



# Marketing Solutions for Today's World





**JACKPOT**



**777**



**777**



**EgoApps**

**EgoApps**

# Custom Dog Tags



# ***MORE THAN JUST DOG TAGS***



## ***SOLUTIONS FOR TODAY'S WORLD***



## USE IDEAS

- Admission Tickets
- Membership/Rewards
- Gift Cards
- Event Promotions
- VIP Passes
- Music Downloads
- Phone Minutes
- Ring Tones
- Stadium Giveaways
- Raffles/Sweepstakes
- Logo and Product Branding
- Team Building Events
- Licensed Merchandise
- Direct Mail Programs
- Fund Raising
- Donor Drives
- Reunions

# Licensed Merchandise

## THE XTREME ARMY SURF SKATE MOTO

WEAR THE OFFICIAL U.S. MILITARY "DOG TAG"



COLLECT YOUR FAVORITE RIDERS AND BRANDS!

Endorsed By The Biggest Names In Action Sports

Dazzling Images • Durable • Tradeable • Patented • Made in U.S.A.

LIMITED EDITIONS, COMMEMORATIVE SETS, X-GAMES CHAMPIONSHIPS

All corporate logos and players shown are for illustrative purposes only and are the property of their respective owners.



In Association With  
Maverick Promotions



MAJOR LEAGUE BASEBALL

## Join the MLB Army

SUPPORT YOUR TEAM!



COLLECT YOUR FAVORITE PLAYERS!

WEAR THE OFFICIAL U.S. MILITARY "DOG TAG"

Dazzling Images • Durable • Tradeable • Patented • Made in U.S.A.

LIMITED EDITIONS AVAILABLE, TEAM SETS, CHAMPIONSHIP GAMES

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# \* EGOideas

Build your rewards program



- + Interested in extending their existing web based loyalty program, Jameson brand Irish whiskey utilized Ego Id's full color tag with laser etched barcode in conjunction with EgoApps data management system.
- + Using their "Street Teams" to distribute the tags in bars and night clubs, Jameson garnered valuable demographic information about their customer base, added names to the ranks of their loyalty program, and set the stage for follow-on marketing opportunities.



asi/51806 ppai/251909 sage/67229 upic/ego-id

# \* EGOideas

How to drive Trade Show traffic



## OBJECTIVE

- + Increase attendance for the Fall Showcase Professional Development program.
- + Increase awareness and promote online registration for the NWPMA Fall Show case evening entertainment dinner and morning General Meeting breakfast.

## RESULTS

- + With Ego Id dog tags & Ego Apps Data Management System NWPMA was able to encourage participation & track results
- + Awareness & online registration increased by 30%
- + Attendance increased by 71%



asi/51806 ppai/251909 sage/67229 upic/ego-id

# \* EGOideas

Drive Trade Show Traffic



**Need**

+ A global leader in content management solutions was looking for a new way to gather client data, generate excitement, and drive traffic to their trade show booth.



**Solution**

+ The company created a goodie bag distributed at the show that included an Ego Id tag with seven digit barcode, and an Ego Id post card explaining the program. The tags were used to determine instant winners in the booth. The respondents were then required to provide additional demographic information to be entered into a grand prize drawing. The program exceeded the client's expectations and was adopted as their standard trade-show marketing strategy.

asi/51806 ppai/251909 sage/67229 [Download PDF version](#)

# \* EGOideas

Membership Rewards Program



**Need**

+ A local television station was interested in building capacity for their website to enhance retention of local viewers, & increase sponsorship revenues.

**Solution**

+ The station created an on-line raffle utilizing the EgoApps Data Management System and serialized Ego Id dog tags branded with the images of their newscasters. The raffle was launched at a special event party, and supported with media delivered through the website and mentioned on air.



**Results**

+ 5000 tags were distributed over a three month time frame. The promotion enjoyed a phenomenal 49% redemption rate. 29% of the people who redeemed their dog tags took the time to provide the station with additional demographic information for follow-on contact.



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## \* EGOideas

Membership Rewards Program



### OBJECTIVE

+ The world's fourth largest commercial aerospace manufacturer wanted to enhance their employee incentive program by providing prize awards throughout the course of the year rather than at a single event.



