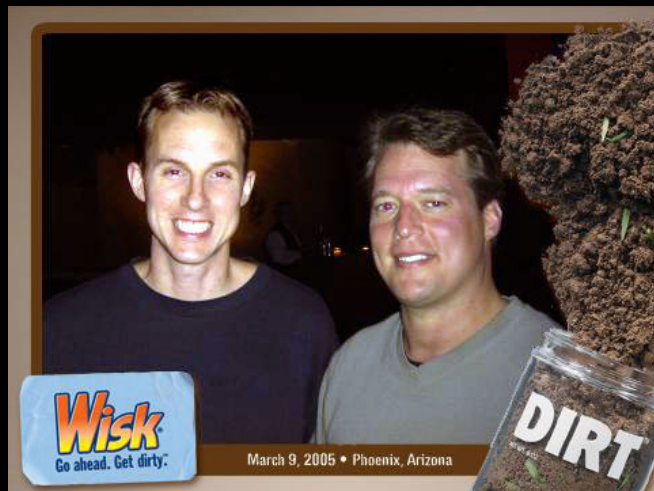**Lead Generation & Database Building using the FotoZap® Program**

Brands use event marketing to deliver their message directly to consumers

But onsite experiences must be memorable and create an ongoing connection

Too often event budgets do not yield measurable results

FotoZap® bridges the gap between events and measurable online activities

The Consumer Experience

How do brand ambassadors use the FotoZap® Camera at events?

Brand ambassadors capture photos of consumers at events or venues

Consumers receive an individually coded photo access tag with campaign branding

Tags can be passed out on chains to turn every event attendee into a walking advertisement

After the event, participants enter the code online to retrieve their photo

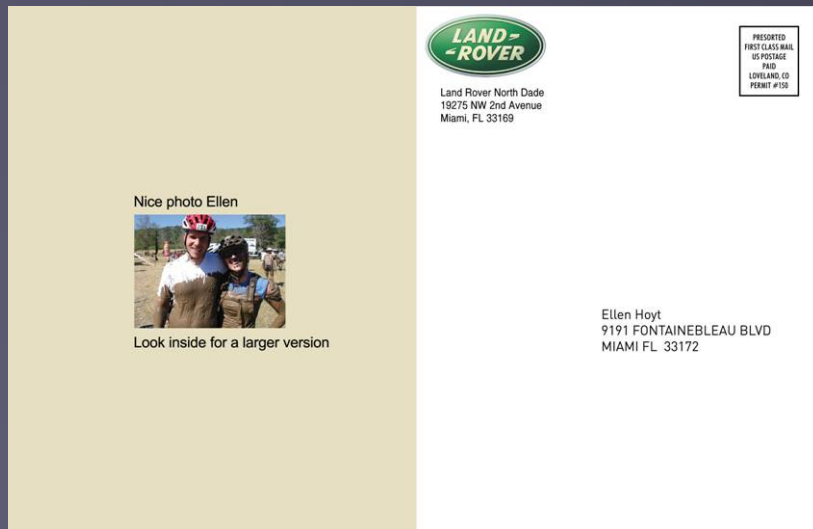# Participants answer survey questions before viewing their photo

Photos are displayed on a web page with sponsor branding

Participants click through to online activities such as viral photo sharing
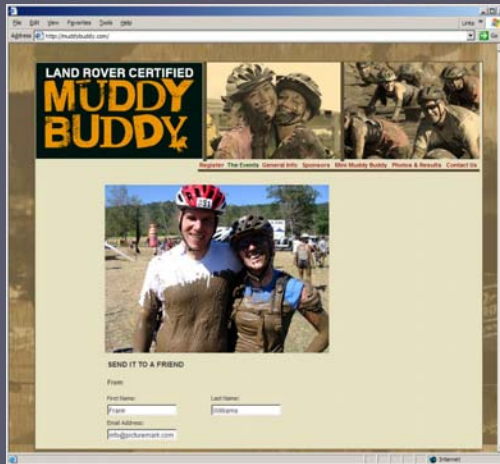
Follow-up mail can be sent such as a personalized invitation to a local dealer

