

How Digital Reward Cards Worked For... **Northwestern College**

Product: **Ringtones**

Industry: **Universities**

Use: **Event Giveaways, Recruiting**

Learning Can Be Rewarding

Northwestern College wanted to find a way to stand out during its college fair and open house appearances geared towards perspective college students. Knowing music's popularity among young adults, Northwestern decided to offer every visitor to their booth a Digital Reward Card redeemable for 1 FREE Ringtone. When students accessed the site printed on the back of the card to redeem their Ringtone, they were asked to provide some information related to their future education and career interests.

Northwestern was able to gain future contacts while also promoting the educational opportunities their school provided.



Why Choose Digital Reward Cards For Your Next Promotion?

- Associate your brand with the modern online gifts that unique, custom branded Digital Reward Cards have to offer! Give your company some instant cool!
- Digital Reward Cards include popular gifts that have real value – from Music Downloads to Magazines, Movie Tickets to Photo Prints, these are products consumers desire.
- An incentive that has the ability to reach multiple demographics, Digital Reward Cards have universal appeal and allow customers to select or customize their personal reward.
- Inexpensive to ship, store and distribute, Digital Reward Cards give your company the flexibility to scale any promotion. Their compact and lightweight size makes them one of the most practical and economical gifts available!