### IMPLEMENTATION

- + Ego Id implemented a solution utilizing the Ego Id Ticket and Ego Apps data base creating a system where over 3000 employees were able to opt into their company's on-going raffle using their personal pin number
- + This pin number was located on the reverse side of the their "prize tag"
- + The raffle administrators were then able to export their qualified data and award the appropriate prizes

### RESULTS

- + Out of 3750 employees, 3078 signed up for rewards program
- + 82% enrollment

"A great feature to your website was that we had admin rights and could get data anytime we wanted to. Anytime we had a question or concern, your staff was very prompt and helpful in addressing the situation. Thanks again."

Kelly Powers-Waters  
Program Administrator

asi/51806 + ppai/251909  
sage/67229 + upic/ego-id



**DOG TAGS • MUSIC DOWNLOADS • TICKETS  
CLUB MEMBERSHIPS • V.I.P. PASSES**



## MEMBERSHIP / REWARDS

The University sought a solution that would enable them to both incentivize students to join their campus club and track the student's attendance at school wide events. The University decided on the Ego Id Full color dog tag with a 7 digit bar code, custom web interface, and batch scanners. This solution enabled the University to track students at events across the campus and reward them based on their continuing attendance at campus sporting events.

FULL COLOR FRONT



BACK WITH LASER  
ETCHED BARCODE

"Students at The University of Louisiana Monroe loved using their "Maroon Platoon" dog tags to enter athletic events and to register for door prizes. The "Maroon Platoon" dog tag was definitely a status symbol on our campus!"

Amy L. Weems, Assistant Dean Office of Student Life and Leadership University of Louisiana at Monroe



Student Life Online Resource ULM  
Office of Student Life & Leadership

### MAROON PLATOON 2006

UNIVERSITY OF LOUISIANA MONROE

**Thanks for joining!**

Please fill out this form to complete your registration in the Maroon Platoon:

Maroon Platoon Dog Tag# \_\_\_\_\_

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Email \_\_\_\_\_

Please confirm Email \_\_\_\_\_

Phone: \_\_\_\_\_

T-Shirt Size:

Classification:

Comments: \_\_\_\_\_

Check out the ULM Athletics website for event schedules and information at: <http://www.ulm.edu/athletics>

For more information about Maroon Platoon: 318.342.3287 / [maroon@ulm.edu](mailto:maroon@ulm.edu)

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RECEIVE



REGISTER



REWARD



REPORT

# Mobile Apps

## ego id drinktag

We deliver branded advertising along with 6,000 cocktail recipes to your Mobile Phone.

**INTERACTIVE MOBILE MARKETING  
NOW INCLUDES BAR & CAB FINDER**

Please fill out the form below to begin a free demo of the service!

First Name

Last Name

Email

Company

Mobile #

Carrier



[Click Here for more info](#)

**OUR FREE 30 DAY DEMO WILL SHOW YOU HOW TO:**

- REACH A NEW MOBILE CUSTOMER BASE WITH LITTLE OVERHEAD COST OR EFFORT.
- PROMOTE NEW PRODUCTS AND DRIVE CUSTOMER TRAFFIC.
- GATHER VALUABLE CUSTOMER DATA.
- GENERATE NEW REVENUE OPPORTUNITIES.

drinktini content powered by: eMbiENCE



In an exclusive partnership, Ego Id & MobZilla are pleased to introduce the Ego Id Radio-Tag™. Now your clients can combine their brands with the cutting edge technology of commercial free radio sent directly to their mobile phone! Ego Id will create a program allowing your clients to capture marketing data, create custom channels, sponsor identification messages, & more! The Ego Id Radio Tag™ is the latest in our line of premium full color dog tags specializing in the capture, qualification, & management of customer data along with the delivery of stored value.

mobZilla is...

**MOBILE RADIO**

mobZilla lets you listen to commercial free radio on your mobile phone when you're on the go, without using voice minutes or paying per download. Membership gives you unlimited access to the service. You can choose your favorite styles of music and create your own personalized radio MyMix or listen to mobZilla Exclusive Channels.

**INTERNET RADIO**

**COMMERCIAL FREE**

**Activate Your Radio Tag Now!**

### FEATURES

#### Personal MyMix

mobZilla's MyMix feature lets you choose your favorite styles of music from over 50 genres to create a personalized radio mix. By rating and skipping songs the service learns more about what you like and creates a unique listening experience available only to you.

#### Exclusive Channels

Listen to mobZilla's professionally programmed channels like Popstar! Magazine and Hall of Fame. Exclusive Channels include listening parties, artist DJ channels, breaking artists, and programming you can't find anywhere else!

