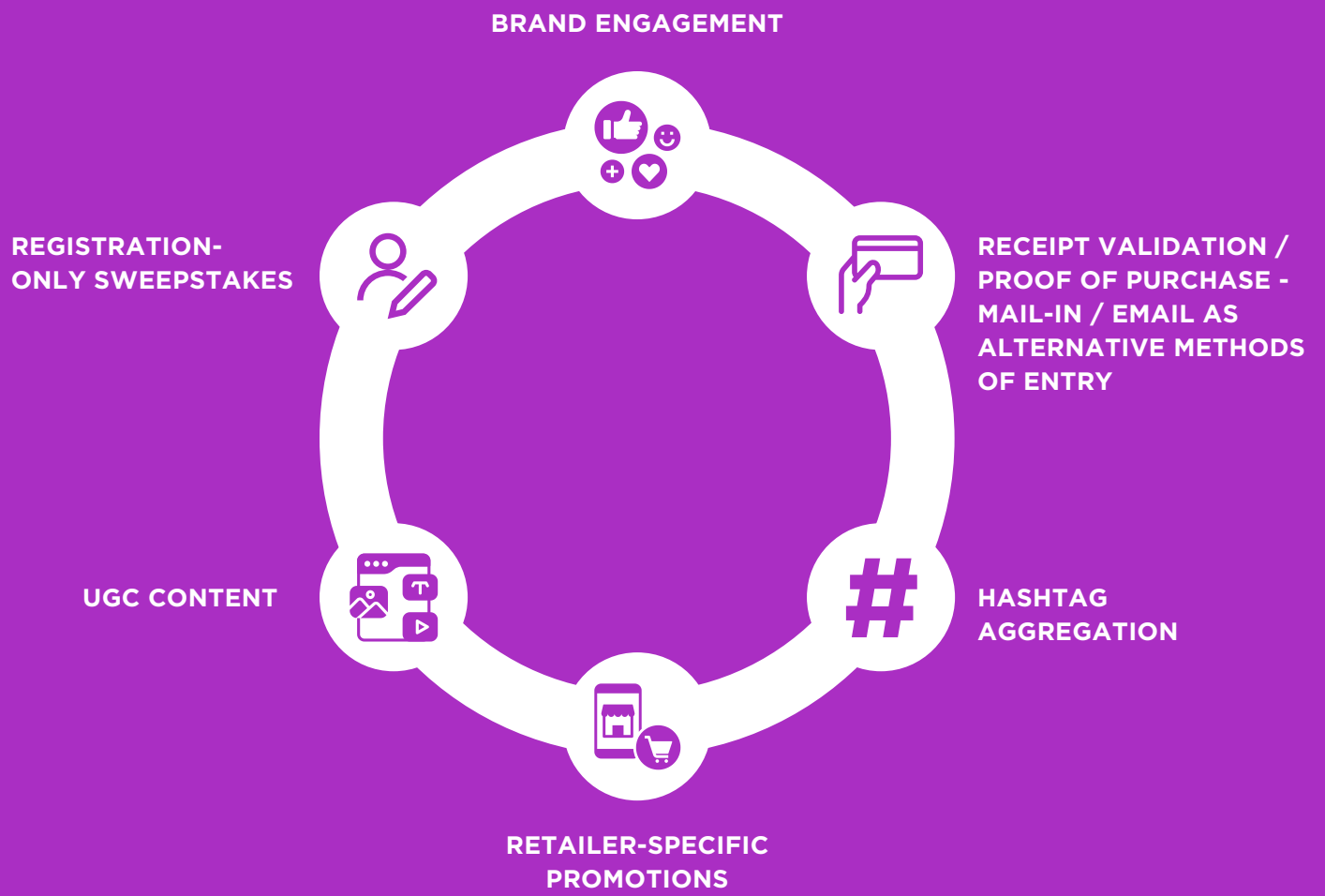
Want to drive awareness of your brand, product, or property? We have developed dozens of digital promotions designed to do just that - whether it's a fire drill promotion designed to get a new product into the consumer's hand, build awareness for an upcoming theatrical release, or leverage an existing sponsorship to drive brand engagement, Brandmovers can create a compelling digital promotional experience for your customers.

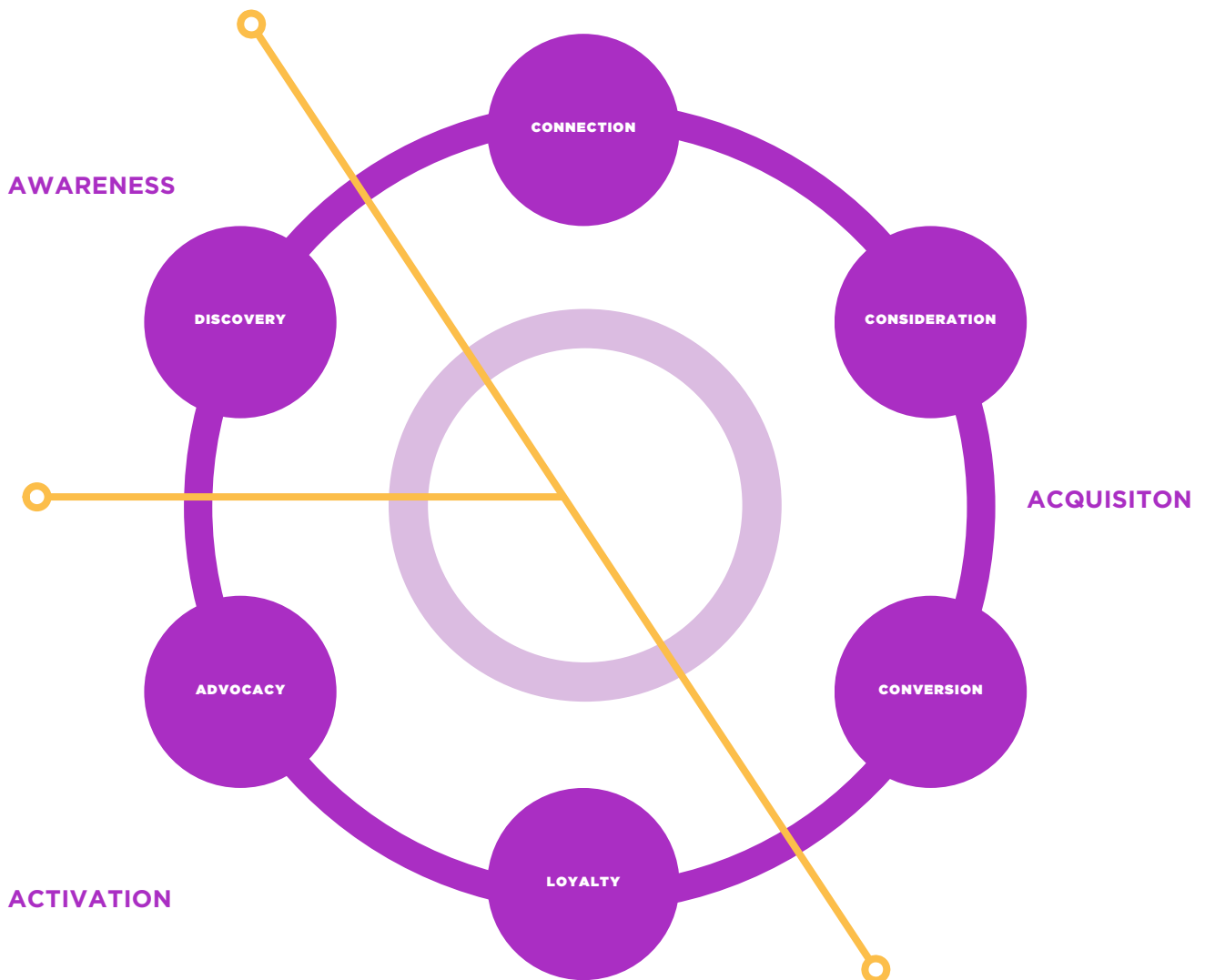
TYPES OF ACQUISITION PROGRAMS

- Brand engagement
- Proof of purchase
- Social conversation
- Social UGC
- In-store activation
- CRM acquisition

TYPES OF AWARENESS PROGRAMS

- Fire drill product giveaways
- Social UGC
- Simple sweepstakes/ Instant wins
- Location-based promotions





While standalone promotions always need to be part of a marketer's plan, over the past few years they have evolved into a loyalty program funnel, or in the case the brand already has a loyalty program, an engagement tool to keep things fresh and to provide additional opportunities for the members to interact with the brand.

