

It's no secret.
IT'S A WELL-KNOWN FACT!

code
2
code

rewards consumers for
using **YOUR** product.

The compact **Mobile Scanning System** reads UPC codes and awards prizes allowing you to reward players who are using your brand! Plus, the scanner tracks product UPC codes meaning you can **verify the number of consumers using your brand and the number of consumers using competitor's brands.** All this makes the MSS an excellent promotional and marketing tool.



A Unique Sampling Tool

COLLECTS VALUABLE MARKETING INFORMATION

Three Easy Steps!



- 1 Scan the barcode on a game piece
- 2 Scan the UPC code on a product
- 3 Scanner screen shows if a prize is awarded

That's why we call it **code 2 code!**



• • •
"I am positive that this promotion will establish the trend of interactive promotions on a retail level on the Island of Puerto Rico."

Next Step Marketing
Agency Principal
Colgate-Palmolive/Walmart Promotion

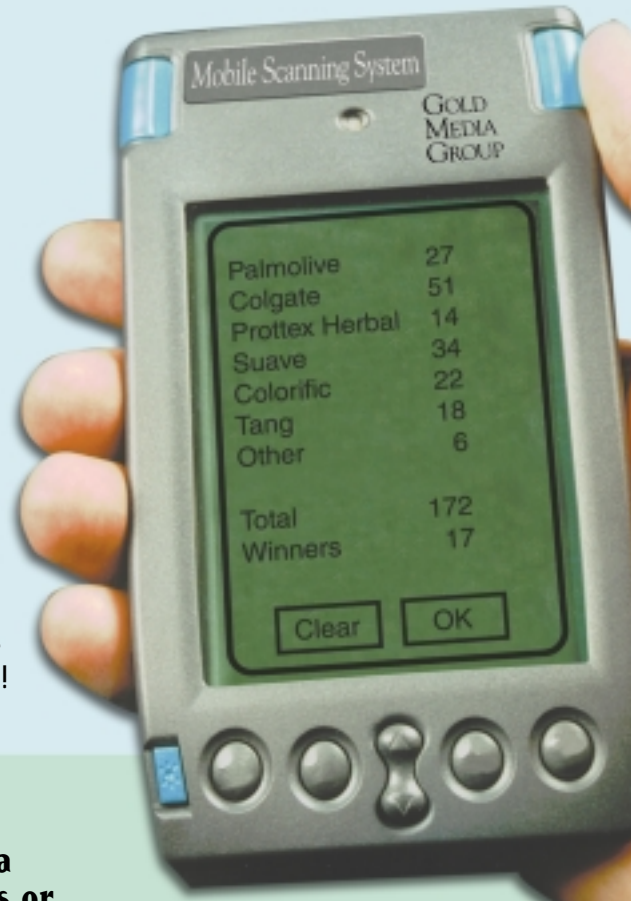
• • •
"We've had success with it! We took it to our third largest vendor and the only problem was getting around to everyone to scan their game piece!"

Michael Phillips
On-Premise Sales Manager
LDF Sales & Distributing

At the same time your representative is involved in face-to-face interaction with consumers, the scanner is collecting valuable marketing information. MSS stores the product name of the UPC codes scanned. And, **you select the products to be tracked.** At the end of each event, you can identify :

- 1 how much of the market is consuming your brand
- 2 what percentage of the market is going to each competitor
- 3 and the number of prizes you've distributed! Simply scan a Totals barcode at the end of each event!

Promotions can be designed to **track a single product, a line of products or any number of competitor's products.** code 2 code offers numerous options!



The prize awarding feature is fully customizable. You determine whether to give a prize away with each scan, to give a prize away after every nth scan or to give prizes away randomly. **It's your choice!**



G O L D
gmg

M E D I A G R O U P

800.747.8740

See our full line of promotional products!
thegang@GoldMediaGroup.com
www.GoldMediaGroup.com