

DVD Gift Card



Industry Information:

- In 2007 the average household purchased 18 DVDs and rented 23 DVDs.
- More than 82 million households in the U.S. now own a DVD player.
- 18 to 24 year olds in 2007 spent over \$600 million buying DVD movies and another \$326 million renting DVD movies.
- For 2007, DVD consumer spending was at \$10.2 billion through June 18, according to Video Business Research.
- Home movies are as much a national pastime as baseball and apple pie. year!

Description:

Custom branded for your organization, a DVD Gift Card awards the Gift Card recipient a DVD movie of their choice from a large selection of classic, comedy, action, adventure, romance and Academy Award winning movie titles.

Domino's and a DVD Gift Card:



Each DVD Gift Card will be branded with your company's logo and a message tailored to your customer. Every DVD Gift Card awards your customer a gift by simply dropping the gift redemption card in the mail. There is absolutely no cost to your customer for the gift, the shipping of the gift or even the postage on the gift redemption card. DVD Gift Card are simple, effective and easy for your team to deploy.

- Fully unfolded 6" wide x 12" tall
- Folded, the Gift Card is 6" wide and 4" tall
- Hi gloss and coated for the highest level of professionalism and presentation
- Includes a selection of gift cards from which a person may choose
- Includes business reply mail

Services provided with DVD Gift Card program:

The program is all-inclusive and turnkey

- Licensing Approvals for all marketing collateral
- Graphics creation and printing of DVD Gift Card
- Shipping of finished DVD Gift Card
- Gift Redemption Card business reply mail (prepaid postage) for the recipient
- Redemption Card data entry and results tracking
- Gift sourcing, inventorying and fulfillment, including shipping and handling charges
- Licensing rights and image usage approval for signage, ads, mailings and other displays
- Handling of any customer service issues that may arise