FotoZap® Benefits

FotoZap® creates a
special and memorable brand experience

FotoZap® converts event attendees into participants in online brand activities

Consumers act as brand advocates as they share the photo experience with friends

FotoZap® collects actionable leads and survey responses
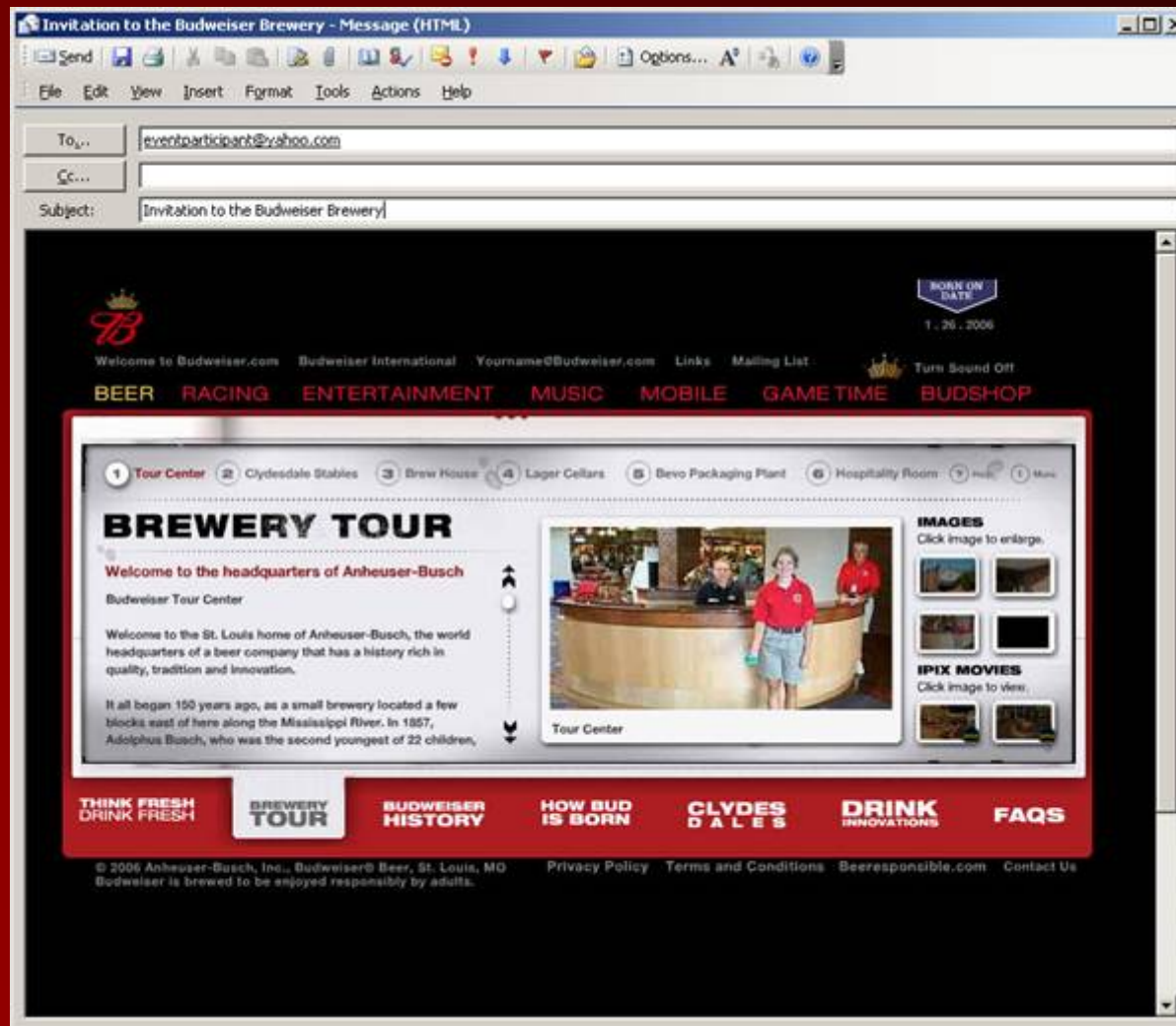
Information collected from consumers allows rich follow-up communications
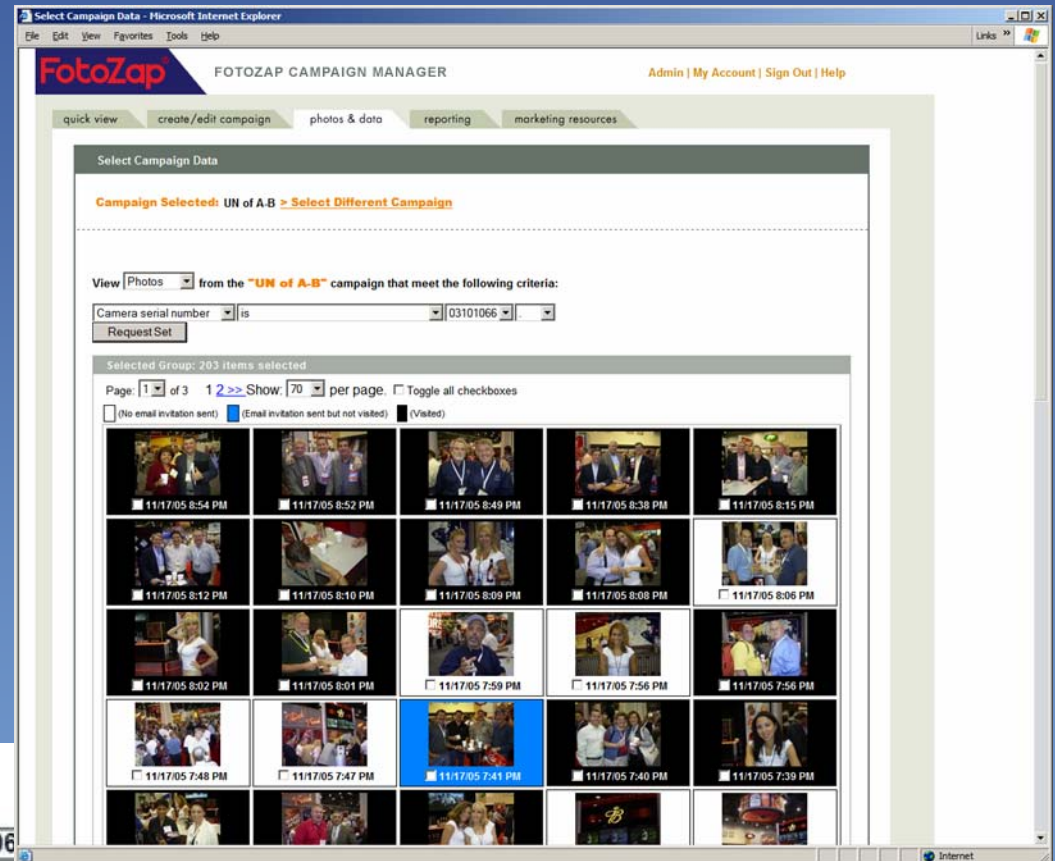
Photographer and Administrative Features