From a loyalty funnel perspective, they are typically "hook" based acquisition campaigns that introduce potential members to loyalty mechanics, whereas participants earn for activity on an ongoing basis, and are then nurtured via marketing automation sequences to slowly introduce them to a loyalty initiative. This helps define segmentation attributes which are highly valuable when formulating a loyalty program strategy.

When complementing a loyalty program, ideally these promotions are natively deployed from the backend of the loyalty platform via templated engagement modules such as sweepstakes, instant wins, surveys, and quizzes. This "one-stop shop" approach enables marketers to feature and deliver **PERSONALIZED** campaigns based on the consumers attributes and historical attributes, and can be combined with coupons, offers, and rebate opportunities to drive true brand loyalty.

ONE STOP PLATFORM FOR LOYALTY AND PROMOTIONS

Within our Platform, you are able to deploy **templated** Sweepstakes, Instant Wins, Offers, Rebates, etc., to both Loyalty Program Members and Non-Members.

For Non-Members, Sweepstakes and Instant Wins are often used as a funnel to drive loyalty member acquisition

SUPRISE + DELIGHT

Utilized to support ongoing engagement for participants.

Reward them with special offers, sweepstakes opportunities, or perks for being highly engaged.

UGC CAMPAIGNS

Engagement driving concepts that would reward customers for submitting content and drive social amplification.

Would be able to repurpose content for other marketing initiatives.

INSTANT WIN + SWEEPSTAKES

Could either be a standalone promotion or a burn mechanic for loyalty members.

Used to drive additional enrollment and engagement.

Promotions can be templated in order to be easily reskinned and redeployed quickly with different themes.

HASHTAG AGGREGATION

Utilized to drive enrollment, CRM acquisition, and awareness of a new product, flavor, etc.

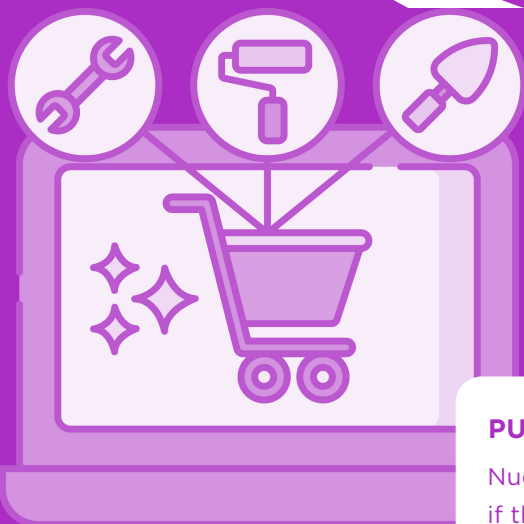
INCENTIVIZED ENGAGEMENTS

All of these incentivized engagements can be presented within a loyalty environment to provide a personalized experience (including using points to enter into Sweepstakes!), or can be utilized as a loyalty member conversion tool.

PUSH TO CRM

Nudge to join loyalty program if they decide not to join on the spot.

Users are more likely to engage, win, and spend when becoming a loyalty member.



04

INSTANT WINS

CARRABBA'S
ITALIAN GRILL



CARRABBA'S MILLION PLATE GIVEAWAY

OPPORTUNITY

Carrabba's introduced their new fresh, scratch-made menu, with a focus on appetizers and small plates. Carrabba's and Wunderman approached Brandmovers to develop a promotion that would build awareness and drive product trial by generating foot traffic into Carrabba's locations nationwide.

HOW IT WORKS

At kickoff of the National Championship Game, a TV commercial was run on 32 networks simultaneously, driving traffic to the site (over 60,000 concurrent visits at one point). The site performed flawlessly, awarding users with either an appetizer, small plate, or entree with an average wait time of less than 1 second.

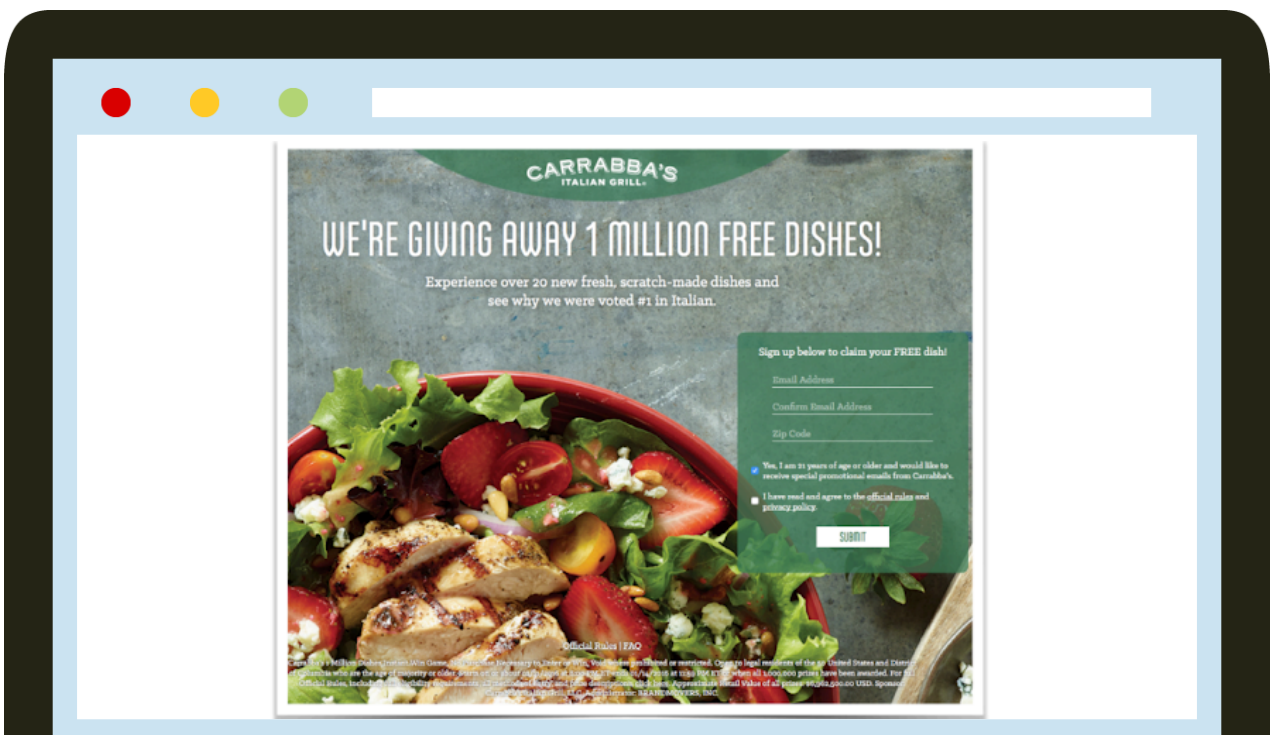
By tying the prize fulfillment method to the Carrabba's CRM platform, users were motivated to use a valid email address and site visits were translated into quality CRM leads.

650K+

PRIZES AWARDED - EXHAUSTED FULL 1M IN 24 HOURS

800K+

OPT-INS FOR CARRABBA'S EMAIL MARKETING EFFORTS



NESTLÉ TOLL HOUSE COOKIE OF THE YEAR

CODE-BASED PURCHASE INSTANT WIN

OPPORTUNITY

Nestlé Toll House partnered with Brandmovers to build an instant win promotion where every cookie fan could have a chance to win free cookies for a year. Participants purchased Cookie of the Year dough packages containing unique program codes and were directed to redeem the codes on the program microsite -- finding out within seconds after submitting if they were an instant winner.

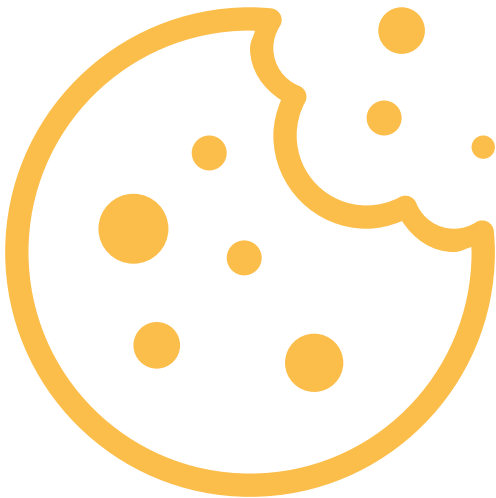
HOW IT WORKS

Printed inside each package of Butterfinger Baking Bits were unique alpha-numeric promotional codes.

On the site they submitted their unique codes and were immediately notified on-screen if they were an instant winner!

Purchasing customers were instructed via POS and package messaging to visit the custom Nestlé Toll House promotion microsite to redeem their codes.

The microsite also allowed visitors to create accounts for future visits, encouraging them to make repeat purchases for additional chances to win.



