

## Xtenzo Marketing\_Sales Company

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### SCAN2WIN PILLAR



### CONCEPT

Scan2Win combines all the winning elements of a successful frequency reward program, instant win prizes for immediate gratification, a grand prize possibility to generate enthusiasm and a bonus round prize to keep the consumer coming back for more!

Scan2Win is used for grand openings, trade shows, fairs, festivals and in **retail business / marketing**.

### HOW IT WORKS

scan2win is a **frequency reward program** designed for businesses that rely on **frequency of customer visits**. Scan2Win offers weekly incentives and rewards to the consumer for the duration of the program. Consumers are guaranteed at least one instant win during any four-week period of the promotion with many game cards having the potential to **win more than once**. And the game offers added value in the bonus round. Players who participate each week are doubly rewarded with instant wins and an additional chance to win even more in the bonus round, regardless of the number of instant win prizes they've received.

### EXAMPLE

SCANNEN UND GEWINNEN!

Gehen Sie heute noch zu HEMA und scannen Sie den Strichcode dieser Karte. Sie sehen dann sofort, was Sie gewonnen haben: Einen HEMA-Geschenkgutschein im Wert von 100,-, 50,- oder 5,-!

Eine gefüllte Einkaufstasche im Wert von 40,-!  
Oder vielleicht sogar den Hauptpreis: EIN FAHRRAD!  
Niemand gibt es jedenfalls keine. Kommen Sie also schnell und holen Sie sich Ihren Gewinn ab!

3x Hauptpreis: Damen- oder Herrenfahrrad, City/Trailing. Mit 5-Gang-Drehpluchkorb, verstellbarem Sicherheitsklos, pneumatischen Reifen und Beleuchtung. Wert 239,-

HEMA

### REWARDS

The prize package can be made to own specifics. From research it appeared that when there is always a prize to win, people find it more interesting and get more active to do something for it. The reward will be chosen in advice with the client.

#### Some examples:

- Discounts in a percentage
- Free product or service
- Discount in money

### DISTRIBUTION

*In what way do the game cards be distributed to the target group ?*

#### Examples:

- postmailing
- door-to-door
- via promotionteams
- barcode on receipt
- playful activity to be created

### SERVICE

Xtenzo and the client put together what additional services are desirable.

The basis service:

- one back up computer from stock

The additional services contains:

- Cards in own design / layout
- Audio / visual presentation of own product or service
- Promotion team
- Scan2Win prize package

### QUOTATION

Xtenzo Marketing\_Sales Company offers a *total concept* with Scan2Win, in which the client can gear towards own specifications. Furthermore Xtenzo has all services to expand the activities. The price is defined by the completion of needs and desires.

To come to a quotation it is important to specify the **needs of our clients**.

### BENEFITS

#### Scan2Win:

- Built traffic towards a location
- Publicity
- Increase in sales and turnover
- Interaction with target group
- Increase in exposure
- Dynamic and 1-to-1 customer contact
- Lead generation / customer details
- Expansion towards current services
- Presentation in a audiovisual way of products, services and company
- Goodwill among customers