The system is easy-to-use and can be learned in minutes

Once set up, FotoZap® can be rolled out to any number of brand ambassadors

The effectiveness of each ambassador can be individually tracked online

Ambassador	Photos Taken/Photos Visited			
Ambassador	1/6/06	1/7/06	1/13/06	1/14/06
R. Phillips	112/78	204/128	156/68	37/3
S. Iverson	51/37	146/101	237/183	225/149
K. Wason	224/153	143/101	45/28	145/98
J. Fuszard	230/197	245/201	118/75	231/154
G. Ishihara	194/142	184/131	197/145	167/120

One-click uploading means photos can be reviewed online immediately after the event

Executives can download collected consumer data at any time
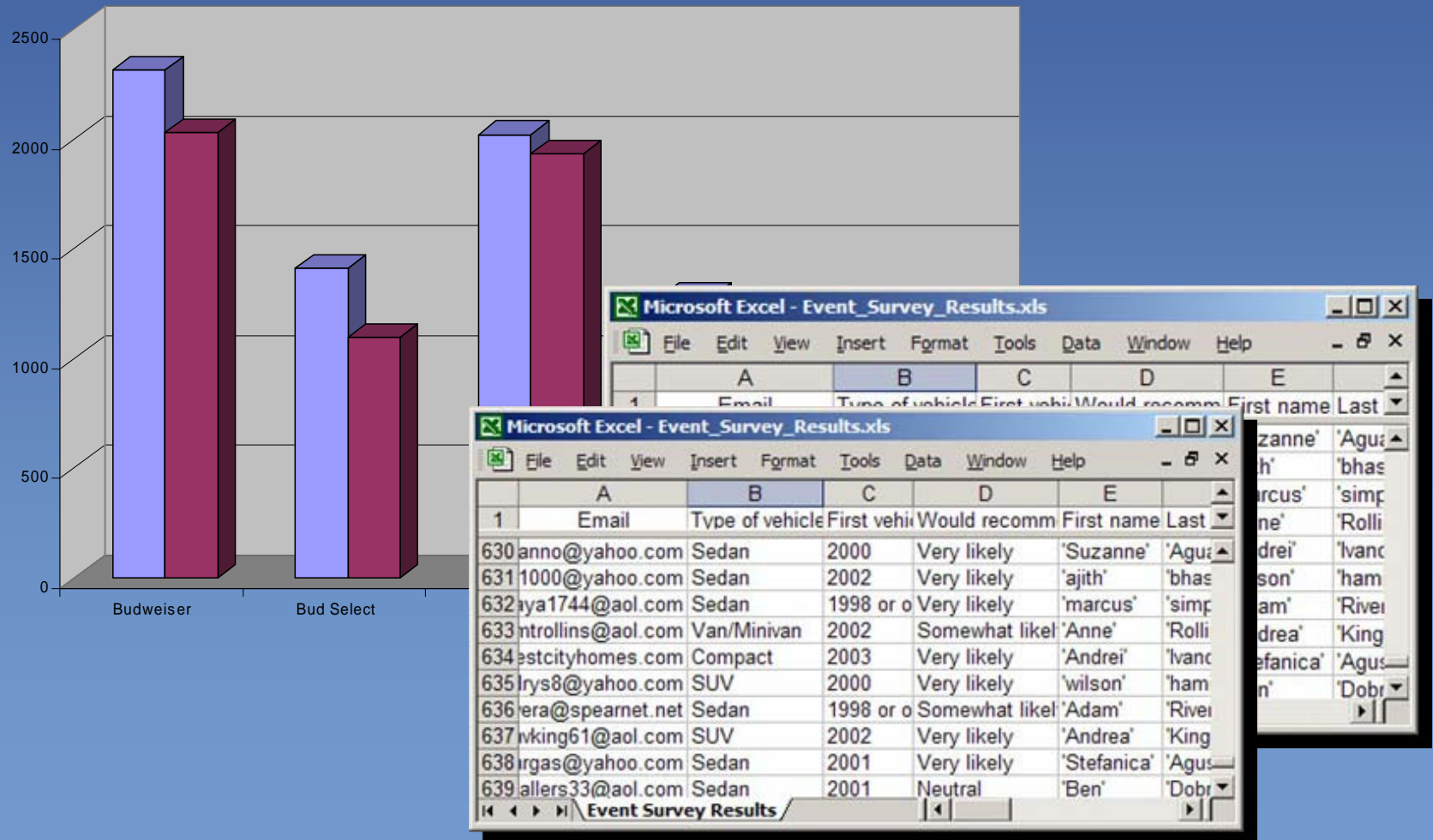
Collected survey data provides a rich profile of each consumer in attendance

What brands did you sample during the evening?: **Capt. Morgan Rum**

Did you get a temporary Tattoo at one of the Captain Morgan Tattoo Parlors?: **No**

