



American Benefits Association

"America's Place for Great Savings!"



**SPRINT - VERIZON
FREE PHONE PROMOTION**

January 06, 2016

Sprint / Verizon Opportunity

Executive Overview for American Benefits Association

<http://1keystone.wasvcs.com/catalog/list>

Program Benefits

- ❑ Free Android Smartphones
 - ❑ Brand New, high value, compelling incentives or rewards that can be leveraged to accomplish multiple business objectives
- ❑ Customized with Mobile Website
 - ❑ All phones are customized with your company logo and Android app
- ❑ Program Payout
 - ❑ Bounty per sale per smartphone delivered as a result of the program.
- ❑ Easy, turnkey program execution
 - ❑ Custom co-branded online offer, Redemption/Landing Page, dedicated customer service and detailed monthly reporting

Leverage Free Smartphones As Incentives:

- ▶ Rewards or Incentive Program
- ▶ Increase Sales
- ▶ Email / Data Collection
- ▶ Digital Engagement / Word of Mouth
- ▶ Conversion to Digital/Mobile Channels
- ▶ To Be Determined



No Cost Set-Up for ABA
No Follow Ups Required
No Customer Service Calls
No Billing or Collections
Monthly Reporting
Dollars Received per Phone
Organization Logo or Android App customized on each phone

Sprint / Verizon Opportunity

Program Thought-Starter



Brokers, Clients and Others who engage during the promotion period (*e.g. make a purchase; sign up; engage; tell a friend; etc.*) will be instantly **rewarded** with a **free new Android Smartphone**.

To get their free phones, participating consumers - brokers go to the custom co-branded offer redemption page (Landing Page); **select a Smartphone of their choice; click to extend their existing plan for their new phone (or select a new carrier/plan if desired)**.

The Smartphone is **activated and shipped** to arrive to the Consumer within **72 hours**. If the Consumer has an existing phone that is owned by the Consumer and not under some other phone carrier agreement, they **do not have to return or "turn in" their old phone**.

Sprint/Verizon Free Phone Promotion

Program Details

- ▶ Which Android Smartphone models are offered for **Free** through this offer?
 - ▶ Participating consumers will have their choice of 12+ different Brand New Android Smartphone models. Inventory rotates regularly as new models are launched or discontinued. We will not offer consumers any phones that have been or are scheduled to be discontinued.
- ▶ What is the cost to consumers for their Free Smartphone?
 - ▶ There is no cost and there are no hidden costs for the Free Smartphones offered through this program. Participants continue to use their existing service through Verizon or Sprint - or start a new line of service if they don't have one yet.
- ▶ Is this offer also available elsewhere?
 - ▶ **No.** The phones we offer consumers free through this promotion are the same phones the carriers **SELL** to consumers for anywhere between **\$29-\$599** each depending on the model selected.
- ▶ Can we customize the phones in any way?
 - ▶ **Yes.** We can install your Android app or a graphic link to your mobile website on participating consumers new phones if desired.

Sprint / Verizon Opportunity Program Details



How does offer redemption and fulfillment work?

A custom branded online order page will be created so consumers can easily select, order and track shipment of the phone of their choice. All phones are shipped via UPS to arrive within 24-72 hours to ensure immediate gratification and pro-of of delivery.

How are customer service inquiries handled?

Prior to the phone arriving, consumers with questions are directed to a toll free phone number and email address for support. Once the phone arrives, consumers are directed to their carrier's toll free phone number and local retail locations for questions or support. All phones can be easily returned or exchanged within 14 days of activation if desired.

Are there any communication or legal requirements we need to be aware of?

Yes. There are rules surrounding how the offer is communicated as part of your campaign, use of Android and mobile carrier trademarks and legal copy which must accompany the offer – all which will be provided to you during the program setup period.

The screenshot shows the Expedia website interface. At the top, there are links for 'Customer Service', 'Cart Review', and 'Sign into Your Account'. A yellow banner features the Expedia logo and the text 'Book travel anywhere, anytime with your FREE Android smartphone.' Below this is a 'Have a Question?' section with a phone number and a support icon. A navigation bar contains three buttons: 'Sign Up For A New Account', 'Renew/Upgrade Existing Account', and 'See Other Smartphone Deals'. The main content area is a grid of 16 smartphone offers, each with a phone image, carrier logo, model name, and a 'FREE' label with a 'SELECT' button.

