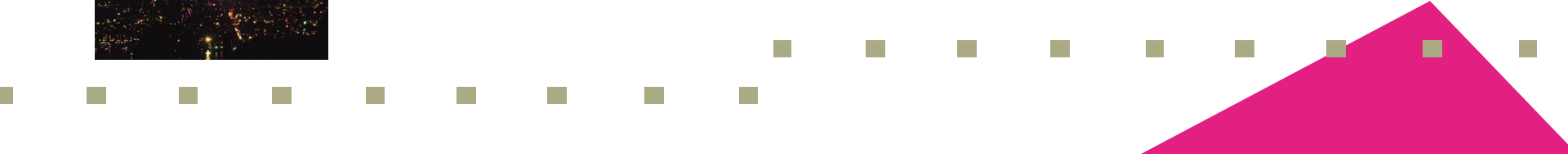




# Instant & Tailor-made Excitement:



How to Use Games and  
Sweeps to Gain Attention,  
Increase Sales and Satisfy  
Customers On-line and Off






**Moderator: Shari Altman, President, Altman  
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[SAltman@AltmanDedicatedDirect.com](mailto:SAltman@AltmanDedicatedDirect.com)**

**Panelist: Josh Linkner, CEO, ePrize Inc.,  
[www.ePrize.net](http://www.ePrize.net), [Josh@ePrize.net](mailto:Josh@ePrize.net)**

**Panelist: John Fernandez, President, Media  
Magnets Inc., [www.MediaMagnets.net](http://www.MediaMagnets.net), [JFer400@aol.com](mailto:JFer400@aol.com)**

**Panelist: Charlie Kottmeier, Vice-president Direct  
Marketing, PoolGear Plus, [www.PoolGearPlus.com](http://www.PoolGearPlus.com),  
[Charlie@PoolGearPlus.com](mailto:Charlie@PoolGearPlus.com)**





# How to use instant games with catalogs

- Powerful copy and graphics that compel customers and prospects to play and look inside



# Compelling Graphics & Copy



Some segments of Spiegel's file nearly tripled their response rates versus the control results.



Critics Choice beat their free shipping offer response rate by 23%, and some segments of the file had response improvements as high as 43%.




# How to use instant games with catalogs

- Powerful copy and graphics that compel customers and prospects to play and look inside
- Grand Prize
  - Believability versus desirability
  - Cash versus Noncash for targeted audiences





# Additional Instant Win Game Benefits

- Benefits of immediacy -- speed of response
  - Catalog discounts become expected -- winning is a motivating surprise that exceeds customer expectations
  - Generate more qualified prospects and customers because winners receive discounts, not unrelated prize items.
- 




# Instant Win Games with a Twist

- **EVERYBODY WINS!**





# Cataloger Factors to Consider

- How much can you afford to give away to acquire a customer, generate a sale or convert an off-line customer to an on-line buyer?
  - Can you adjust your price point or is it set?
  - Consider average price point and number of items at lower price points -- avoid being cherry-picked
  - Instant win game fatigue factors
- 





## **Who the heck is PoolGear Plus?**



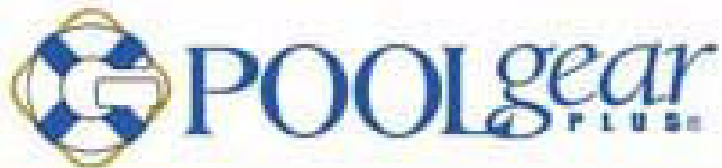
**Direct Marketing Division of Pinch A Penny Pool Patio & Spa**



**World's Largest Franchised Pool Products Specialty Retailer,  
135+ Stores**



**Catalog Launched Spring 1999**



## **Strategy**

-  **Drive Response Rate from Prospect Universe**
-  **Rapidly Grow Business — Increase Market Share**
-  **Consistent with Marketing Plan & Brand Image**
-  **VALUE ADDED...GAME + WINNING + EXCITEMENT = FUN**