When you go out with friends, will you be more or less likely to order any of the brands you experienced at Street Scene?: **4 - more likely**

Would you be more or less likely to purchase these brands in retail accounts?: **4 - more likely**

Have you attended San Diego Street Scene in the past?: **This is my first year**

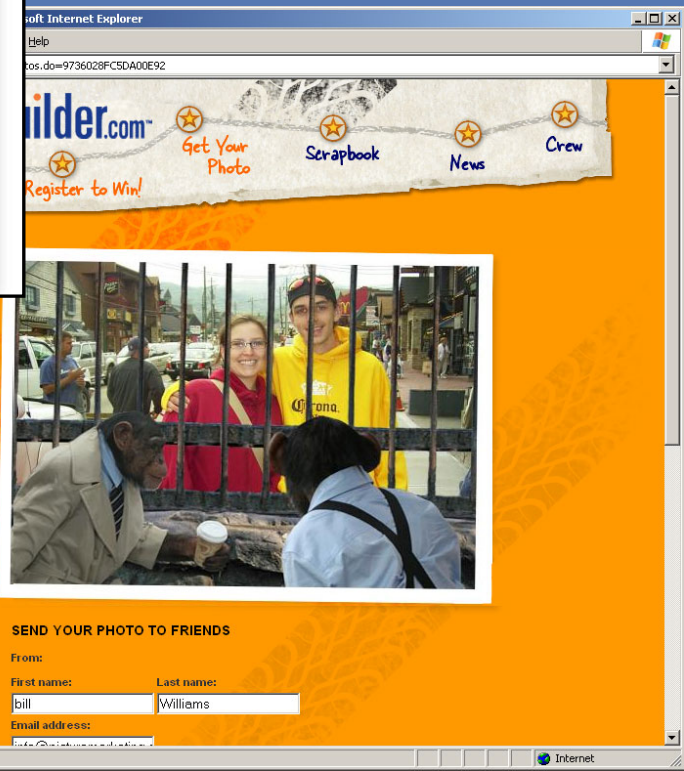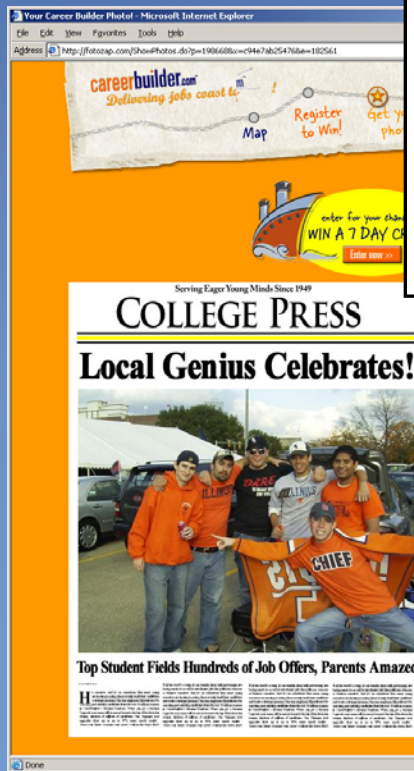Where did you travel from to ...

