

## 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