THE RESULTS

More than 1 million product codes were redeemed and the microsite received over 80,000 site visits.

\$14K+

OF NESTLÉ TOLL HOUSE PRODUCTS WERE AWARDED



05

SWEEPSTAKES



NESCAFÉ

URGENT

TYSON GAME DAY COUNTDOWN SWEEPSTAKES

WITH RECEIPT UPLOAD AND SOCIAL SHARE

OPPORTUNITY

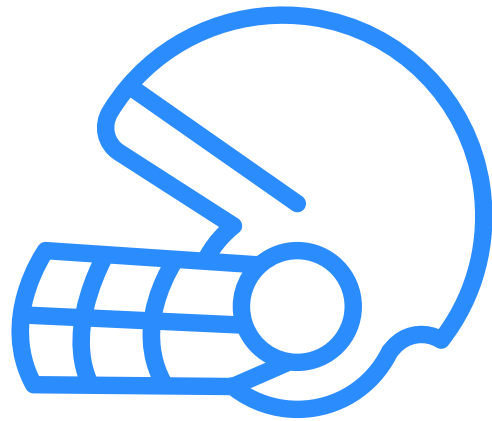
Wanting to grow consumer awareness of their Any'tizer and Crispy Chicken Strip flavors, Tyson and Brandmovers built a sweepstakes that leveraged the excitement around the professional football season to show off the party-snack appeal of these products.

HOW IT WORKS

Consumers entered the sweepstakes by visiting the promotion website and submitting their "Starting Lineup" of Any'tizer and Crispy Chicken Strip products. Additional entries could be earned through social media shares and receipt uploads of purchased Tyson products.

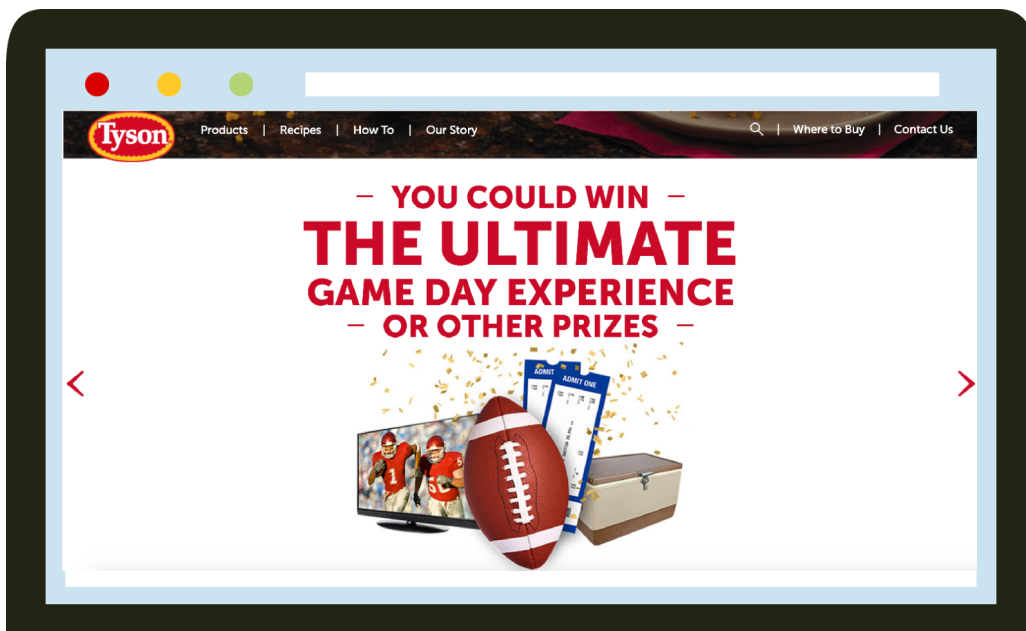
Consumers had the potential to win football-themed prizes from 3 different prize tiers - Entertaining, Tailgating, and the Grand Prize: a trip for two to the 2017 NFL Championship Game.

A sponsored post on NFL superstar Julio Jones's Facebook and Twitter accounts resulted in a 300% increase in traffic to the promotion site the following day.



2X | **50K+**

TRAFFIC ON TYSON.COM | ENTRIES



RHEEM GIVEAWAY SWEEPSTAKES

OPPORTUNITY

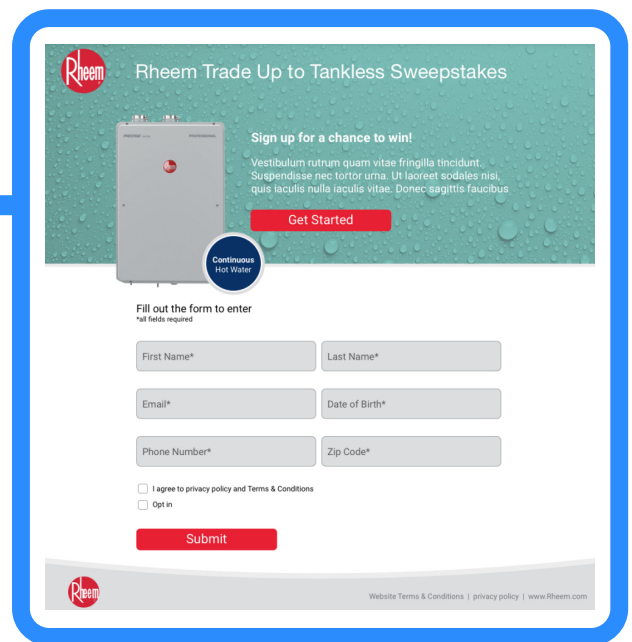
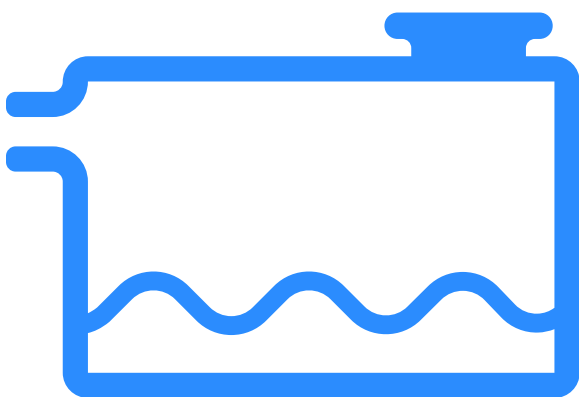
Rheem Giveaway Sweepstakes is a brand awareness and acquisition promotion sponsored by Rheem. Users were asked to participate in the promotion via a sweepstakes microsite.

Rheem’s goal for the sweepstakes was awareness of Rheem gas tankless hot water heaters as well as lead generation by driving to the site to learn more/request a quote.

HOW IT WORKS

Installers purchasing a participating Rheem Manufacturing Product were able to participate in a Sweepstakes. Participants registered for the promotion and entered a unique serial number on a Brandmovers developed and hosted microsite for Sweepstakes Entries.

Brandmovers conducted a random drawing at the end of the promotion from all eligible entries received for 8 weeks and awarded a Grand Prize. Three to five Grand Prize winners were drawn and each awarded a vehicle based on verification of eligibility.



NESCAFÉ

OPPORTUNITY

In honor of Hispanic Heritage Month, Nescafé Clásico partnered with Brandmovers to create a promotional sweepstakes centered on recognizing and celebrating the power of the Hispanic community. The One Moment for Those Who Make a Difference Sweepstakes invited consumers to nominate a person who they feel “makes a difference” in their lives.

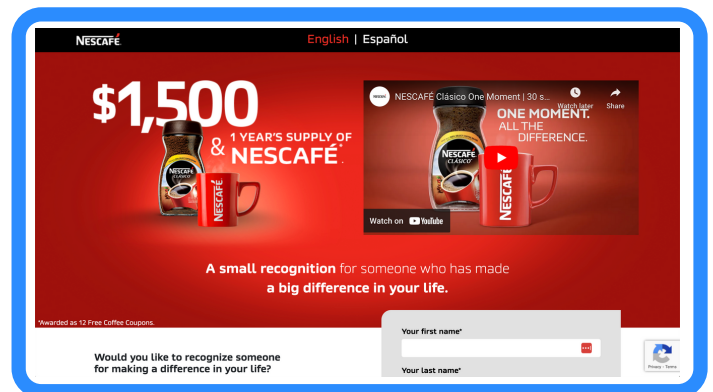
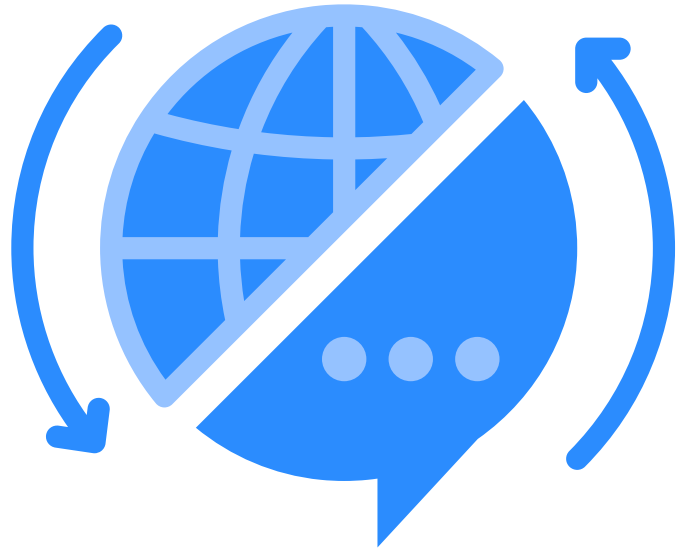
HOW IT WORKS

Brandmovers created a duo-language site that offered both English and Spanish versions of the entry page and the Official Rules. Participants submitted an entry form with their personal information and their nominee’s information, along with a short story about how that individual has made a difference in their life.