Campaign elements can be customized from an admin website for every event

Customization Options

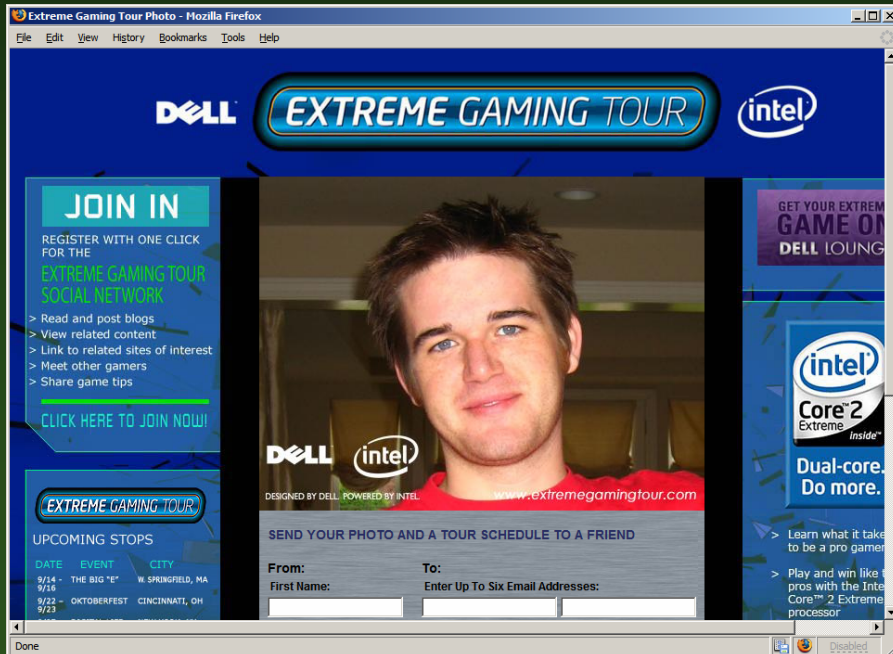# Brands select how the system should be customized to fulfill their marketing goals

MUDDY BUDDY

ORLANDO
May 12, 2007

The FotoZap® Camera can be branded with custom coverings

"Each campaign can uniquely brand photo access tags and cards in any language."

Online Activities

- Generation of Brand Videos
- Social Network Enrollment
- E-Commerce Purchases
- Photo Advergames
- Opt-ins to Mailing List
- Photo-Customized Mailers
- Viral Marketing

A brand video can be automatically generated using the consumer's photo

Build a Photo-Mosaic

Create a Comic Strip

Dress-up-Your-Photo Contest
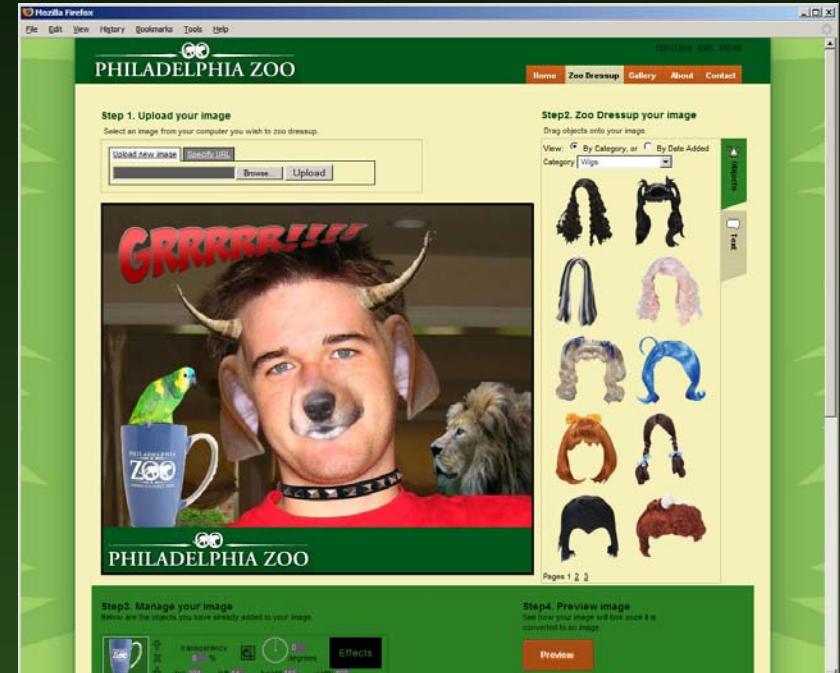
Create an Instant Social Network

Photo-overlays create an 'instant photo-op'

(Your Photo Here)

Onsite creative options can be integrated into both the photo and the display page

A memorable event experience connects with consumers and brings them online

FotoZap® turns event attendees into web visitors on a mass scale

Join our Clients from A to Z who have benefited by using FotoZap®

Click Here to check out FotoZap Case Studies