## Tactics

### "Four Square Test" Two Drops

	<u>Drop One</u>	<u>Drop Two</u>
<b>Group A</b>	<b>Game</b>	<b>Game</b>
<b>Group B</b>	<b>Game</b>	<b>No Game</b>
<b>Group C</b>	<b>No Game</b>	<b>Game</b>
<b>Control</b>	<b>No Game</b>	<b>No Game</b>



spring 2000

**POOLgear**  
PLUS®

# WIN \$1,000 Instantly!

## Peel & Play



### WIN TODAY!!!

1. Peel off game piece.
2. Go to page 8a to see what you win.



**\$5**

Certificate

**\$1,000**

Cash

**\$25**

Certificate

**\$1,000**

Cash

**\$10**

Certificate

# Spring Sale!

**SAVE UP TO 54% OFF RETAIL PRICES!**

### Low Price Guarantee

Find an advertised price lower than ours within thirty days of placing your order and we will refund the difference.

### Free Shipping!

FREE same day shipping plus a \$7.95 handling fee.

To Order Call 1-888-766-5432

spring 2000



**POOLgear**  
PLUS®



**WIN A Free Lincoln Navigator!** See details on page 22.

**SPECIAL PURCHASE**

Item #C-004-001

**\$59<sup>99</sup>**

40 Lbs. Full Sized 3 (2-20 Pound Pails)  
Stabilized Chlorinating Tablets  
70% Available Chlorine



**Super 70**  
C-004-002 20 Pound Pail

**\$32<sup>99</sup>**

ONLY  
**\$1<sup>50</sup>**  
per lb.

**SAVE UP TO 54%  
OFF RETAIL PRICES!**

**Low Price  
Guarantee**

Find an advertised price lower than ours within thirty days of placing your order and we will refund the difference.

**Free  
Shipping!**

FREE same day shipping plus a \$7.95 handling fee.

To Order Call 1-888-766-5432

spring 2000



**POOLgear**  
PLUS®

**Here's Your Last Chance  
to WIN \$1,000 Instantly!**

**Peel & Play**



**WIN TODAY!!!**

1. Peel off game piece.
2. Go to page 8a to see what you win.



\$5 Certificate	\$1,000 Cash	\$25 Certificate	\$1,000 Cash	\$10 Certificate
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**SAVE UP TO 54%  
OFF RETAIL PRICES!**

**Low Price  
Guarantee**

Find an advertised price lower than ours within thirty days of placing your order and we will refund the difference.

**Free  
Shipping!**

FREE same day shipping plus a \$7.95 handling fee.

**To Order Call 1-888-766-5432**



spring 2000

**POOLgear**  
PLUS®



**WIN A Free Lincoln Navigator!** See details on page 22.

A \$205 Value  
**SAVE \$24**

The ABC's Super  
Sized Complete  
Pool Care Kit.

Item# K-800-010

**\$179<sup>99</sup>**

See page 2 for details.



**Free  
Test Strips  
w/any Kit**

**SAVE UP TO 54%  
OFF RETAIL PRICES!**

**Low Price  
Guarantee**

Find an advertised price lower than ours within thirty days of placing your order and we will refund the difference.

**Free  
Shipping!**

FREE same day shipping plus a \$7.95 handling fee.

**To Order Call 1-888-766-5432**

# WIN \$1,000 Instantly!

**How to play:** Peel off the game piece from the front cover of this catalog and place it on the white box of your game board pictured below. The game piece must not be altered in any way and must not extend beyond the borders of the white play area. If you place your game piece correctly, one of the prizes on the game piece will match a prize listed below the border of the white play area. The prize from your game piece will line up exactly with a prize listed below the border of the white play area on your game board and you win that prize!

For example, after you place your game piece on the white play area where indicated, if the \$1,000 box from the game piece lines up with \$10 Certificate on the game board, sorry it's not a match. However, if the \$5 Certificate box from the game piece lines up with the \$5 Certificate on the play area, congratulations! You win \$5 off any purchase from this PoolGear Plus Catalog, subject to these official rules.

