

Custom Skin Cards

Promotion Overview



Custom Skins Promotions - Overview

- Help clients tap into digital media craze by giving customers personalized covers for cell phones, PDAs, iPods,MP3 Players or Laptops
- Skins are delivered to customers through promotion code featured on custom-branded plastic card
- Skin codes can also be incorporated in-pack/on-pack promotions, or delivered to customers via email



Complete turnkey promotion –
Includes skin codes, card
printing, skin fulfillment and
shipping

Personalization On Demand Is Key to Connecting with Today's Customers

- Promotion Recipient Can Choose from over 1,000 top sports, entertainment, or collegiate images and logos
- They can also upload their own photo or image, or select a design from our design template to create a skin that reflects their unique tastes/personalities
 - **If desired, promotion sponsors can upload their corporate logo into skins web site and give customers skins cards good only for company logos – building brand identity**



How It Works

- Custom skin card, branded with your client's logo and four color image, is distributed to customers
 - **Each skin card is good for a personalized skin for cell phone, PDA, iPod, MP3 player, Laptop or other device**
- To redeem, customers log onto custom skin redemption web site and enter promo code
- Customer selects device, chooses or creates design, and enters shipping info
- Skin is manufactured and shipped via UPS Innovations

REDEEM YOUR PROMO CODE NOW
Choose from over 1,000 designs for your mobile phone, iPod, MP3 Player or PDA
(College, sports, entertainment and much more) or create your own

HOW TO REDEEM:
1) Enter Your Promo Code
2) Select your device and model
3) Choose or design your skin
4) Enter Your shipping info

Redeem **GO**

ENJOY YOUR CUSTOM SKIN DOWNLOAD LIVE SAMPLE CARD

CFS
Promotions For Now!
ASI 42995 - PPAI 203630
SAGE 64928

VISIT OUR WEBSITE
WWW.CFSPROMO.COM

Lift Sales With Custom Skins – Promotional Data

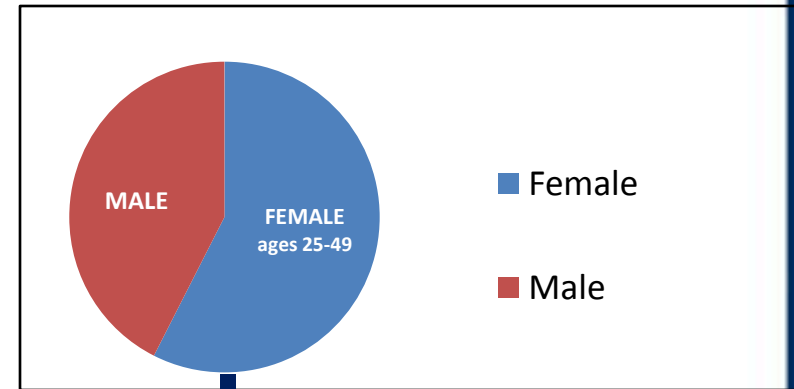
- Overall 20-60% increase in sales velocity from attaching a Custom Skins Offer to the purchase bundle.
 - Case Studies
 - Retail In-Box Pin card and skin bundle – 20% sales lift over forecast
 - On-Line Retail Limited Time Seasonal Free Skin offer with purchase – 24% YOY
 - Corporate Enterprise Campaign - 60% attach rate
 - Consumer device launched with option to customize resulted in 68% total customized
- Data Mining: acquiring personalization buying trends and demographics to market back to these customers with additional programs
- SkinIt brand is becoming more of household name, through SkinIt TV commercials, resulting in an increase in redemptions, attachment, and data collection > greater pull

Custom Skins – Demographics/ Preferences

SKINs CUSTOMIZER CORE PERSONAS

Percentage

- Unique Visitors using Customizer
- Unique Visitors using Branded and Generic



Jennifer Hughes

Name: Jennifer Hughes

Background:

