

## CASE STUDY

### Scotties

**Industry:** Retail

**Vehicle:** On-Pack

**Products:** Music Download Card

**Features:** Custom Card, On-Pack

When Scotties wanted to drive its sales and build better relationships with their key retailers; they utilized an On-Pack Promotion for 2 Million Units. It featured a Free Music Download with purchase of a box of Scotties tissues.



A screenshot of a Microsoft Internet Explorer browser window. The address bar shows "MUSIC\_LANDING\_PAGE". The page content features a large central graphic with the Scotties logo and the text "FREE MUSIC DOWNLOAD" and "SOFTENS YOUR DAY". Below the logo, it says "Welcome to the Scotties Music Download Center". There are several small images around the central graphic: a woman listening to music, a close-up of a tissue, a hand holding a tissue, and a woman sitting on a beach. At the bottom of the page, there is a disclaimer: "Offer expires December 31, 2006 at 11:59 p.m. EST. Supplies are limited and offer is good only while supplies last. Free download must be redeemed by December 31, 2006 at 11:59 p.m. Offer valid only to residents of the United States of America. Not valid in combination with any other offer. User where taxed, restricted or prohibited. Fraudulent submissions will not be honored and may be prosecuted. Children may register and participate in the promotion. However, to protect children's privacy we encourage the parents of children under 14 years of age to register for this promotion. Please review our Privacy Policy." The browser's taskbar at the bottom shows the Start button and several open applications.