#### Listening Parties

Listen to full albums of your favorite artists, sometimes BEFORE they're available in stores, exclusively on mobZilla.

#### Artist DJ Channels

Did you ever wonder what artists listen to when they're not playing their own music? Check out these unique channels where the artist is the DJ, and they create the playlist.



# Music Downloads

**BRITNEY SPEARS**  
**IN THE ZONE**  
TOUR 2004

DOG TAGS • MUSIC DOWNLOADS • TICKETS  
CLUB MEMBERSHIPS • V.I.P. PASSES

**CORPORATE CO-BRANDING**

ANGELS & AIRWAVES

Pre-Order the new album and get these free DOG TAGS that show you how to get a free live track of "The Gift"

Click here!

BAR CODING    SERIALIZATION    COMMEMORATIVE    CROSS PROMOTIONS

**FOLLOW THE TOUR SERIES**  
**COLLECTIBLE TAGS FROM EVERY VENUE**  
*Promote Your Artists While Driving Record Sales*  
Dog Tags • Commemorative Tickets • Fan Club Badges • VIP Passes

All corporate logos and artists shown are for illustrative purposes only and are the property of their respective owners.

**EGO ID TAG**

**DOG TAGS • MUSIC DOWNLOADS • TICKETS**  
**CLUB MEMBERSHIPS • V.I.P. PASSES**

**CORPORATE CO-BRANDING**

ANGELS & AIRWAVES

MacBeth Shoes teams up with Angels & Airwaves (Geffen Records), led by Tom DeLonge (formerly of Blink 182), to use Ego Id's music download dog tags to promote the bands new album "We Don't Need To Whisper" along with an Angels and Airwaves signature shoelace. Ego Id tags were distributed through select indie and online stores as a gift with CD or shoe pre-purchase. Tag holders were then privy to download 3 exclusive videos and 2 previously unavailable tracks. Ego Id's hip and fashionable dog tags required users to create an online account and submit some demographic information before getting access to the custom content via the unique PIN# on the back of every tag. Ego Id, working closely with its digital partners, is able to host and deliver an unlimited variety of digital content including music, video, photos, screensavers, ringtones, etc. Ego Id offers full turn-key promotional solutions from manufacturing their patented tags, to Web design and PIN# based content delivery systems along with data collection and redemption tracking.

**MACBETH**    Web Interface for Downloads

DOWNLOADS    TOUR    LINKS    RETAILERS

ANGELS AND AIRWAVES  
"WE DON'T NEED TO WHISPER"  
IN STORES 5-23-04

YOU'VE AUTOMATICALLY BEEN ENTERED TO WIN  
A FLY AWAY TO SEE THE GUYS ON THE UPCOMING  
NORTH AMERICAN TOUR

**MACBETH**  
FLY AWAY TO SEE A&A AND TBS ON TOUR

DOWNLOADS: To download to your computer click on one of the buttons below. When prompted, please click "agree" to give the file to your computer.

There's a limited stock of tags

DOWNLOAD "THE ADVENTURE" (VIDEO)

Buy more AVA Merch  
HERE

DOWNLOAD "GHOST"

Buy more Taking Back  
Sunday Merch  
HERE

Download your music @  
www.macbethdogtag.com  
PIN# 7G35D42UH-2TD

**MUSIC DOWNLOAD TAGS**

ANGELS & AIRWAVES

MACBETH

Download your music @  
www.macbethdogtag.com  
PIN# 7G35D42UH-2TD

Q. What is EgoApps?

A. Ego Id's database management software integrated with web design and consumer marketing tools



# EgoApps™



**EgoApps™** Promotion Campaign Manager

Login Page

User Name:

Password:

Client Manager Main - Windows Internet Explorer

https://www.egoapps.com/manager/clientmanager.aspx

EgoApps.com Client Manager

Client List

ID	Client Name	Client Contact	User Name	Active
29	Steve_Test2	steve.jillips	aaa	True
33	Hendrick Interprints	Laure Rane	hendrick	True
43	Archie Toy	James Sacco	archieco	True
46	Degey	Jani	prgrt	True
48	Ego Inc.	Jani Foyen	egoapps	True
52	Scelta Print	JPH Bester	jph1	True
53	test	test	test	True
54	test2	test2	test	True

Client Manager - Client Edit - Windows Internet Explorer

https://www.egoapps.com/manager/clientmanager.aspx

EgoApps.com Client Manager

Edit Client: CMD Agency

Client Name:

Client Contact:

User Name:

Password:

Active:  True

Client Console: MyAccount - Windows Internet Explorer

https://www.egoapps.com/manager/default.aspx

EgoApps Client Console

Current Promotion:

Account | Data Manager | Registration | Scan | Utilities | Logout

Account Information

Welcome to EgoApps V2

Below you will find a summary of the promotional campaigns that have been created in your account. Please contact your EgoApps account administrator to add or change the settings of each campaign in your account.

