

Client
Account

Student Advantage
AT&T

Product in **action** datacap.1000



Student Advantage used the datacap.1000 to add data to an existing membership base. The unit gathered additional information and awarded prizes.

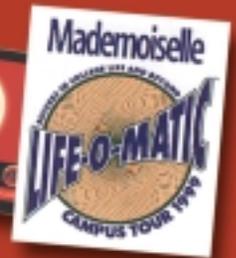
Objective: To complete a database of Student Advantage members.

Action: Student Advantage had an established membership base to which they wanted to add e-mail address information. Student cardholders swiped their existing Student Advantage card through a barcode reader on the datacap.1000 and then entered their e-mail address and password using the virtual keyboard. Once done, an on-screen prize wheel spun and a message appeared informing them that they were prize finalists and to check their e-mail over the next few days to see what they had won. Each night data was uploaded to a server for automatic e-mail response.

Results: Each event was successful and attained a high participation rate. The ease of automatic e-mail response made the promotion run smoothly and with minimal personnel needs for the company.



The
Technology.
The
Idea.
The
Answer.



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Zipatoni & Javelin Bacardi

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Bacardi Rum customized interactive games on the datacap.1000 as part of the Fly By Night traveling promotion held in clubs across the country. Additionally, by taking advantage of the data capturing capabilities of the datacap.1000, names and e-mail addresses were stored for later use.

Objective: To maintain high visibility in Bacardi clubs with young adult clubgoers.

Action: Unique custom games were created on the datacap.1000 featuring the Bacardi logo, Fly By Night promotional tie-ins and a personalized "bat name" for each player. The high quality game cards, generated on site, were swiped through a barcode reader to register the player. As part of the log on, participants were prompted to enter their e-mail address to be informed about future Bacardi offers.

Results: Clubgoers were intrigued by the advanced technology of the data capturing unit and were anxious to participate. Bacardi was able to position itself in a favorable light with this target audience and capture e-mail addresses for continued contact.

Momentum Sprite

Sprite used the datacap.1000 for capturing e-mail addresses and responding with an immediate reply to participants. And, the company utilized the reporting capabilities of the datacap.1000 by having field representatives send event specific surveys to keep management aware of the site conditions and successes.

Objective: To highlight Sprite RocketCash and www.Sprite.com.



Action: Sprite field representatives, targeting a young adult group at various venues, asked participants to enter their e-mail address using the virtual keyboards on the datacap.1000. Product samples, key chains, t-shirts and cash prizes were handed out to attract interest from this age group. After each event, Sprite representatives completed a survey regarding the quality of Sprite positioning at the event, group demographics and event success. The data was transferred via modem to a secured website accessed by Sprite management. Sprite responded within 24 hours, via e-mail, to the participants to introduce to them Sprite RocketCash.

Results: The target group was drawn to this kind of technology and Sprite was able to capture thousands of e-mail addresses and respond to them automatically. Results were immediate!

Mademoiselle and their co-sponsors set up events on college campuses and used the datacap.1000 to capture information from college students.

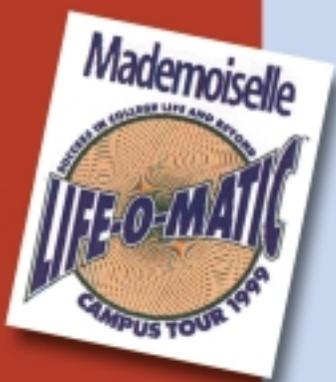
Mademoiselle in-house agency Mademoiselle

Client
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Objective: To increase market presence with college students and capture database information.

Action: Mademoiselle took advantage of the screen capture feature of the datacap.1000 to collect information from the college students. Each screen highlighted the logo of the co-sponsors; Express, Sony, Dodge, Target and Lane Bryant, with Lane Bryant also using the opportunity to have students respond to quick and easy survey questions. Completed screens were stored for later use in creating databases for the sponsors. After completion of the survey, participants were automatically registered in a sweepstakes to win a week at the Viva Resort in Cancun.

Results: The results were not as expected! In planning the promotion, marketers felt strongly that time was of the essence in gathering the information. The opposite proved to be true. The events drew such large crowds that event staff, fearing students would not stand in long lines, tried handing out clipboards to students to speed up the lines. Surprisingly, participants preferred to stand in line and wait for a chance to use the datacap.1000 rather than speed up the process and use paper! The ingenious technology of the datacap.1000 worked at increasing the response to the promotion!



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