Winners were chosen at random and received a prize box containing a \$1500 gift-card, two Nescafé coffee mugs and a year’s supply of Nescafé coffee.

RESULTS

The sweepstakes collected 4,249 total entries, each with an individual consumer story that the brand can feature and use for future UGC marketing campaigns. The Spanish site received 84% of the visits and the English site received 16%. There was an 18% engagement rate among all new users who visited the site.



64%

OPTED INTO EMAILS FROM NESCAFÉ

178K+

TOTAL SITE VISITS

NESPRESSO #MYSMALLSTEPSSWEEPSTAKES

OPPORTUNITY

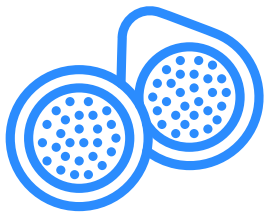
As environmental sustainability concerns rose, Nespresso was finding it challenging to raise awareness about its single-serve capsule recycling program. Although Nespresso has the capacity to recycle 100% of their capsules sold, only 32% of capsules were being returned to the company for recycling (as of 2018). Nespresso's aluminum capsules can be completely repurposed endlessly but consumers were either unaware or had not fully embraced the concept.

Nespresso teamed up with Brandmovers to create a sweepstakes promoting the free capsule recycling program among Nespresso customers and encouraging them to reduce waste by changing their behavior.

HOW IT WORKS

Consumers were encouraged to share their "small steps" to living more sustainably by uploading photos and stories on Instagram using #MySmallStepsSweepstakes. Each submission was an entry into a weekly sweepstakes where they could win prizes ranging from Nespresso coffee machines to a \$1,500 Nespresso RE:CYCLE Bike from Vélosophy.

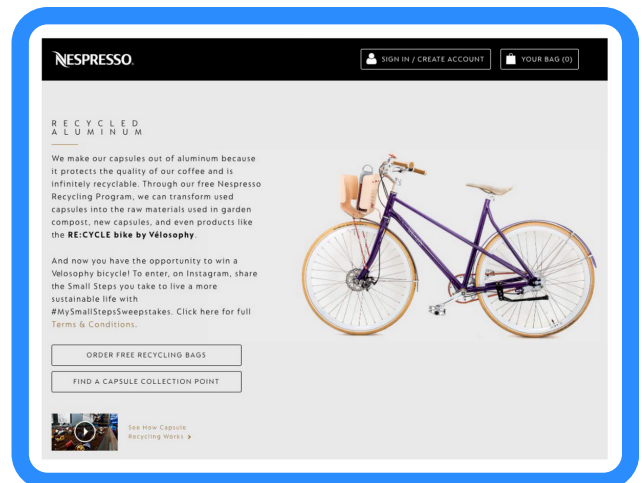
The photos were aggregated into a dynamic mosaic site that continuously updated as consumers submitted their stories and "small step" moments. As an alternate means of entry, consumers were also able to enter the drawing using a simple online form.



65,000 CONSUMER VISITS
34,000 CONSUMER ENTRIES
95,000 SESSIONS
100,000 PAGE VIEWS

GRAND PRIZE PARTNERSHIP

To demonstrate the different ways their capsules can be repurposed endlessly, Nespresso partnered with Swedish company Vélosophy to create a stylish urban bicycle made out of 300 recycled aluminum Nespresso capsules. 8 of the limited-edition RE:CYCLE Bikes were the weekly Grand Prizes for the sweepstakes.



1.5 SESSIONS PER USER
1 MINUTE VISITOR PAGE DURATION
54.6% CONSUMER ENTRIES
38.1% SESSIONS
7.3% PAGE VIEWS

06

COLLECT + WIN,
GAMEBOARDS



AFFINITY FCU BINGO

HOW IT WORKS

We developed an engaging, customized rewards system branded as Affinity Spotlight Rewards to engage staff and deliver core values at a frontline level. The platform enabled Affinity to develop core principal-driven programs from Bingo games and photo contests to wellness initiatives tied to customized rewards.

GOALS

Affinity FCU came to Rewardian with the objective of driving employee engagement through its unique culture and strong organizational values.

1| REINFORCE CORE VALUES

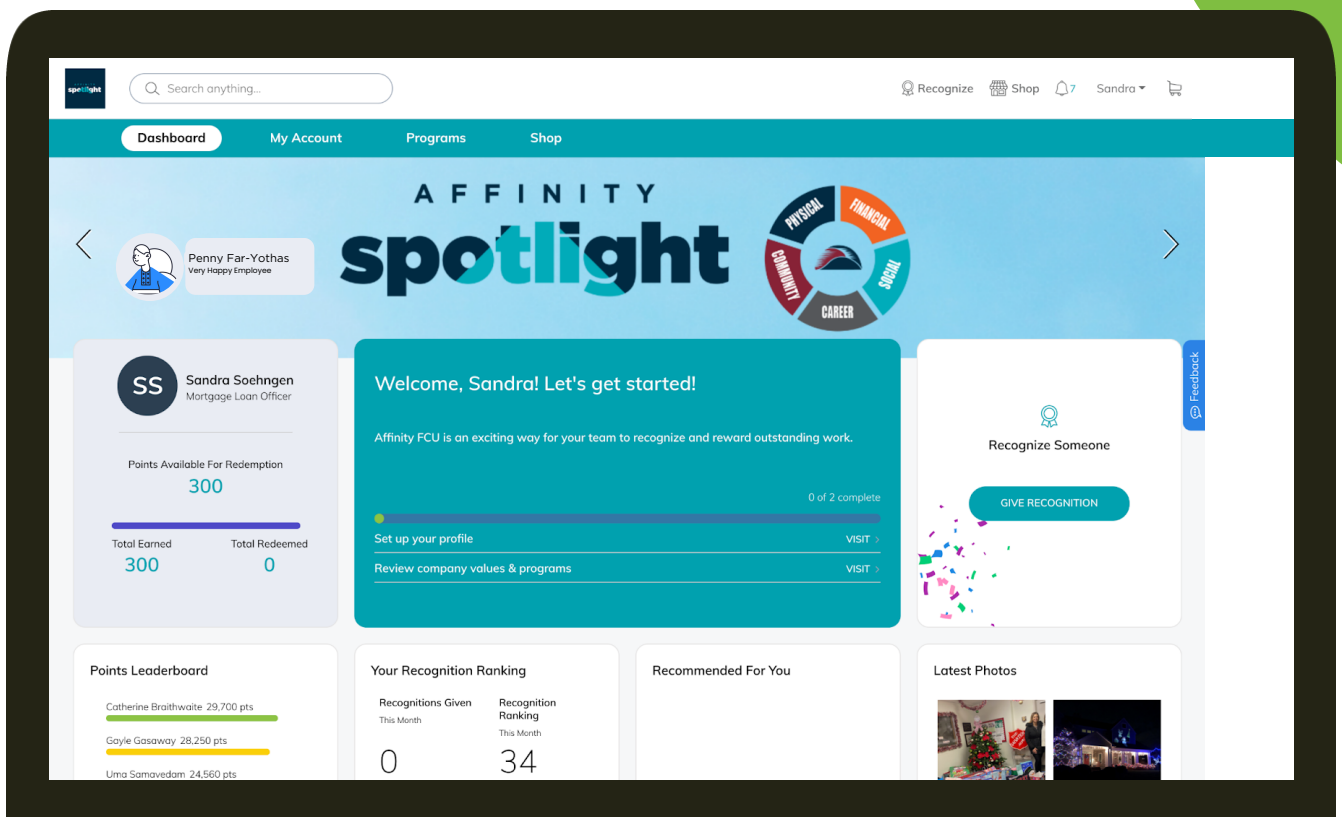
The more aligned Affinity's employees are with their goals and values, the more likely they will stay engaged and deliver high-quality work.