Client Information

Client Name: CMD Agency  
 Client Contact: Heather Comerford  
 User Name: CMD  
 Active: True

Client Promotions

Promo Name	Promo Type	Notify Email	Active	Start Date	End Date	Date Created
Intel - Game On 1	Raffle/Sweepstakes		True	7/30/2009	7/23/2010	7/30/2009
Intel - Game On 2	Instant Win		True	9/11/2009	7/23/2010	9/11/2009
Intel-Frys (Scan 11/6/09)	Raffle/Sweepstakes		True	11/6/2009	5/31/2010	11/6/2009
Intel-WIMAX/Chicago	Raffle/Sweepstakes		True	11/6/2009	7/23/2010	11/6/2009
Intel-WIMAX/Dallas	Raffle/Sweepstakes		True	11/8/2009	5/31/2010	11/8/2009
Intel-Frys (Registration)	Raffle/Sweepstakes		True	11/12/2009	6/30/2010	11/12/2009
CESLenovo Scan Page	Raffle/Sweepstakes		True	11/20/10	3/31/2011	11/20/10
Intel-Frys (Scan 2/23/10)	Raffle/Sweepstakes		True	2/25/2010	7/23/2010	2/25/2010
Intel-ASUS (scan 3/8/10)	Raffle/Sweepstakes		True	3/8/2010	3/31/2011	3/8/2010
Intel-ASUS (registration 3/8/10)	Raffle/Sweepstakes		True	3/8/2010	3/31/2011	3/8/2010
Intel-PAX NY 2010 (Registration)	Raffle/Sweepstakes		True	8/31/2010	3/31/2011	8/31/2010
Intel-PAX NY 2010 (Scan)	Raffle/Sweepstakes		True	8/31/2010	4/29/2011	8/31/2010
Diamlr-Get Tough-03_03_11	Raffle/Sweepstakes		True	3/3/2011	4/4/2011	3/3/2011

Client Console: Data Manager - Windows Internet Explorer

https://www.egoapps.com/manager/datamanager.aspx

EgoApps Client Console

Current Promotion:

Account | Data Manager | Registration | Scan | Utilities | Logout

Data Manager

The data manager displays a table of records associated with each Ego ID tag number that has been uploaded into your current promotion. The current promotion can be changed in the drop down menu located at the top of the screen. You can sort and search through these records by clicking on the column header or using the search tool located on the page. Click on the "Export Data as Excel" button to download all records to your computer in excel format. You can also edit each record directly by clicking on the "edit" or delete a record by clicking on the "X" located to the left of each record.