<p>Customer Service Cart Review Sign into Your Account</p> <p>Expedia Book travel anywhere, anytime with your FREE Android smartphone.</p> <p>Have a Question? Get support on your Wireless questions 1-(844)-460-5643 (toll-free)</p> <p>Sign Up For A New Account Renew/Upgrade Existing Account See Other Smartphone Deals</p> <p>Samsung Galaxy S 5 - 16GB Black - Verizon</p> <p>FREE</p> <p>SELECT</p>	<p>Samsung Galaxy S 5 - 16GB White - Verizon</p> <p>FREE</p> <p>SELECT</p>	<p>Motorola DROID Turbo - Verizon Wireless</p> <p>FREE</p> <p>SELECT</p>	<p>Samsung Galaxy S 4 - 16GB Black - Sprint</p> <p>FREE</p> <p>SELECT</p>
<p>LG G3 Vigor - Metallic Black - Sprint</p> <p>FREE</p> <p>SELECT</p>	<p>Samsung Galaxy S 4 - 16GB Black Mist - Verizon</p> <p>FREE</p> <p>SELECT</p>	<p>LG G2 - Black - Verizon</p> <p>FREE</p> <p>SELECT</p>	<p>Motorola DROID Ultra - Verizon</p> <p>FREE</p> <p>SELECT</p>
<p>LG G Vista - Verizon</p> <p>FREE</p> <p>SELECT</p>	<p>HTC One Harman/Kardon™ Edition - Sprint</p> <p>FREE</p> <p>SELECT</p>	<p>LG Lucid - Verizon</p> <p>FREE</p> <p>SELECT</p>	<p>HTC One Remix - Verizon</p> <p>FREE</p> <p>SELECT</p>

Chili's

Drive Sales / Added Value / mCommerce

The screenshot shows the Chili's website homepage with a dark red header and a green navigation bar. The navigation bar includes links for HOME, LOCATIONS, MENU, ONLINE ORDERING, E-MAIL CLUB, GIFT CARDS, and SPORTS. A search bar labeled 'CHILI'S LOCATOR' is positioned in the top right corner. The main content area features several promotional banners:

- Mobile Offer:** A banner on the left side of the main area features a smartphone displaying the Chili's app. The text reads: "GET A FREE ANDROID™ SMARTPHONE WHEN YOU SPEND \$25 AT CHILISTOGO.COM" with a green "SEE OFFER" button.
- Dinner Special:** A central banner with an orange background promotes a "\$20 DINNER FOR 2" featuring a "6 OZ. SIRLOIN STEAK".
- Lunch Break:** A green banner on the right side promotes a "LUNCH BREAK" with a "NEW" badge and a burger image. The price is listed as "\$6 OR \$7 OR \$8".
- Bottom Row Promotions:** A row of three smaller banners at the bottom: "GET FREE CHIPS & QUESO" with a "FIND OUT HOW" button; another mobile offer banner with a "SEE OFFER" button; and "DIG THE NEW DIGS" with a "TAKE A LOOK" button.

At the bottom of the page, there is a footer with copyright information: "© 2012 Brinker International All rights reserved. Employment | Franchising | Terms & Privacy | Sitemap | Fraud Alerts" and a "CHILI'S RADIO" player with a "PLAY" button.

Nutrisystem

Sales / Loyalty Acquisition / Added Value / Promote Digital Channels

Member Login | Join For Free | Help | En Espanol | Gift Cards | The Family Plan



Questions? Call **1-800-435-4074**



[How It Works](#)

[Women's Plans](#)

[Men's Plans](#)

[Diabetic Plans](#)

[Our Menu](#)

[Success Stories](#)

[Tools & Community](#)

"I lost the pounds I wanted to, and you can too. GET ON IT!"
- Janet Jackson



This is what
SUCCESS

Choose your favorite phone complete with Nutrisystem App to help you stay on track—**FREE!**



That's right, sign up for a new 2-year data plan or upgrade an existing account and receive a **FREE Android™ Smartphone** of your choice!

Plus, each phone comes fully equipped with the exclusive **Nutrisystem Mobile App** to help you track your progress and boost your weight loss success.

[Women's Plans](#)

[Men's Plans](#)

[Diabetic Plans](#)

Order now and

GET UP TO 40% OFF!
SEE OFFER TERMS AND CONDITIONS BELOW

PLUS

FREE ANDROID™ SMARTPHONE

[CLICK HERE FOR DETAILS](#)



CHOOSE A PLAN TO LEARN MORE

[Women >](#)

[Men >](#)













[Diabetic >](#)

Customer Service | Cart Review | Sign into Your Account

Expedia Book travel anywhere, anytime with your FREE Android smartphone.

