

CASE STUDY

NBC

Industry: Entertainment

Vehicle: Event & In-Store Giveaways

Products: Music Download Card

Features: Custom Landing Page, Custom Music Library

When the Today Show brought in a new anchor, they also re-branded the show with a new theme song. To help generate excitement about the switch, they created a Custom Content Card handed out to audience members and customers at their NBC Stores.


The cards featured an exclusive download of the new Today theme song, plus a download of the recipient's choice.



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http://www.myfreemedia.com/today/

SITE = work fun shop fam games rss (5913) mt blog this

IT'S A NEW DAY 

Get your exclusive copy of the new "TODAY" theme song plus a **FREE** music download from MSN Music!


name:

email:

zip:

pin:

Redeem!

 **TODAY** NBC website | How to Redeem | About MSN Music | FAQ | Transferring to Your Device