**How to collect when you win:** If you are a winner of the \$1,000 prize, call PoolGear Plus at 1-888-PoolGear (1-888-766-5432) with your game board in hand. We will send you a return envelope so you can send your winning game piece and board to us for verification. You must call us by May 31, 2000 if you think you are a winner. If you are the winner of a \$5, \$10, or \$25 Certificate, call 1-888-PoolGear and tell your Customer Service Representative you are a winner. Give the CSR your Game Code from the lower right hand corner of this page. Place your order and the proper amount will be deducted. PoolGear Plus Certificates have no cash value, are not redeemable for cash, and cannot be used for delivery charges or to pay tax on merchandise. Certificates expire on May 31, 2000.

PLACE YOUR GAME PIECE  
**HERE**  
TO SEE WHAT YOU HAVE WON!  
If you place your Game Piece correctly, one of  
the prizes will match one of the prizes below.

*Your Game Piece must not extend beyond the  
borders of this white play area.*

<b>\$1,000</b> Cash	<b>\$10</b> Certificate	<b>\$25</b> Certificate	<b>\$5</b> Certificate	<b>\$1,000</b> Cash
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**THE POOLGEAR PLUS OFFICIAL RULES**

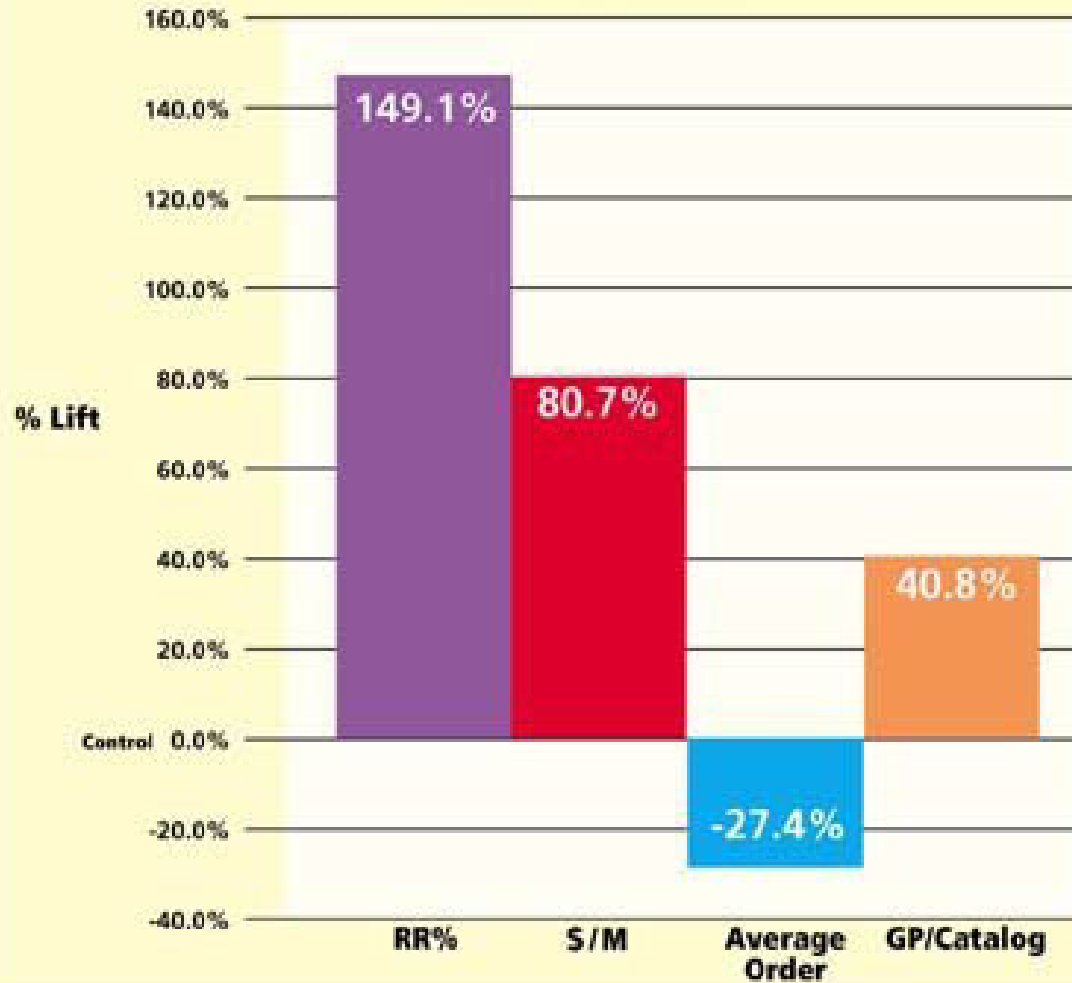
1. NO PURCHASE NECESSARY. No mechanically reproduced claims or coupons accepted. 5 Grand Prizes consisting of \$1,000 cash each (odds 1:193,139). If you do not win a Grand Prize, you may receive a Winning Coupon Discount for \$25 (odds 1:1,0214) when you order from the enclosed offer or a Winning Coupon Discount for \$10 when you order from the enclosed offer (odds 1:4,828,64) or a Winning Coupon Discount for \$5 when you order from the enclosed offer (odds 1:4,828,64). All orders utilizing coupon discounts must exceed the stated value of the Winning Coupon Discount before taxes and handling charge. Total value of all Grand Prizes in this Game is \$5,000. No cash or other substitution for coupon discounts prizes. Taxes are the sole responsibility of the winners. 