Have a Question? Get support on your Wireless questions 1-(844)-460-5643 (toll-free)

Sign Up For A New Account | Renew/Upgrade Existing Account | See Other Smartphone Deals

<p>Samsung Galaxy S 5 - 16GB Black - Verizon</p>  <p>FREE</p> <p>SELECT</p>	<p>Samsung Galaxy S 5 - 16GB White - Verizon</p>  <p>FREE</p> <p>SELECT</p>	<p>Motorola DROID Turbo - Verizon Wireless</p>  <p>FREE</p> <p>SELECT</p>	<p>Samsung Galaxy S 4 - 16GB Black - Sprint</p>  <p>FREE</p> <p>SELECT</p>
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Wyndham Hotels

Drive Sales / Added Value / Promote Mobile Loyalty App

Search **Review Reservation**

City, address, Zip/Postal Code

CheckIn CheckOut
mm/dd/yy mm/dd/yy

No dates. Just shopping.

1 Room [Need more than 9 rooms?](#)

1 0 0
Adults (18+) Children (0-12) Children (13-17)

Redeem Wyndham Rewards

[Special Rates & Codes](#)

Find it

Limited Time Offer
FREE ANDROID SMARTPHONE
when you book by May 31st

Book Now

WYNDHAM REWARDS

Famous Footwear

Drive Sales / Loyalty Program Acquisition / Conversion to Digital Channels



REWARDS Perk!

FREE ANDROID™ PHONE

when you spend \$50 or more!
New or upgrade 2-yr. activation required.

REWARDS members can choose a FREE Android™ smartphone!
New or upgrade 2-yr. activation required.

for details, visit
famous.com/android

Offer ends March 29, 2015 or while supplies last. Some restrictions apply.

JCPenney

Loyalty Program Acquisition / Added Value / Promote Digital Channels



JCP rewards

reward yourself...
join free

earn \$10 rewards
month after month

join today

CURRENT MEMBER LOGIN

email address

password

forget password >

NOT A MEMBER YET?
JOIN TODAY >

HOW IT WORKS >

join us on
facebook

earning rewards is easy
Every dollar you spend in the store, online or catalog – for both regular and sale-priced merchandise – will earn you one point.

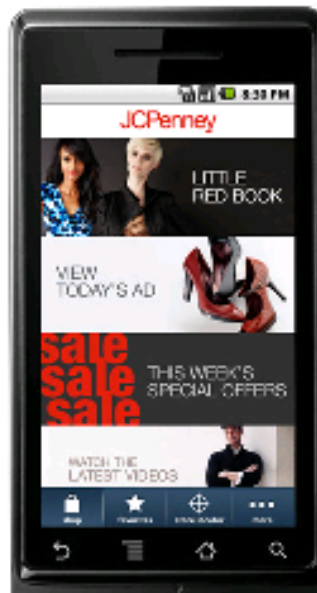
monthly shopper bonus – earn double points
Shop each month, spend as little as \$125 in a month, and earn a \$10 reward.

MEMBER EXCLUSIVES

FREE* ANDROID SMARTPHONE OFFER!
*with a new two-year plan plus data feature
log in for details

JCPenney

JCP|rewards



free*
SMARTPHONE OFFER
*with a new two-year plan plus data feature

For a limited time, we are offering members the opportunity to select a **FREE Android smartphone!**

Access email and internet on the go—even shop JCPenney with the pre-installed JCP Mobile App!

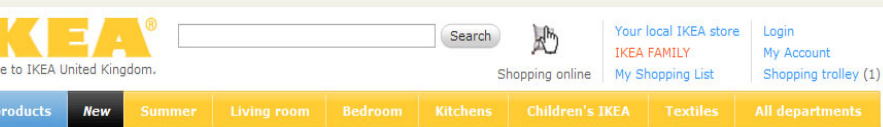
features of the app include:

- track your JCP Rewards points & access your certificate
- shop jcp.com
- browse the latest store offers
- find a store near you

shop on your phone now

IKEA

Loyalty Program Acquisition / CRM / Added Value / Promote Digital Channels



Buy ALL of our products online

Don't worry - We'll also recreate the Ikea store experience for you

A horizontal banner featuring four promotional offers. From left to right: 'Important information' with a news snippet; '3 for 2 on kitchen appliances' with a red '3 for 2' badge; 'WHO'S MESSIER?' with a 'new' badge and two character icons; 'PAX wardrobe gift card offer' with an image of a wardrobe; and 'BESTÅ media solution offer' with an image of a media console.

Members get more.



FREE Android™ Smartphone



Join **IKEA FAMILY** or sign in to get this offer!