2| MOTIVATE

Affinity to focus on the wants and needs of employees and create an environment conducive to engaged and motivated workers.

3| RECOGNIZE + RETAIN

Identify the disconnect between Affinity's employees by comparing how their employees would like to be rewarded versus how their current systems operate.



HOW IT WORKS

Affinity FCU continues to drive several specific behaviors by utilizing the program to recognize and reward actions such as referrals, community service, wellness activities, donations, volunteer work, successful onboarding, working in hazardous conditions, and more.

These initiatives have allowed the program to remain fresh and relevant to the Affinity FCU workforce, dramatically impacting employee engagement metrics.



BRANDED BANNERS + BADGES

TRACKABLE DATA + ANALYTICS

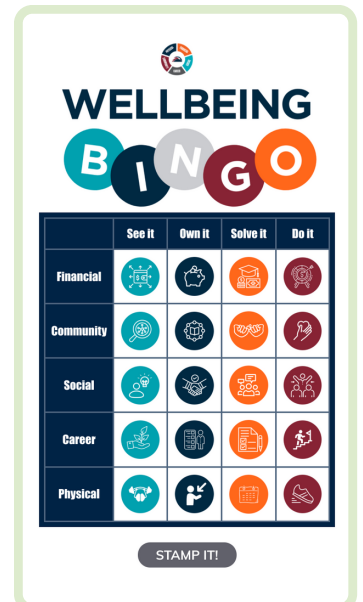
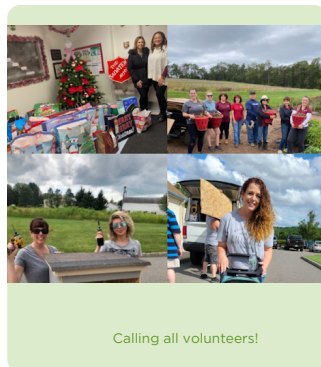
CUSTOMIZABLE PROFILES

98%

70%

Affinity FCU employees say you are made to feel welcome when joining the team

Program uptake



The platform enabled Affinity to develop core principal-driven programs from Bingo games and photo contests to wellness initiatives tied to customized rewards.

PROGRESSIVE SUPER-DUPER BINGO GAME

OPPORTUNITY

Progressive wanted to put their own spin on a fun and engaging Big Game experience for their customers. Instead of running a humorous yet expensive TV ad, Progressive partnered with Brandmovers to create the Progressive Super-Duper Bingo smartphone game, with spokeswoman Flo taking center stage.

HOW IT WORKS

Prior to game day, customers registered an account on a custom microsite and received a unique Progressive Super-Duper Bingo game card through their smartphone, along with one sweepstakes entry. Each bingo card was outfitted with illustrations of common stereotypes in "Big Game" ads - such as an unexplained explosion, a talking animal, or a boy-band appearance. A photo of Flo, Progressive's red-lipsticked, white-shirt wearing spokeswoman rounded out each board's free space slot.

As registered customers watched the Big Game, they tapped the icons on their Bingo Card for every commercial stereotype they saw. Each icon click received one sweepstakes entry, and if they got Bingo they received 25 additional entries.

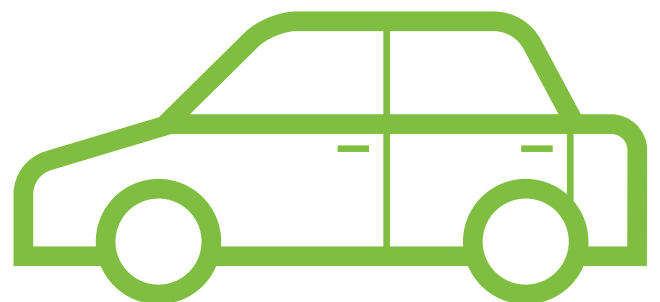


200K+

ENTRIES

87%

PARTICIPATION RATE



SNAPPLE WIN 'NOTHING' INSTANTLY

OPPORTUNITY

Snapple partnered with Brandmovers to develop a digital promotion designed to give Snapple fans a chance to win “a whole lotta nothing” by purchasing a qualifying Snapple product, looking under the cap to see what you’ve won!

HOW IT WORKS

Buy a Snapple product and check under the cap—you’ll find a message indicating whether you’re a winner, and if you are, what you’ve won. We then sent people to our website to create an account, provide us with their information (name, email address, etc), and then enter their winning code.

Consumers could win one of 6 different “nothings”—No Bills, No Airfare, No Grocery Bills, No Pay at the Pump, No Thirst, and Better Than Nothing (a free 6-pack of Snapple).

RESULTS

The campaign generated additional awareness for the brand, social mentions, and buzz as Snapple launched a stronger presence in both the Digital and Social spaces.



GEORGIA BANKING COMPANY EMPLOYEE GAMEBOARD PROGRAM KICKOFF

SCRATCH OFF GAME

OPPORTUNITY

Brandmovers was tasked with the development of an integrated digital experience and production of physical Game Pieces to complement Georgia Banking Company's potential new employee HRIS system.

HOW IT WORKS

Brandmovers created a dynamic game board and experience that enabled employees to register, login, and use points to scratch off tiles on their game board.

The game board is open to employees 7 days every month. The effort involved setup and configuration of a branded instance of the platform and the development of a custom game board module.

The Program site served as a web portal that employees could enter for a limited time to redeem tokens they have earned. The physical Game Pieces featured a scratch-off code that was redeemed within the Program site for additional tokens.

The screenshot displays the GBC Referral Mania program interface. At the top, there is a search bar and navigation tabs for Dashboard, My Account, and Programs. The main header features the GBC logo and the title 'Referral Mania'. Below this, a user profile card for Penny Far-Yothis shows 'Points Left to Issue' as 3,171,983 and 'Points Available For Redemption' as 8,680. A central 10x10 grid represents the game board, with some tiles scratched off to reveal values like \$15, \$50, \$100, and \$105. To the right, a 'Total Square Payout' summary shows 12 squares given and 5 redeemed, resulting in a total payout of \$105 for user Fernando Foster.

GBC Referral Mania									
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	\$15	17	18	19	20
21	22	23	\$15	25	26	27	\$50	29	30
31	32	33	34	35	36	37	38	39	40
41	42	\$15	44	45	46	47	48	49	50
51	52	53	54	55	\$100	58	59	60	
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Total Square Payout		
Total Squares Given:	12	
Total Squares Redeemed:	5	
Total Square Payout:	\$105	
Name:	Picks Earned:	Total Payout:
Fernando Foster	12	\$105



SIGNIA

OPPORTUNITY

As over-the-counter hearing aids recently entered the marketplace, Signia wanted to continue growing support for their B2B Audiology practices and at the same time take the opportunity to start establishing one-on-one relationships with their end-consumers as well.

In turn, they decided to launch a set of incentivized engagements: one being a match-and-win **"edutainment"** game that educated participants on the benefits of their hearing aids; the other leveraging their B2B network, whereas Audiologists would provide a prize code to a consumer for doing a hearing demo.

Thanks to Signia's recent partnership with the Dallas Cowboys, both engagements gave participants multiple chances to win tickets to a Dallas Cowboys game!

HOW IT WORKS

Brandmovers developed and administered two online promotional microsites for Signia. The "Demo" microsite served as a form fill, register to win Sweepstakes page, and required the entrant to enter a code in order to participate.

The "Gamification" site served as a Sweepstakes experience, where consumers registered to be entered into a Sweepstakes and had the opportunity to play a match and win "edutainment" Instant Win game.



Proud Partner of the Dallas Cowboys

WIN 2 CLUB SEAT TICKETS TO A 2022 DALLAS COWBOYS GAME!

Hearing is essential to our everyday lives. That's why Signia is proud to partner with the Dallas Cowboys to raise awareness about hearing loss and the steps you can take to improve your hearing.

Play the Match & Win game below to learn about hearing health and earn a chance to win 2 club seat tickets for an upcoming Dallas Cowboys game!

Following the game, fill out the form to complete your submission for a chance to win. See below steps on how to earn additional entries.

GOOD LUCK!

Increase your chances of winning with three ways to enter the contest:

1

Play the Match & Win game

2

Sign up for a Signia hearing aid demo

3

Share this game with family and friends

SIGNIA'S WINNERS CIRCLE

MARIA G.
CEDAR PARK, TX

THIS COULD BE YOU

ANTHONY F.
ROWLETT, TX

*Thank you so much! I cannot believe I have been so lucky to receive all this. Signia has not only improved my life by restoring my hearing, but it is also giving me this exciting opportunity. Thanks again!!