2. All Grand Prizes and Coupon claims subject to verification before awarding. Judges decision in all matters pertinent to this Promotion are final. By entering you are bound by these official rules. Limit one prize or Coupon redemption per household. 3. Winners may be required to sign and return an affidavit of eligibility and publicity/liability release within 21 days of notification, or prize will be forfeited. Except where prohibited, by accepting prize, winner consents to the use of his/her name, photo and/or likeness for advertising and promotional purposes without additional compensation. All entries become property of sponsor. 4. Game open to legal U.S. residents age 18 and over. Employees of PoolGear Plus, Media Magnets and their respective affiliates, distributors, subsidiaries, retailers, advertising and promotional agencies and the immediate families of each are not eligible. All U.S. federal, state, and local laws apply. The game is void where prohibited by law. 5. Game materials are automatically void if they are reproduced, mutilated, forged, altered or tampered with in any way or if they are obtained outside authorized, legitimate channels, or if they contain printing, production, typographical, mechanical or other errors. Liability for game pieces containing printing or other errors is limited to replacement with another game piece while supplies last. Only the stated number of prizes and Coupons will be awarded. If the number of prize claims received exceeds the stated number of prizes, each prize will be awarded through a random drawing from among all prize claims received. 6. For a list of Grand Prize winners, send a self-addressed envelope to: PoolGear Plus, PO Box 6025, Clearwater, Florida 33758. Sponsor: Sun Wholesale Supply, Inc. d/b/a PoolGear Plus, Promoter: Media Magnets, Inc., Chicago, IL. Game ends May 31, 2000.

CALL 1-888-766-5432 TO COLLECT YOUR PRIZE INSTANTLY!