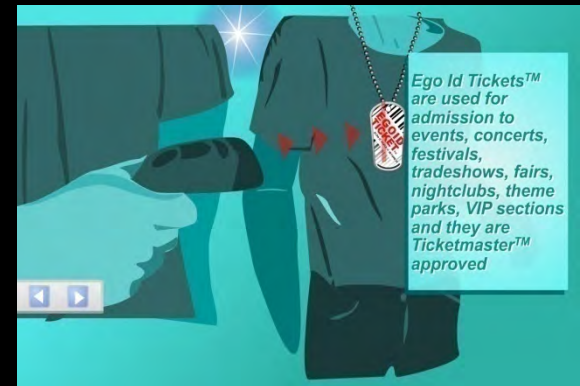
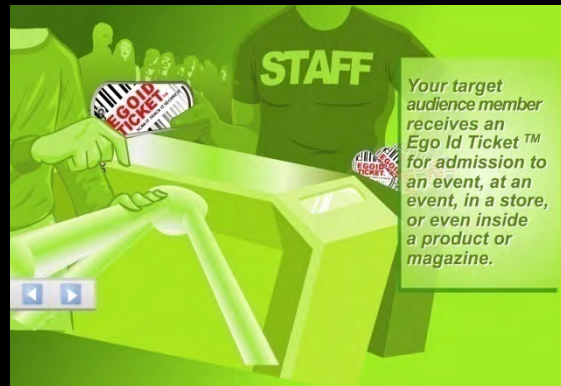
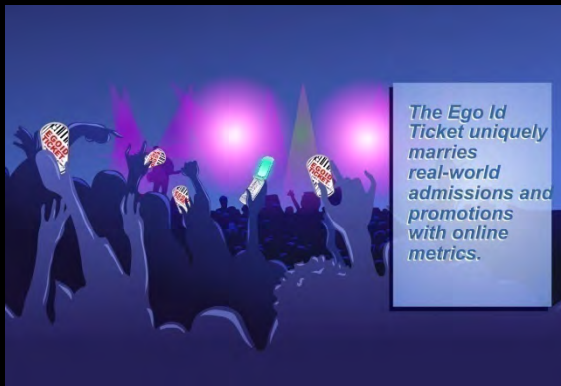
Serial Number	Winner	Processed	DateCreated
2IT9GE3	True	False	3/3/2011 3:23:58 PM
2I2B8ZT	True	False	3/3/2011 3:23:58 PM
2I4BLGM	True	True	3/3/2011 3:23:58 PM
2TYRE32	True	True	3/3/2011 3:23:58 PM
2T45KMM	True	False	3/3/2011 3:23:58 PM
2TDYQ83	True	False	3/3/2011 3:23:58 PM
2TZR36C	True	False	3/3/2011 3:23:58 PM
2TC45BY	True	True	3/3/2011 3:23:58 PM
2TFCJ38	True	True	3/3/2011 3:23:58 PM
2TN6KQ7	True	False	3/3/2011 3:23:58 PM
2T4L6VY	True	True	3/3/2011 3:23:58 PM
2TW28JU	True	True	3/3/2011 3:23:58 PM
2T4JS9N	True	True	3/3/2011 3:23:58 PM
2T248BY	True	True	3/3/2011 3:23:58 PM
2TRPB49	True	True	3/3/2011 3:23:58 PM
2T35QGE	True	True	3/3/2011 3:23:58 PM
2TWU623	True	False	3/3/2011 3:23:58 PM
2TZ446Q	True	False	3/3/2011 3:23:58 PM

# EgoApps™



Q. What does EgoApps really do?

A. Creates a personal and measurable connection between individual consumers and brands through the use of imprinted media and the internet.





Q. How does it work?

A. There are **four promotional module types** that can be used in conjunction with our imprinted media.

1) **Raffle/Sweepstakes**

used for distributing prizes, specials & discounts at events or online

2) **Admissions**

used for tracking admission, granting access & awarding door prizes

3) **Membership/Rewards**

used for distributing prizes, specials & discounts over time

4) **Digital Downloads**

used for delivering secure digital content (music, video, links, apps)

All modules can be utilized independently or overlap with each other depending on your goals. Consumers can pass from one module type to the next as your marketing campaign completes its journey. All modules can be updated or changed on the fly depending on new campaign goals or requirements.

All modules can utilize our tags, cards, printed pieces, be completely digital (with virtual tags) or in combination with other promotional products that we decorate with variable data.

Q. When and where can EgoApps be implemented?

A. Anywhere there is a live internet connection and a web browser.

This ranges from home computers and laptops running WIFI or aircards, to any smart phone on a data plan or retail POS systems. If barcode scanning is required, this can be accomplished at a variety of price points depending mainly on the mobility requirements.

A blue-bordered graphic divided into several sections. The top row shows four methods: 'TETHERED' (handheld scanner), 'BATCH' (handheld scanner), 'WLAN' (smartphone), and 'ENTERPRISE' (handheld scanner). The bottom row shows 'SCAN IT' (handheld scanner), 'TRACK IT' (laptop), 'SECURE IT' (barcode), and 'WEAR IT' (dog tag). Below these are five bullet points and the Ego ID logo.

**TETHERED**      **BATCH**      **WLAN**      **ENTERPRISE**

**SCAN IT**      **"TRACK IT"**      **SECURE IT**      **WEAR IT**

- Scan them at the entrance to an event and provide instant validation or rejection.
- Wirelessly connecting in real-time to a central computer allows tags to be sold or activated any time up to immediately before entry or redemption
- A valid ticket, used for entry, will then be available for post-function activities as its use will have been registered.
- Scan or swipe tag holders driver's license and automatically register user information to the tag#.
- Swipe a tag holders Credit Card and automatically bill tag holders account to activate the tag for a variety of future uses.

