

Five-fold your registration rate with n-CD!



Using the n-CD marketing platform has proven to be an unmatched marketing tool in generating consumer registrations.

Creating a Loyalty Programme - Eagle Pictures

Eagle Pictures, a publisher of blockbuster movies in Italy, built a loyalty scheme for renters to increase brand loyalty and to generate online sales by incorporating special bonus content through n-DVD.



34% registered and redeemed the bonus content!

Generating High Warranty Registration Rates – Sony Bravia Flat-screen TVs

In the UK Sony shipped its latest flat-screen TV model Bravia with registration discs. These n-CD discs were included in addition to the traditional registration cards. The incentive was a free DVD movie which drove a large amount of users to register their product, 90% of which were a result of the n-CD concept.



Registrations were of high quality and at 13%!
Since n-CD the Bravia **registration rate has tripled!**

Building a Fan Community - Music Label Boa Cor

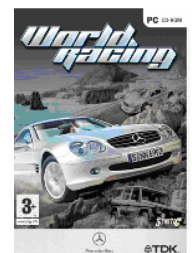
Spanish label Boa Cor used n-CD to build a fan community for the rising music artist Nach. n-CD gave access to an exclusive 'Making-Of' video. By registering, purchasers of the CD, were entered for a chance to win a concert ticket.



Registration rate of 11%!
Rate has 5-folded compared to paper-based campaigns.

Generating CRM data – TDK's World Racing PC Game

German Games Publisher, TDK, released a computer game titled 'World Racing'. To up-sell future titles to gamers, they used an n-CD bonus concept to build a customer database.



8% of users signed up!

Learn more about Sony DADC's n-CD at www.n-cd.com and www.sonydadc.com. Contact us at n-cd@sonydadc.com for more information.

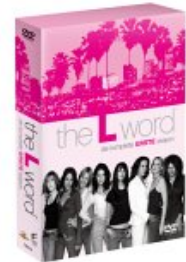
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Building a Fan Club – Showtime’s L-Word TV Series

US TV channel Showtime uses n-DVD to build an L-Word series fan community by upgrading the regular DVDs to this special one2one marketing tool. Consumers registering and signing-up have the chance to win a walk-on-part in the series.



6% registration and participation rate!

Promoting an Online Music Portal - Sony Connect

To win new customers for the new eCommerce solution Sony Connect set up a cross promotion with the retail chain American Eagle Outfitter. Buyers received a n-CD disc as an incentive which included attractive bonus features. Offering 10 songs for free downloading the n-CD disc drove people to the web page resulting in a high response rate. During this campaign American Eagle Outfitter experienced a 40% rise in sales.



11% redemption rate!

Increasing the Fan Community - Music Publisher Moviedisco

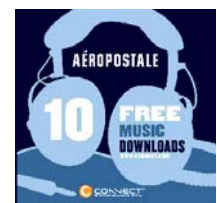
Music Publisher Moviedisco uses n-CD platform to increase the fan bases for the Spanish Artist Carlos Ann. The Music disc is the ticket for exclusive and free online incentives – ringtones, movies, and photo-gallery. Access to these features simply required the registration.



Registration rate of 17%!

Increasing in-store traffic - Aéropostale

Aéropostale, a mall-based specialty retailer for fashion, wanted to increase in-store traffic to drive incremental sales during the “back-to-school” shopping season. Music downloads were selected as a compelling incentive for their target demographics. Consumers who spent more than \$50 received an n-CD voucher that provided secure delivery of 10 music downloads.



14% redeemed their coupon!

Learn more about Sony DADC's n-CD at www.n-cd.com and www.sonydadc.com. Contact us at n-cd@sonydadc.com for more information.

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