PLAY NOW

MATCH & WIN

How To Play

Click the tile to flip them over. Match all the cards to get an entry into the grand prize.

Matches: 0 of 6

S	S	S	S
S	S	S	S
S	S	S	S

SKIP GAME

WORLD'S FIRST SPLIT PROCESSING

DID YOU KNOW?

One of Signia's most recent innovations is our **Augmented Experience (AE)** hearing aid technology, which introduced the world's first split sound processing. Only Signia uses two separate processors (one for speech, one for background noise) to help you hear your best on and off the field of life. Experience the advantage for yourself - sign up for your no obligation demo.

2x Signia features the world's first split processing	Signia is designed on over 140 years of hearing innovation	Signia is designed on over 140 years of hearing innovation	Untreated hearing loss is associated with accelerated cognitive decline!
Signia offers 9 different hearing aid styles	Untreated hearing loss increases risk of dementia, falls, and depression!	Untreated hearing loss may signal other health issues	Untreated hearing loss increases risk of dementia, falls, and depression!
Untreated hearing loss may signal other health issues	Untreated hearing loss is associated with accelerated cognitive decline!	Signia features the world's first split processing	Signia offers 9 different hearing aid styles

SKIP GAME

07

USER GENERATED CONTENT

Goldfish



Gerber

nutella[®]

GOLDFISH TALES MONTHLY CONTEST

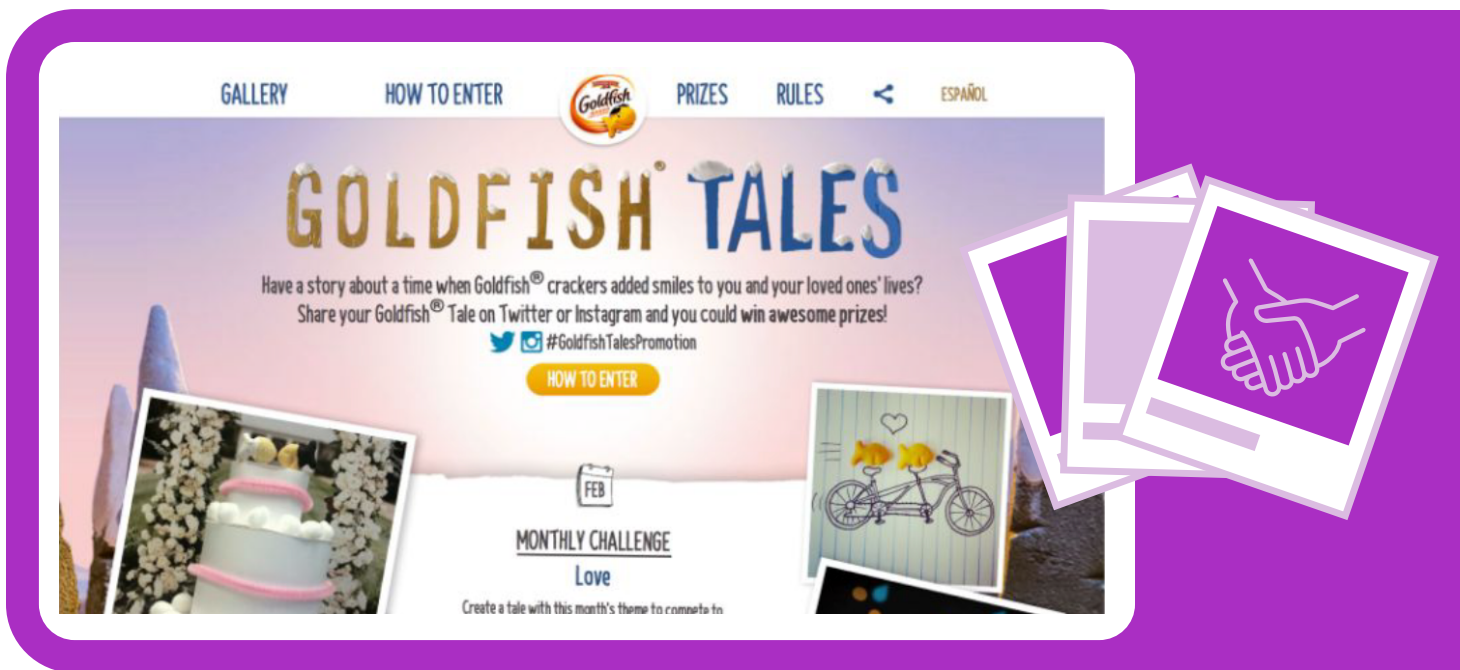
SOCIAL UGC CONTEST WITH MONTHLY SWEEPSTAKES

OPPORTUNITY

Goldfish partnered with Brandmovers to develop a year-long digital promotion designed to activate the brand’s core fans into developing high-quality social content for use across social channels.

HOW IT WORKS

Each month fans created a photo or video of their own unique Goldfish Tales scene based on the current month’s theme, such as “love” or “games”. Entrants posted their contest submissions to Twitter or Instagram with #GoldfishTalesPromotion, and were entered to win. The best entries were featured in a custom on-site gallery.



12K

ENTRIES SUBMITTED

720k+

PAGE VIEWS

420K

TOTAL USERS

80%

PERCENT OF TRAFFIC FROM NEW USERS

GERBER BABY PHOTO SEARCH 2022 CONTEST

OPPORTUNITY

For their 2022 Photo Search contest, Gerber wanted to take the opportunity to spread joy to as many people as possible by getting every baby in America smiling. Parents everywhere were invited to send in their smiling, giggling baby photos and videos, with the winner becoming the newest Gerber Spokesbaby.

HOW IT WORKS

Brandmovers built a themed microsite where parents could submit a smiling photo of their baby along with secondary video content of their baby giggling. The microsite showcased a U.S. state heatmap that highlighted which states were leading in number of entries, while photo carousels displayed baby photos from the leading states.

Anticipating a significant number of entry submissions, Brandmovers created an enhanced backend support dashboard that incorporated a number of moderation and winner administration tools to make entry review easier.

These included features such as keyword filtering; optimized entrant search and list export capabilities; and entry categorization and grouping. In addition, an entry auto-assign tool and edit locking allowed for multiple moderators to work simultaneously in real-time without interfering with each other.



RESULTS

The Gerber contest received national and local press coverage. It received over 226,000 entries in 10 days. Alongside high entry numbers, the promotion also collected large amounts of consumer opt-ins to receive emails about Gerber products, services, infant formula samples, and offers.

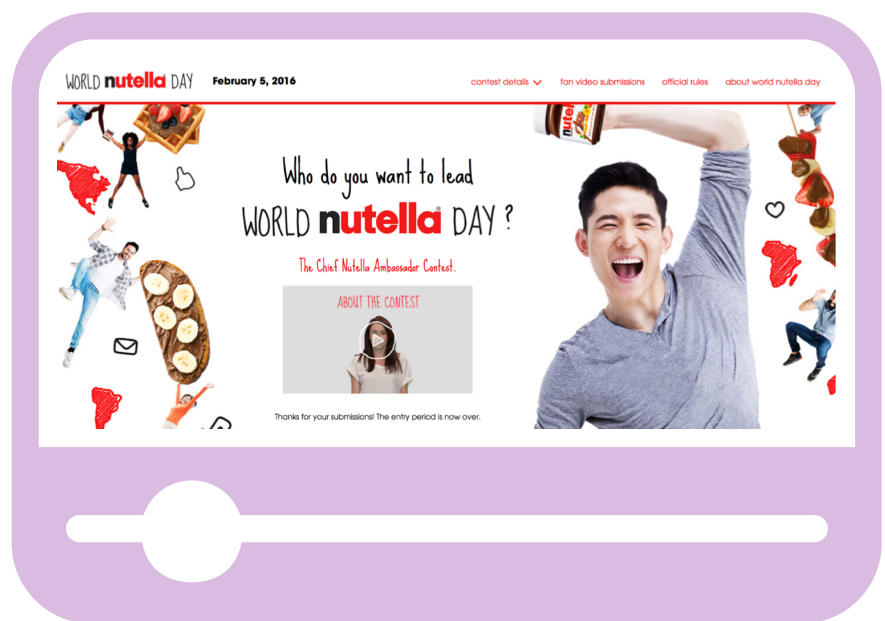
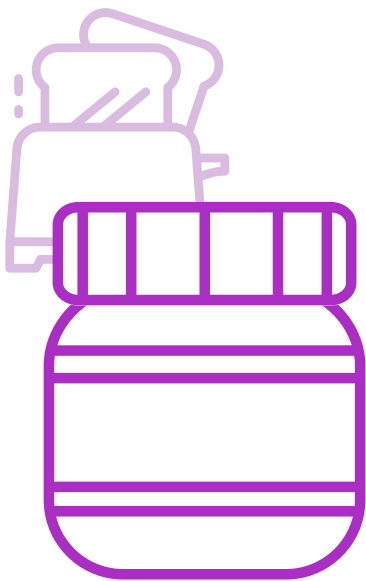
WORLD NUTELLA DAY

OPPORTUNITY

World Nutella Day was created by a group of Nutella fans to celebrate their love of Nutella. Brandmovers worked with Nutella to create a promotion that provided Nutella with a voice in the conversation around this special day, without diminishing the social nature of the fan-led holiday.