**EGO ID**



Q. How does EgoApps keep track of consumer marketing data?

A. All modules track and measure participation with real time ROI. Consumer data is securely collected via the internet and stored on our SAS70 compliant servers.



# Are You In?



# Custom Music Downloads



Web  
Landing  
Pages




Download  
Cards



Music Download Tags

# Commercial Music Downloads

## Web Landing Pages

**DTLR**  **new balance.**

Name

Address  City

State  Zip

Phone  Email

1. Have you purchased New Balance products before?

2. Will you consider purchasing New Balance products in the future?

3. Have you shopped at DTLR before?

4. Will you shop in DTLR in the future?



Download Tags

## Commercial Music Library

HOME | REGISTER | LOG-IN | CHECKOUT | VIEW CART PLEASE ENTER YOUR PROMO CODE

Search

New This Week

new this week: [CK EYED PEAS](#) [KESHA](#) [GLEE CAST](#) [NEON TREES](#) [TAYLOR SWIFT](#) [KEITH URBAN](#)

Popular Genres

- alternative
- classical
- country
- dance / dj
- hip hop / rap
- inspirational
- jazz
- pop
- r&b / soul
- rock
- world

Your Account

- log-in
- create a music store account

hot albums

[ADELE](#) [LADY GAGA](#) [ARCADE FIRE](#)

Top Artists

- Arcade Fire
- The Afters Brothers
- Avril Lavigne
- The Black Eyed Peas
- The Black Keys
- Bob Marley & The Wailers
- Britney Spears
- Bruno Mars
- Cee Lo Green
- The Decemberists
- Dr. Dre
- Dropkick Murphys
- Far East Movement
- Florence + The Machine
- Justin Bieber
- Katy Perry
- Ke\$ha
- Kings Of Leon
- Lady Antebellum

Top Albums

- Late Nights & Early Mornings
- Lungs (Deluxe Edition)
- Load (Explicit Version)
- Legend

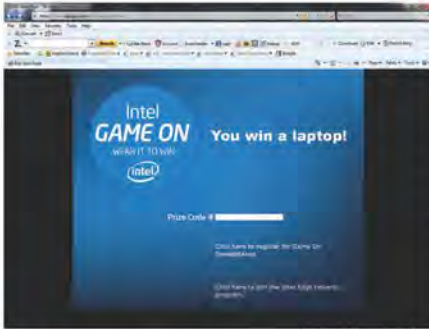
Top Songs

- Born This Way
- S&B
- Rolling In The Deep
- I'm Gonna Be (500 Miles)
- Perfect



# Raffles/Sweepstakes

## Intel's Game On Sweepstakes



Prize Website

**EVERYONE WINS!**

### Objective:

Desiring to create major tradeshow buzz and generate foot traffic to their booth, Intel and their partner's utilize our prize cards and EgoApps software to create a compelling interactive game experience and reward attendees.

### Implementation:

Ego Id's turnkey variable data printing, in-house design and award winning EgoApps secure online management software allow marketer's to easily set up, monitor and distribute branded prize cards with unique prize codes to consumers on location. All that is required is a computer with an internet connection and we can handle the rest. Brand ambassadors hand out the cards to show attendees which are then redeemed at the Intel booth for instant prizes. Redemption is done by scanning the cards with a bar-code reader supplied by Ego Id. The results are displayed on a large flat panel screen creating a broadcasted game which draws attention. After scanning the card, additional information can be captured on screen about the attendee, such as email, name, etc. New prizes can be uploaded on the fly to respond to the changing mood of the event.

### Results:

Card prize redemption rates were typically 70-80% with about 50% of players also offering additional demographic information which can be acted upon in subsequent sales and marketing campaigns. Intel has utilized the campaign at over 20 different events to date.



Prize card

## Diamlyer's Get Tough Sweepstakes



PRIZE REDEMPTION PAGE



PRIZE CARDS



SCANNER

# DIGITAL PROMOTIONS



- Music Downloads
- Movie Tickets
- Photo Prints
- Plant-A-Tree
- Ringtones
- DVD Movies
- Custom Skin Cards
- Magazine Subscriptions
- Hotel Rewards
- Dining Certificates
- Pizza Certificates
- Photo Books
- Photo Calendars
- Pre-Paid Phone Minutes