

Packaging Inserts are the Ideal Gift Card Delivery



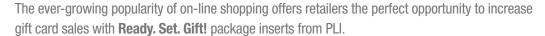
Ready. Set. Gift! from PLI

Here's how the package insert works:

- A customer's package arrives containing an un-activated gift card
- The inspired customer easily activates the gift card on line
- The gift card is placed in the enclosed attractive gifting package
- The customer thoughtfully presents the *gift-of-choice* to the recipient

Ready. Set. Gift! is fast and convenient for the customer and the gift-of-choice is valued and appreciated by the receiver.

And importantly, the package insert marketing program can increase gift card sales and create additional revenue for retailers.



Easy-To-Use

Simply include **Ready. Set. Gift!** with your on-line shopper's merchandise deliveries. When customers open their packages they'll find a fast, convenient way to acknowledge friends, relatives, co-workers and others by giving them the *gift-of-choice* – a gift card redeemable at your business.

Motivate Purchases

Upon opening a package you'll want the **Ready. Set. Gift!** insert to attract the attention of your customer and inspire them to go on line and activate the gift card. Appeal to customers with interesting graphics and a creative, unique gift card design.

Leverage the spirit of the season with targeted holiday messaging and complimentary design.

Give and Get

Provide customers added incentive to purchase the gift card by offering special incentives; activate the card now to receive -

• % off your next purchase • A bonus gift card for you • Free shipping on your next order And when you drive customers to your web site to activate the card, that's a perfect opportunity for them to make that additional purchase they have been thinking about.

Expand Opportunities

In addition to cost effective inserts that ride along with the delivery of your customer's purchases, **consider a direct mail campaign as well.** Re-purposing inserts as a mailers allows you to target new prospects or repeat the promotion to customers, or accomplish both, depending on the mailing list you compile.

Beyond mail, you can also use **Ready. Set. Gift! as an in-store promotion.** Simply include a gift card insert take-away with each purchase so customers can easily give the *gift-of-choice* in the future.

For more information on **Ready. Set. Gift!** package inserts and other innovative ways to deliver additional gift card purchases, contact PLI.

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