HOW IT WORKS

Users were asked to submit a video sharing why they are the world's greatest Nutella fan. Entries were judged, and then the top 20 videos were announced publicly for fan voting. The video with the highest combination of judge scores and fan votes became the 2016 Nutella Ambassador.



331+

VIDEO ENTRIES



HUNDREDS

OF SUBMISSIONS

56K

VOTES



THOUSANDS

OF VOTES

110K

ONLINE SHARES

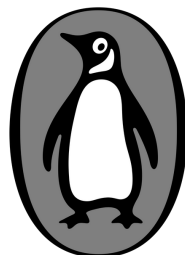


MILLIONS

OF CONTENT VIEWS

08

RECEIPT VALIDATION



HOW IT WORKS

Consumers can Buy, Snap and Earn using Brandmovers proprietary receipt verification module, ValidSpend, which provides purchase validation of consumer receipts, barcodes, QR Codes, or UPCs for any retailer, anywhere, and at any time for your brand.

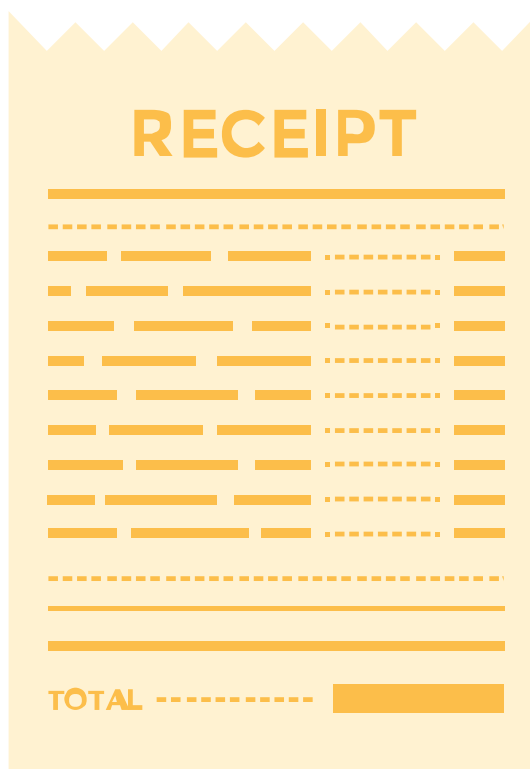
Consumers make a purchase, whether in-store or online from your brand. Next, they create an account on the promotion or loyalty website where they can upload their purchase.

Our validation platform can be integrated with existing programs or operate as standalone. Receipts are submitted via any channel - whether it be email, text, website, mail, etc.

Automated security checks identify potential fraud and hard - soft stop protocols protect the integrity of sales data. Sales data from validated receipts is captured and logged, and consumers are awarded their points, prizes, or entries within 48 hours.

Not only will your brand have the opportunity to drive engagement and purchase uptick, you will also have access to a comprehensive analytics dashboard which allows you to track purchases in real time.

Additionally, it allows you to gain insights into purchasing habits with competitor brands in order to serve custom offers to your customers.



PURINA MYPERKS

B2C CUSTOMER LOYALTY PROGRAM

OVERVIEW

National pet food company Purina wanted to start a loyalty program to increase consumer spend on products, build brand affinity and trust, acquire and activate consumer profiles, and educate consumers on pet wellness & nutrition.

The program allowed the brand to develop more detailed single view of their customers by connecting and collecting data directly from the end-customer, and not having to rely solely on data from third-party retailers.

KEY PROJECT FEATURES

1 | DRIVE CONSUMER BEHAVIOR

The program rewards members for both transactional purchases and desired behaviors such as taking quizzes, consuming content, completing surveys, and more.

2 | RECEIPT VALIDATION

Brandmovers' optimized receipt validation technology transcribed and validated consumer receipts while also capturing insights into other basket items (in many cases, competitor purchases). The client uses these basket insights to build new promotional offers that incentivize purchase behaviors and messaging to keep the brand top of mind.

3 | CAPTURE SELF-REPORTED DATA

Generate real customer basket data from self-reported purchase behavior that lets them understand purchasing context in addition to product information and trends.

4 | DYNAMIC MEMBER SEGMENTATION

Using a newly upgraded KPI dashboard with configurable data visualizations, the client was able to identify consumer groups based on key attributes and create triggered "nudges" (email, in-app/push notifications, SMS, and more) for these dynamic segments that helped increase category lift and basket size.

5 | TARGETED ENGAGEMENT

An enhanced creative promotions builder within the platform allowed the client to insert gamification into the loyalty program and launch value-add promotions such as flash sales or limited-time auctions to keep members engaged and invested in the brand.





5%

MEMBER INCREASE IN YEAR ONE

2+M

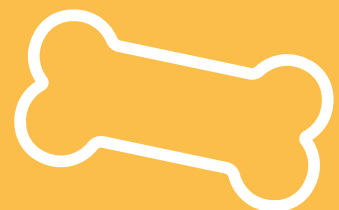
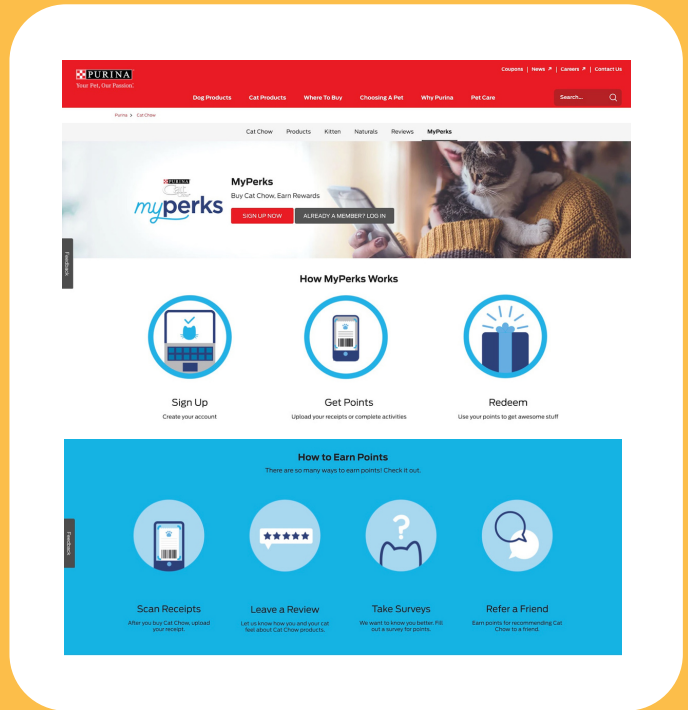
POINTS EARNED SINCE START OF PROGRAM

75%

OF MEMBERS ACTIVELY ENGAGING / TRANSACTING

15%

INCREASE IN MEMBER SALES



PENGUIN RANDOM HOUSE READER REWARDS

HOW IT WORKS

After purchasing a physical book, Ebook, or Audiobook, program members visit the Reader Rewards site to upload their ISBN and receipt. The receipt image is routed through the Brandmovers receipt processing platform, and the ISBN matches to PRH's database (300,000+ ISBNs) to ensure the purchase was valid. Points are then awarded based on the purchase.

Participants earn a free book for every 12 books purchased and receive personalized communications, book recommendations and promotional offers based off their past purchase history.

RESULTS

The program enables Penguin Random House to acquire first-party data and gives them the ability to warehouse this data in an actionable environment for ease of use.


Brandmovers delivers this data in a queryable format and, in turn, they are able to run segmented promotions and communications.




1-2-3-4

Upload Receipt

Upload a single clear photo of your entire receipt or online order confirmation.
(Images must include date of purchase, retailer name, and book title or ISBN)



Drag & drop files here or [browse](#) 




(We accept files up to 10MB in the following formats: .jpg, .png, .pdf)

NEXT >> CONFIRM

1-2-3-4

Select Book Formats

Select the book formats you purchased to continue.
Select all that apply.

