

PERFORMANCE-BASED PROMOTIONS

OMNI-CHANNEL • FULL-SERVICE • GUARANTEED PERFORMANCE

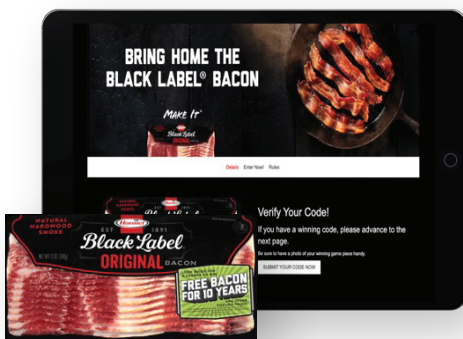
Create buzzworthy moments that lead to lasting brand-to-consumer relationships through chance-to-win promotions with Breaktime Media. Breaktime offers a full-service suite of solutions for creating custom giveaways that drive **awareness**, **education**, **purchases**, **conversion**, **data acquisition**, **loyalty**, and **advocacy** for your products or brand.



ENTER-TO-WIN SWEEPSTAKES



PURCHASED-BASED ENTRY



INSTANT WIN



SOCIAL CHALLENGES

GIVEAWAY TYPES

- Enter-to-Win Sweepstakes
- Instant Wins
- Purchase-Based Entry
- Social Challenges
- UGC Contests (Photo, Essay, etc.)
- Digital Sampling

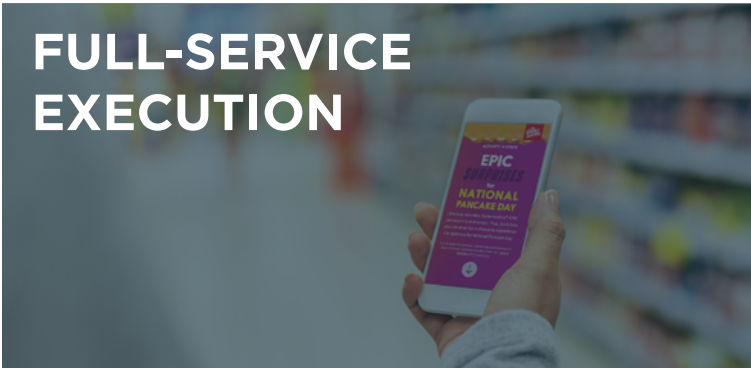


OMNI-CHANNEL SOLUTION



Breaktime offers brands the ability to **engage consumers** both **online** and **in-store** with consumer promotions, while drawing consumers back into the experience through retargeting tactics.

FULL-SERVICE EXECUTION



Breaktime offers **full-service promotion execution**; including:

- Promotion Rules & Indemnification
- Content/Tech Build
- Alternate Method of Entry (AMOE) Management
- Driving Traffic Into the Promotion
- Bonding & Registration 1099 Management
- Prize Procurement & Fulfillment

GUARANTEED PERFORMANCE



For any campaign, Breaktime Media can activate our audience of **36MM unique consumers** to guarantee engagement. We also **create shoppable moments** within each campaign to further drive purchase & conversion.

REPORTING & MEASUREMENT:

Breaktime provides weekly campaign reporting, including: entries, engagements, time spent, participating rate at each interaction, e-commerce cart load, and performance against benchmarks. **See benchmark results below.**

2:53

Time Spent

2.44%

Sales Lift from 3rd Party Measurement Study

32%

Promotion Interaction Rate

\$2.79

Return on Ad Spend