

Ring Tone Cards



What is a Ring Tone Card?

- A prepaid ringtone card contains a preset amount of free ringtones or other content, like wallpapers for your cell phone
- The ringtone is uploaded onto your cell phone from the ring tone site by simply entering the PIN number and qualifying your phone
- Over 6000 ringtones to choose from



Ringtone promotions are extremely versatile. They can be printed on a plastic card (as shown above), delivered online, or printed directly on the product packaging.

How Ring Tone Cards Work

1.



Printed instructions direct cardholders to a landing page.

2.



The landing page is branded with your company's name, logo, hyperlinks, etc. The page then redirects them to the ring tone site to redeem their PIN number.

3.



Once cardholders enter their PIN number, they can choose from thousands of ringtones or other content such as wallpapers.

Applications / Industries



- In/On-Pack Promotion
- Promote New Product
- Enrollment Incentive
- Event Marketing
- Blood Donation Incentive
- Schools / Universities
- Entertainment
- Media
- Consumer Goods
- Telecommunications



Promotion Ideas

- Hand-out Ring Tone Cards for new account openers, a great way to reach students new to banking and finances.
- Send Ring Tone promotional codes to new Internet subscribers.
- Increase trade show traffic while giving them something to remember you by with a Ring Tone Card.
- Gather important customer information by requiring attendees to complete a survey prior to receiving their free Ring Tone. Upon completion just e-mail them ring tone redemption codes and instructions!
- Bring your shopping receipts to the customer service desk and redeem for Ring Tone Cards.

Options: Custom Landing Pages

Before users receive their free ring tones, you can direct them to a custom landing page that allows your company to interact, educate and up-sell current customers and prospects.



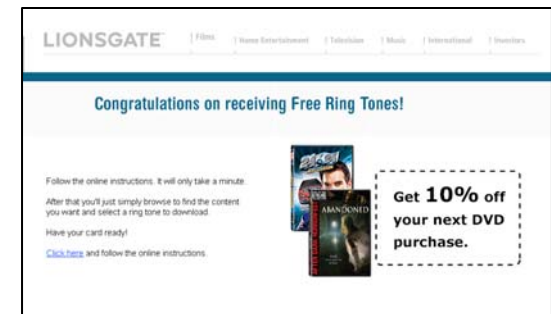
Branded Landing Page

A branded landing page can be as simple as your company's colors and logo, or as interactive as a flash site.



Survey Landing Page

A survey is a great marketing tool. Once the survey is filled out, cardholders are directed to the music website to redeem their content.



Up-Sell Offer Landing Page

An up-sell offer drives cardholders back to your product. Up-sell offers can be a coupon, an event invitation or a new product launch.



Why Choose Ring Tone Promotions?

- Ring tones are attractive to a broad range of audiences, and especially the Hispanic, Teen, College, & Urban markets.
- Provide the means for users to personalize their cell phone and allow them to associate themselves with certain recording artists, schools, TV shows or films.
- Redemption for customers is fast and easy.
- Ring tone Cards are cost-effective promotions.
- Online & On-Pack delivery is also available.
- Add a Survey or Sweepstakes to gain even stronger metrics & to build your customer database or create customer profiles.