 Physical  Ebook  Audio

NEXT >> ENTER BOOKS

2 Enter Books

3 Upload Receipt

4 Confirm Submission

09

REBATES, COUPONS,
PRIZING AND
FULFILLMENT



PEPSICO



Lean cuisine.

PEPSICO'S DRIVE TO REWARDS

OPPORTUNITY

PepsiCo was looking to start introducing loyalty marketing practices for retailer specific cross-brand and cross-portfolio engagement. The brand wanted to create a promotional campaign that would become redeployable and scalable models for future campaigns.

To do so, Brandmovers created the Drive to Rewards promotion, a shopper rebate program that leveraged an IndyCar partnership to drive incremental purchase of PepsiCo products at Hy-Vee stores.

HOW IT WORKS

The promotion was hosted on Brandmovers' loyalty platform to support PepsiCo UPC codes and receipt validation business rules. Participants uploaded proof-of-purchase and were rewarded with a \$5 Hy-Vee gift card each time they reached a \$25 purchase threshold during the promotion.

A themed microsite allowed customers to create accounts where they could upload receipts, track their rewards progress, and opt-in to receive brand news and updates. A dynamic email campaign series and gamification mechanics drove customer engagement during the campaign.

RESULTS

The Drive to Rewards promotion ran for 7 weeks and collected receipts with an 81% validation approval rate. Over \$69k of sales were directly attributable to the promotion.

The campaign also collected valuable first-party opt-in data for both PepsiCo and Hy-Vee, and the campaign email series saw average open rates of 63.9% and average click through rate of 8.5%.



UPLOAD RECEIPT A scanned image or photo of your participating Pepsi-Cola beverage purchase receipt at Hy-Vee or documents is required. This needs to clearly show the date when you made the purchase at Hy-Vee and the participating Pepsi-Cola beverages purchased with amount on the receipt. Without this information visible we cannot accept your receipt submission. Please not only JPEG or PNG will be accepted. [Click here to view an example of what must be clearly visible on your receipt.](#)

Upload Receipt Choose file Browse

SUBMIT

ENFAMIL FAMILY BEGINNINGS CONSUMER REBATES

OPPORTUNITY

Enfamil’s cash back rebate program was created to help their customers save time and money by offering coupons, cash back, and other savings via their mobile app.

Using Brandmovers proprietary receipt validation technology, Enfamil consumers can earn based on product purchase by snapping and uploading a photo of their receipt.

RESULTS

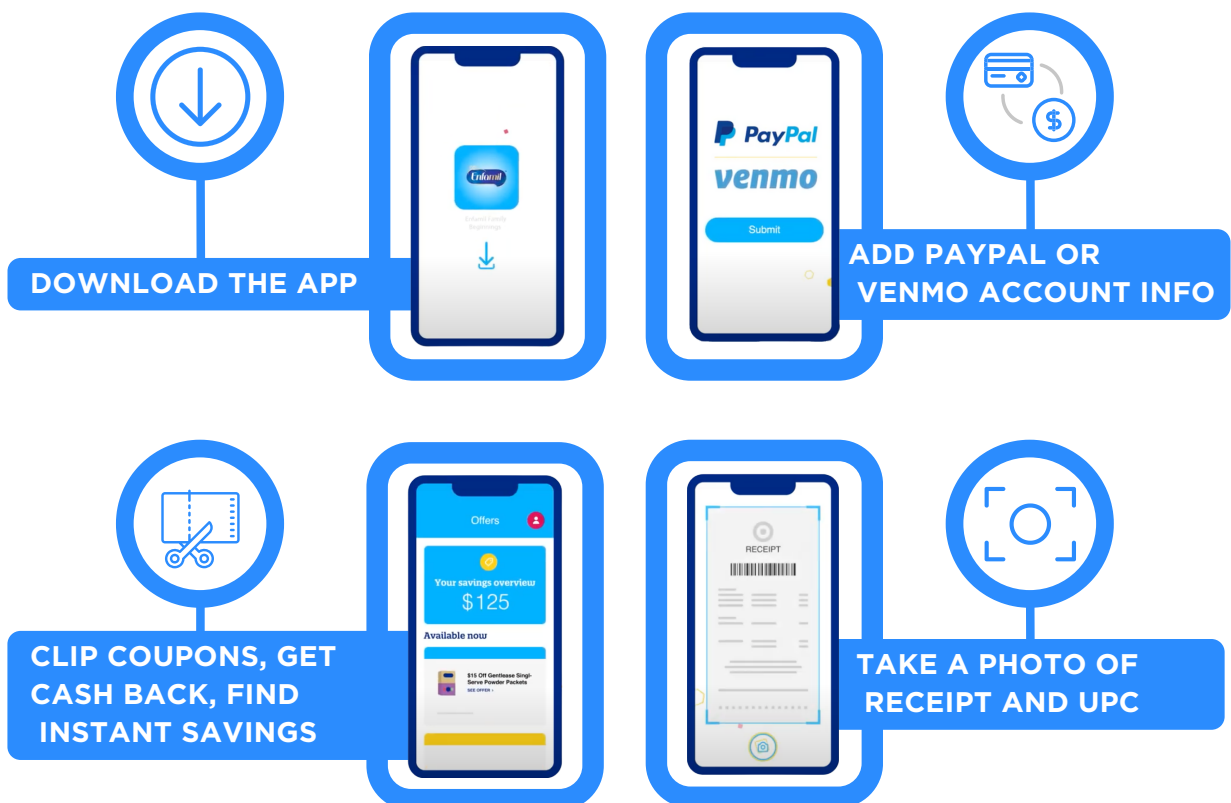
The program is easy to use and allows consumers to get their rewards faster while reducing reward processing and fulfillment expenses for the brand.

Enfamil is able to easily measure incremental lift and return on investment via the program; in addition, Enfamil is also able to use purchase data to send their members personalized offers, rebates, and communications based on the participants activity.

HOW IT WORKS

After creating an account using the mobile app, program members enter their unique rebate/ offer numbers, submit a photo of their retail receipt showing the Enfamil product purchase and UPC code.

Finally, they provide PayPal or Venmo information for payment. Members receive rebates directly into their account, no mail-in required.



LEAN CUISINE

OBJECTIVES

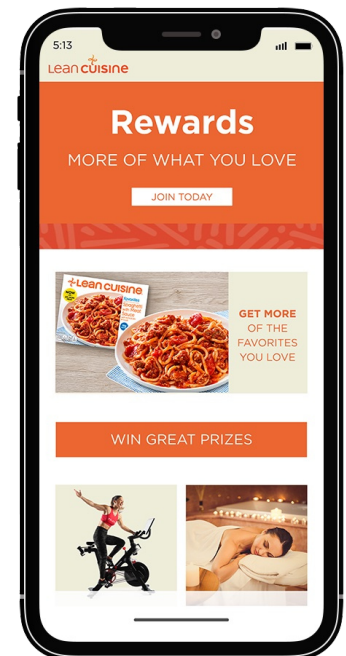
In 2021, Lean Cuisine was looking for ongoing ways to motivate their heavy purchasers to engage with the brand on a more frequent basis and increase average product purchases. They turned to Brandmovers to create an exciting loyalty program that activates and rewards new and existing consumers for loyal actions and behaviors, and gives them more reasons to purchase when in the freezer aisle.

The loyalty program was designed and built around key Lean Cuisine priorities, such as weight management, and everyday life and occasions. Redeployable and templated promotional capabilities within the Brandmovers loyalty platform allows Lean Cuisine to leverage the program to amplify key drive times throughout the calendar year.

HOW IT WORKS

Consumers join the loyalty promotion on their mobile device for a chance to win prizes and earn points for various activities.

- Exclusive sign up offer (kick off sweepstakes)
- Surprise & delight (eg. coupons)
- Chance to win great prizes throughout the year:
 - Fitness equipment (Peloton, Mirror)
 - Spa getaways (post-Covid)
- Soft benefits
 - Discounts from Lean Cuisine Partners
 - Access to inspirational content
- Promote the program beginning in January to the existing CRM database (200K members) and social followers (e.g. 579K FB fans) via paid
- Data is cross-populated between Brandmovers' loyalty platform and Lean Cuisine's CRM platform to provide more detailed customer insights



HOW USERS EARN POINTS

- Purchasing Lean Cuisine products (Snap a pic of UPC + Receipt)
- Submitting a Recipe Hack
- Sharing posts with friends on social media (Registrants add their Facebook or Instagram profiles to their member account upon signup)
- Completing surveys (opportunity for Lean Cuisine to learn more about consumers)
- Submitting product reviews

HOW USERS USE POINTS

- Enter to win - member only instant wins
- Auctions for high perceived value prizes
- Save points for exclusive rewards program





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