

# Sports Media, Inc.

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## Hip-Tops CD Cup Lids - Entertainment To Go

Leverage the power of rich, interactive content and innovative, non-traditional media to effectively connect your brand to consumers. The CD-ROM Cup Lid is a creative and innovative method for an advertiser to deliver a targeted message to specific demographics. Enhance customer loyalty by delivering an interactive marketing collectible wherever beverages are sold. Sports Media and DMI can track CD behavior, web activity, create an e-mail database and co-brand with sports, music and universities.



*CD Cup Lids offer a unique and creative delivery method to:  
Create Brand Identification,  
Brand Loyalty  
and Brand Activation  
with Fast Measurable Results*

## Advertising And Promotional Benefits

- ◆ High visibility and exposure anywhere fountain beverages are sold
- ◆ Customized content is strategically created to extend brand messages to consumers
- ◆ Existing advertising and/or video assets can be repurposed to maximize investments and create a value-added marketing campaign
- ◆ Coupon discs can include interactive web coupons and in-store sales data tracking capabilities
- ◆ Media that provides the advertiser a faster response rate and the availability to measure and collect consumer data
- ◆ Ability to drive consumers to the web for additional online promotions
- ◆ A convenient and cost saving method of targeting consumers at Point of Sale
- ◆ Additional services include music branding strategy, custom music composition, production and licensing



*Fantastic Interactive Marketing!*

## CD TECHNOLOGY

The CD is a non-traditional, emotional medium that delivers brand messages to consumers by using music, games, video and other entertainment platforms. Sports Media and DMI have the ability to produce campaigns as low as 5000 units:

- ◆ Complete Content Development
- ◆ Exclusive ability to place totally different artwork on each CD
- ◆ Capabilities include bar coding, personalization, or serializing
- ◆ DVD quality CD's with the capacity to hold 30 minutes of video on mini CD
- ◆ Track and create reports on CD behavior
- ◆ Music download program
- ◆ Gift Card technology program
- ◆ Co-Branding with a Sports Team, Musician or Special Event

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