

## Bounce Back Promotions



### BEER MANUFACTURERS AND DISTRIBUTORS

*The new advertising trend designed to:*

- Increase brand and image awareness
- Promote new products
- Generate revenue
- Age verification tool
- VIP or event ticketing
- Measure promotional campaign success

**Innovative** - Worldwide patented lenticular wristbands is a unique way to promote your faces, logo, product and key message with real movie clips and 3d motion effects such as Zaps, Swirls, Morphs, Explosions and Zooms.

**Versatile** - Numerous applications to generate revenue, increase brand recognition and introduce new products/services and promotions.

**Interactive** - The iXtreme3d effects, coupled with imprinting of your corporate logo, key messages, product images and promotions, make the band interactive.

**Measurable** - Underside imprinting communicates promotions and drives band users to your website where they can fill out their personal information and redeem prizes.

- Promo code printed on back of band gives the ability to measure promotion success
- Builds a database of very targeted audiences
- Enables analysis, refinement of promotions, tracking of link and page hits for additional topics of interest

## Movie Clip on a Wristband



### **Raise funds, engage fans and measure success**

#### **Applications:**

*Co-brand with strategic partners to introduce new products, services and promotions.*

*Distribute to bars, nightclubs and resellers as an event ticketing tool.*



*Photo quality, full color underside printing and sequential numbering drives customers to website to redeem promotions, cross-sell and up-sell. Drive incremental revenue by offering discounts when wristband is shown at participating bars or events.*

*Improve corporate image by sponsoring a cause and offering portion of proceeds with every purchase to support the cause.*

*Ideal as a collectors item to promote repeat sales! Sponsor a sports team or cause and offer wristband with team or cause images in beer cases or at venues for fan support...*



*Our multimedia team can work with you to create a customized design for each new collectible wristband or promotional campaign.*

*Increase brand recognition to targeted audiences by sponsoring an event and offer the band at VIP admissions as collectable item.*

*Collaborate with the event marketing team to utilize the underside printing of the band as part of a consumer generated content campaign.*



### **Why iXtreme 3d Wristbands:**

- The worldwide patented lenticular wristband is the unique new advertising trend for your global campaigns.
- Very targeted audiences.
- Low cost per view.
- One medium that meets multiple promotional objectives.
- Cost effective to ship, store and distribute.