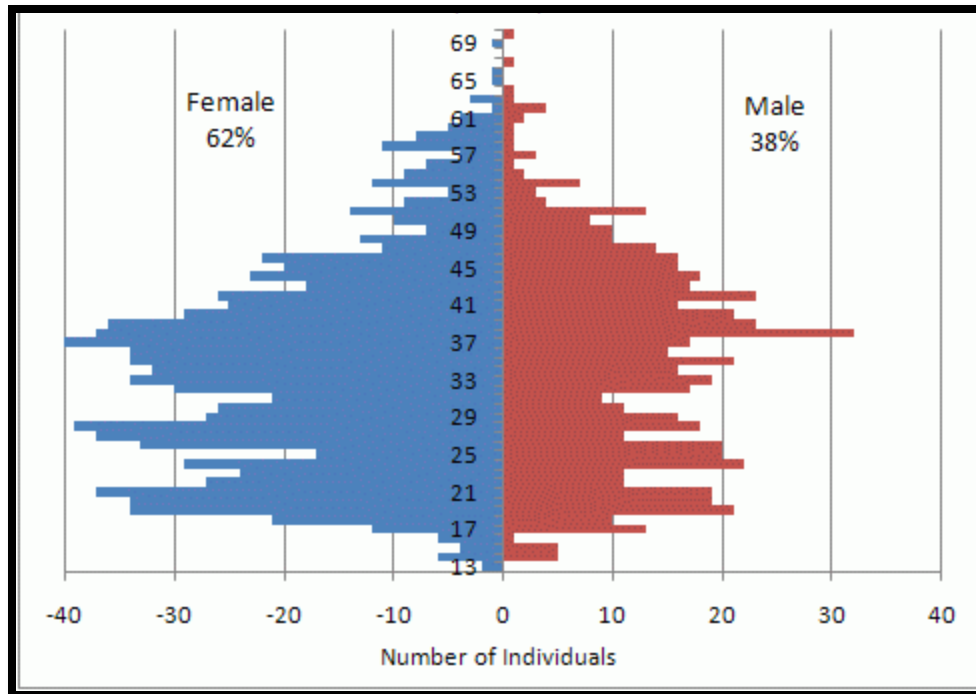
- 34 year old, married, female
- Advertising executive
- Geographic location: West coast
- Tech Savvy: Low-med
- Platform: 15" Apple iBook 2.2 GHz Dual Core, IE for Mac



Profile: Jennifer has been working her way up the ladder at Young & Roehr in Portland, OR. Jennifer has also been married for 4 years and the mother of a 14 month old daughter. Jennifer's husband is a professional services manager for IBM and travels often. Most of Jennifer's time is split between work and home. Jennifer is highly creative and enjoys making her own things. When she finds free time her hobbies are crafts (making cards and jewelry), swimming, and hosting dinners for friends.

Custom Skins – Demographics/ Preferences

Custom Skins Demographics: Age and Gender



Lifestyle

Skins Audience Interests

- Sports
- Technology
- Music
- Gaming
- Apparel
- Discussion | Chat
- Fashion
- Family
- Photography
- Special Interests
- Causes

About CFS Skins Promotions

- About Our Skins
 - **Manufactured by Skinit®– leader in Custom Skins**
 - **Fits most Cell Phone, PDA, iPod, MP3 player and Laptop models**
 - **Custom cut to fit the contours & buttons of every device**
 - **Easy application & residue-free removal**
 - **Made from exclusive 3M Scotchprint® Material**
- About CFS Skins Promotions
 - **Intuitive customer experience**
 - **No credit card information required**
 - **Good in U.S. and Canada (delivery time varies)**
 - **Free shipping included with Custom Skin Code**
 - **Branded landing page – Optional***

*Additional fee

CUSTOMIZED SKIN CARD PRICING

Price good for 1-Skin

	Cell Phone/ iPod Skin	Laptop Skin
500	\$5.70	\$10.00
1,000	\$5.30	\$9.25
2,500	\$4.85	\$8.70
5,000	\$4.60	\$8.15

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Product Information: 6 month expiration on custom skin card and/or stock card, customer support. Skinit® will automatically generate an email confirm to confirm receipt of order. The skin will be delivered by UPS innovations and tracking information is in e-mail confirmation sent. Order may be tracked by entering confirmed code contained in order receipt email. For promotional use only. Not for resale.

Prices in U.S. Dollars. Prices subject to change without notice.

Custom Skins Promotion - Benefits

- Drive Customer Traffic/Increase Sales
- Generate Web Traffic
 - **If desired, card recipients can first be routed through client's corporate or brand web site**
 - **Branded landing pages on Custom Skins Library available for additional fee**
- Build Brand Awareness
 - **Distribute Skin Cards good for custom skin featuring your company logo**
- Capture Valuable Customer Data
 - **We can add a custom survey to any digital promotion**
- Offer high value promotion at low fixed cost
 - **Small Device Skins retail for \$14.95 + shipping and handling**
 - **Large Device Skins retail for \$29.95 + shipping and handling**
- Give Customers Incentive that can be personalized to reflect their tastes