


CASE STUDY

Pom Tea


Industry: Retail
Vehicle: Gift With Purchase
Products: Music Download Card
Features: Custom Promo Landing Page, Custom Card Design, Coupon On Card.

POM Tea designed a creative on-pack promotion to drive P-O-P Sales with a music download offer that included a UPC barcode for \$1.00 off which helped drive future sales.





ANTIOXIDANT. ANTICANCER.




READY TO
DOWNLOAD
YOUR FREE
TUNE
FROM POM?

[Click here to learn more about POM Tea](#)

Your participation in this promotion is limited to one (1) download per household. The download will be available for 30 days from the date of purchase. Offer ends 12/31/11. See store for details.

Once you download your music, you have 30 days to activate your computer, burn it onto a CD, or save it on your MP3 device.



Join Club POM!

It's free and membership is yours! You'll be a member about 10 minutes ago, so come, join now! You'll also receive the Pom Tea newsletter. [Join now!](#)

I'd like to sign up for POM newsletter

Please fill in the following fields to receive your free Pom Tea download!

First Name:

Last Name:

City:

Address:

State:

State Province:

ZIP:

Country:

Phone (work, mobile, or fax):

Date of Birth:

Website:

How did you first hear about POM Tea?

How often do you buy POM Tea?

Are you interested in POM Tea in the future?

What is the best e-mail address you can give us?

Request Music Now