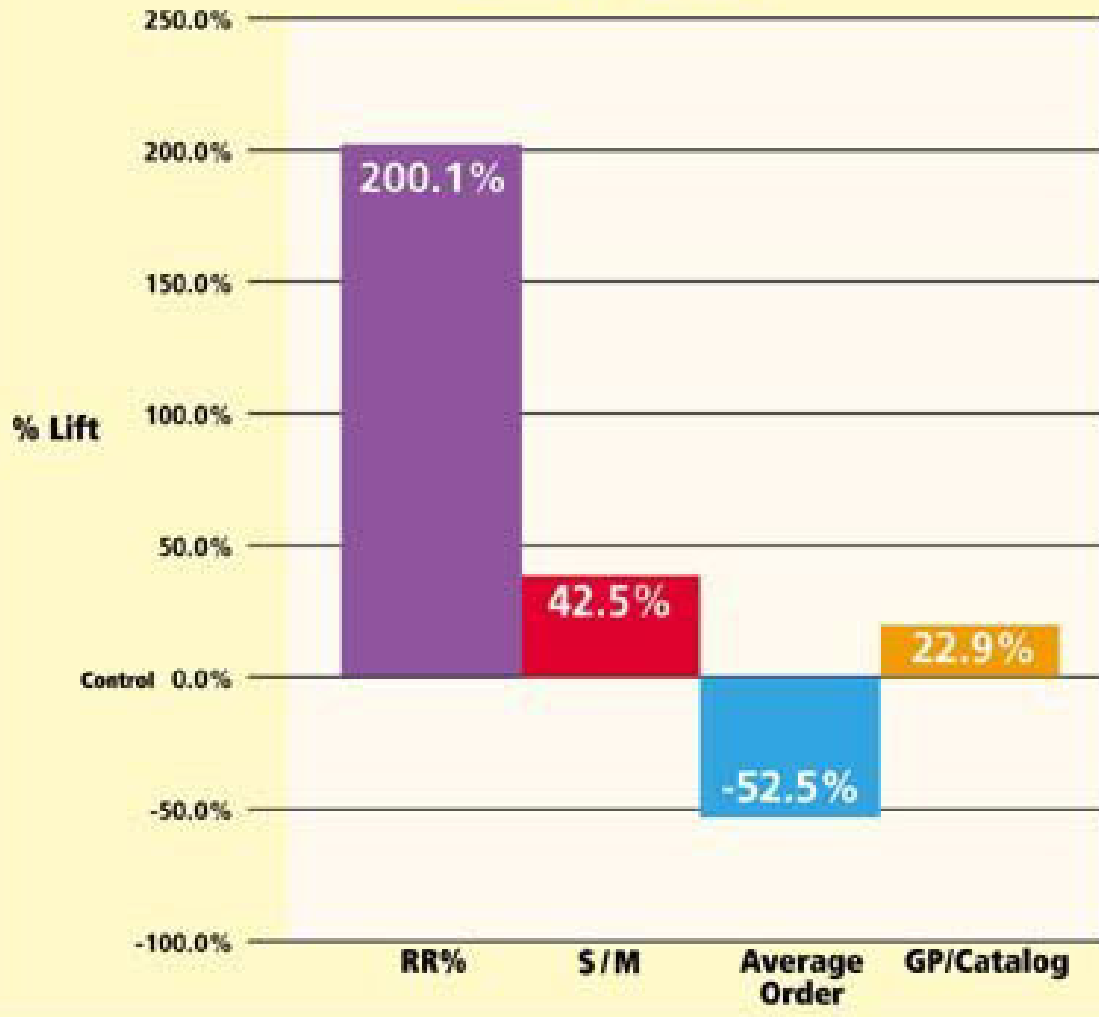
GAME CODE  
C1-0228-1B



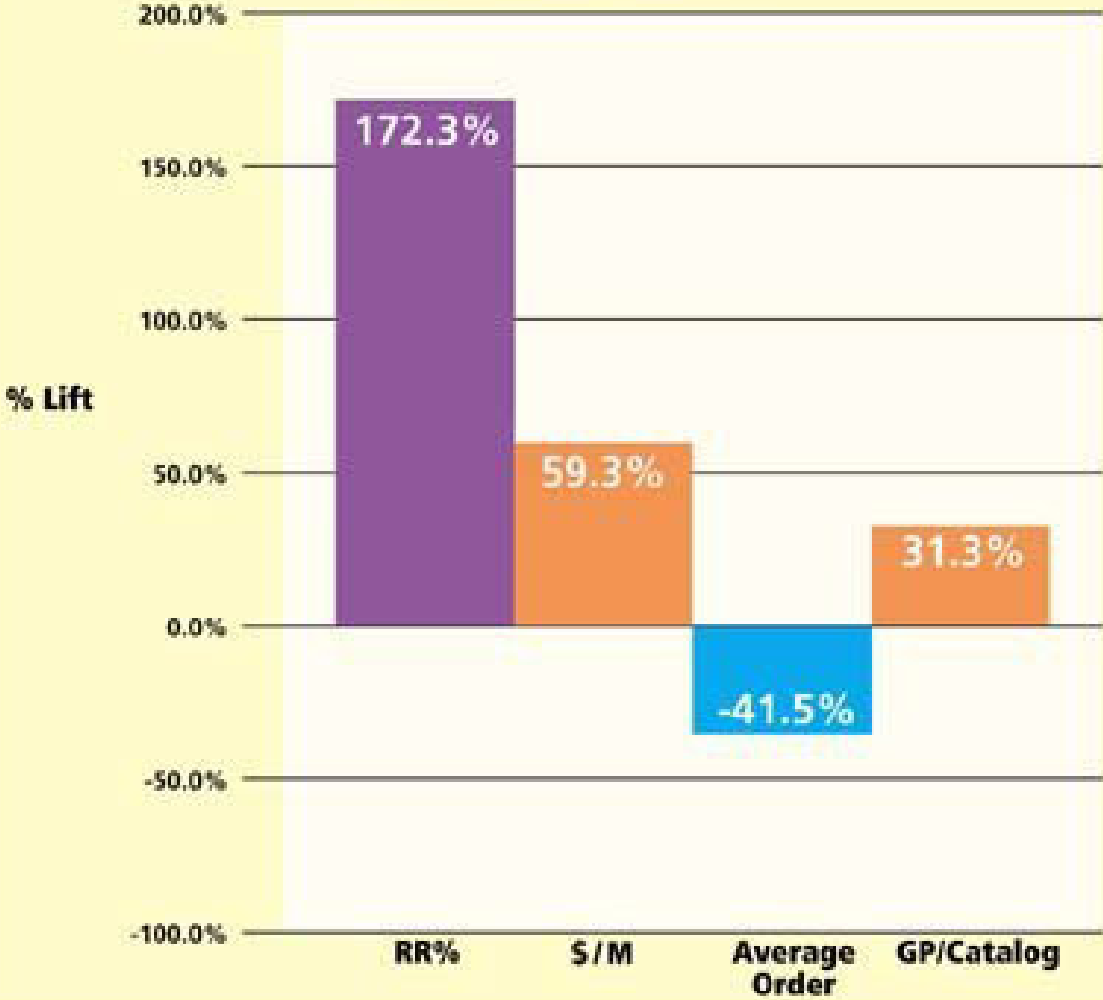
## Drop One Game vs. Control



## Drop Two Game vs. Control




# Combined Results





# Combining Off-line Print and CD Games with Online Ordering

- Utilize the flexibility of print and fun of off-line CDs for a game that is new and highly compelling
  - Reduce options to those with appropriate margins and eliminate cherry-picking
  - Drive customers and prospects to the web for ordering
  - Utilize co-op advertising \$\$ where feasible
- 

# 8 1/2" x 11" CD Game Mailer

PLAY THE **Media Magnets Inc.** CD GAME

**Win**  
**\$5,000.00**  
**INSTANTLY!!!**

Open and Play,  
RIGHT HERE...  
RIGHT NOW!

PLUS – thousands of other Great Prizes!!!

PLUS – thousands of other Great Prizes!!!

Are you a Click Away from Winning \$5,000.00?

**Media Magnets Inc.**

Open and play, win today!  
Put CD in your computer's CD-rom drive to play and see what you've won!

No purchase necessary to win!

The graphic features a central CD with the text 'Are you a Click Away from Winning \$5,000.00?' and the Media Magnets Inc. logo. Surrounding the CD are various prizes: a leather armchair, a wristwatch, a camcorder, a boombox, a laptop, and several hundred-dollar bills. The background is a vibrant green with a circular border.

**Media Magnets Inc.**  
645 N. Michigan Ave., Suite 800  
Chicago, IL 60611

JOHN DOE  
12345 MAIN ST  
ANYTOWN USA 12345-6789

US POSTAGE  
PAID  
PERMIT NO. 12345  
DALLAS TX