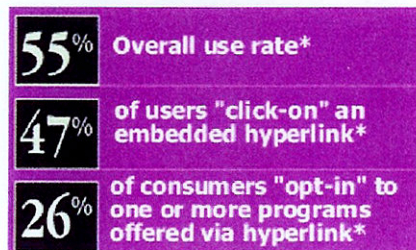


“Why Discs Work”

Advantages of Discs for Non-Traditional Applications and as Premiums — Cambridge Associates, Inc.

- Generated response rates which were 50% to as much as 600% greater than traditional direct mail (e.g., if traditional print direct mail had generated 1-2% response rates, disc direct mail generated 3-12%).
- Provide far greater information (full motion, sound and Internet links) than print catalogs, brochures or booklets.
- Greater “perceived value” on the part of recipients (as high as \$15). Consumers are more likely to play a disc, which are often looked upon as “special” vs. a brochure, or catalog which are often seen as junk mail and discarded. When used as a premium to generate sales of a product many recipients look at a disc as worth the same as a video game or DVD video @ \$15 or more.
- Unique capability to drive traffic to a marketer’s website, potentially increasing web commerce. This also helps websites that are ad-supported rely on increased “hits” to support on-line advertising revenue.
- Discs are the only physical medium which can provide an **immediate** link to the website of the organization... a major benefit
- DVDs and to a lesser extent CD-ROMs provided a full impact of a TV commercial, (i.e., full motion, sound, graphics, etc.), with lower costs than those associated with broadcast and cable television advertising.
- Discs produced a 40-60% increase in viewer’s memory after watching vs. print advertising i.e., the retention of the product/service shown in the message on the disc.
- Discs break through the traditional mailbox or office in basket “clutter” of printed direct mail pieces. Unlike printed materials, discs do not appear to be “junk mail” and gain the recipients’ attention
- Discs have a high “pass-along” rate, in which the initial recipient shares the disc with others (friends and family) unlike most catalogs/brochures, the majority of which are put in the recycling bin.
- Discs are far more likely to be “saved” i.e., not tossed in the garbage, in comparison to catalogs and other print material, this helping to promote a “delayed” response.
- Discs, by their requirement of having to be placed on a CD-ROM or DVD player, most often place the viewer(s) in a position and time conducive to getting their “attention” and generating a response. Other “distractions” i.e., TV, radio, retrieval of phone messages, etc. Are usually secondary, i.e., do not interfere with the viewing of the disc.



* Source: 2006 Forrester Research Industry Study