

CUP-HOLDER ADVERTISING

DESCRIPTION | STAND ALONE MEDIA CARD

THE STAND-IN™ is an innovative patented card that uses friction and heavy cardstock to independently stand upright, securely held in any cup-holder. The base is perforated, acting like a stand, curving around the inside of the cup-holder. The Stand-In's entire surface is printable and the card and base separate, on the perforation, for dual functionality. It is designed not to block the cup-holder and is easy to install And even easier to take home.

THE STAND-IN™ transforms the cup-holder into an advertising space located within easy reach of patrons; a powerful medium with its own entertainment value. Your promotional messages are held by thousands of predictable consumers, inviting them to interact directly with a promotional program, easily integrated into traditional and non-traditional media including print, arena television networks and announcements, the internet and text messaging to yield fast, measurable results.

EFFECTIVE | EFFICIENT | TARGETED

- High visibility for fast measurable results
- Innovative and memorable exposure of your Brand
- Multiple impressions initiated by "within reach" location
- Targeted captive audience during the entire life of an event
- Integration of multiple media programs through one call to action
- Authority to invite immediate, interactive response to target demographic

THE STAND-IN™

UNIQUE | INNOVATIVE | MEMORABLE

TARGET | INTEGRATE | INSPIRE

ACTIVATE | MEASURE



INTEGRATION | APPLICATION

Releasing the power of **THE STAND-IN™** means exploiting its two components:

- The card is perfect for eye catching communications
- The perforated base is a call to action with its compact coupon or activation piece

POS Client Coupon Redemption | DVD Movie Clips | CD Music Clips | Surveys | Applications
Balloting | Measurable Results | Cross Promotions | On-Screen Integration | Unique Codes
Sweepstakes | Collectibles | URL Integration

THE STAND-IN™ | METRICS*

- 200,000 Stand-Ins | 3 Week Run
- Week 1 - Average Take Rate: **70%**
 - Week 2 - Average Take Rate: **85%**
 - Week 3 - Average Take Rate: **83%**

* Source - ScreenVision | Verizon Campaign - 2007



Sports Media, Inc | CONSUMER SUPPORT DATA

Two recent research studies conducted in US sports facilities with Caddy cup-holders found that:

- 92.3% of fans use cup-holders, looking an average 28 times at or the cup-holder during the consumption of each drink
- 88.3% thought the cup-holders were convenient and 96.4% would like them in other facilities
- 53% correctly recalled the company advertising on or in the cup-holder