



SAMPLE CAMPAIGN

Prior to launching a campaign, it is important for us to build a target audience, we build our campaigns around actual households. If we were to target competitor households and generated a list of 10,000 households we could deploy a campaign that looks like this:

	.33%	.5%	.75%	1%
	Break Even	Conversion	Conversion	Conversion
Target Households	10,000	10,000	10,000	10,000
Impressions	180,000	180,000	180,000	180,000
Impression per Week	2	2	2	2
Length	9 weeks	9 weeks	9 weeks	9 weeks
Cost	\$2,500	\$2,500	\$2,500	\$2,500
Households Visiting	33	50	75	100
Conversion	0.33%	0.50%	0.75%	1.00%
Average Per Cap Per Party	\$75	\$75	\$75	\$75
Revenue Generated	\$2,475.00	\$3,750.00	\$5,625.00	\$7,500.00
Profit	-\$25.00	\$1,250.00	\$3,125.00	\$5,000.00

For a Family Entertainment Center, we recommend delivering impressions Thursday through Sunday morning as most guests decide to visit within one day of their visit. We can deliver campaigns Sunday through Wednesday to increase off-peak visitation, but we strongly recommend including an offer or promotion to incentivize visitation during these non-traditional visiting periods.

Our campaigns use a 85% Banner to 15% Interstitial or Video deployments. This ratio is the most effective at increasing awareness and strengthening brand impressions.

In some cases, we will guarantee our performance reassuring our clients that their advertising campaign will not lose revenue.