



Benefits: *Top Reasons to Promote Your Business, Membership Organization or Fundraiser with Your Own Customized Multimedia Music CDs*

A/ Top Reasons Why this Marketing Solution Benefits *Your Business*:

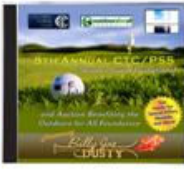
- **Attract** and **secure** higher volume of new and repeat clientele.
- **Improve** customer loyalty and appreciation.
- **Differentiate** your business from others in a competitive market place.
- Very affordable; Easy to illustrate **high rate of return** for your business. Extremely **cost-effective** when compared to any other form of advertising.
- **"Friendly Trojan Horse"**™ : Perfect vehicle to market your business with permanence – goes into homes, businesses, living rooms, bedrooms, cars. Shared with co-workers, friends, family and loved ones. (Cards and brochures are thrown away, but never music CDs)
- **Saves you time & money** by informing and educating the customer proactively, with consistent messaging.
- Give the **"Gift of Music"** : Progressive, innovative marketing technique, combining proven universal appeal of art and technology. **Gift worth keeping.**
- Meets your business needs by providing
 - Flexible product positioning
 - Total control over content
 - Strong, personalized information and appealing messages to your customer base
- **Q: *When was the last time you had your photo and company logo on a professional music CD?***

B/ Top Reasons Why this Marketing Solution Benefits *Your Customers*:

- Enhances the customer's satisfaction and **perception of value**, service and personalized customer care. Instant gratification.
- **Very practical**: Can be used in multiple applications and locations (CD players, car stereos, kitchen, living room, bedroom, workplace, computers, etc).
- Elegant, stylish, unique, memorable, practical – **easy to keep**. Transferable to co-workers, friends, family and loved ones as a gift.
- Rich and original in content, easy to access information about who they are giving their business to. A practical, permanent gift that will be utilized, enjoyed and **referred to repeatedly**.
- **Easily Accessible**: Content can be accessed anytime, with no internet connection dependencies, and with no corporate firewall or other filter concerns. Very large files of the highest quality and lengths (such as songs, movies, images, etc) can be experienced from the CD instantaneously.
- **Educational**: Customers get better awareness of what your business has to offer, and generate appreciate for the shared insight.
- A **\$15-\$20** perceived value for **free!** (When given as a free gift or as part of a mailing program, generates positive impressions, surprise and ecstatic reactions)
- In addition to benefiting your customers, your CDs can also be given to employees, handed out at trade shows and seminars, weddings, theme events, be included in mailing lists, and more.

Multimedia CD Marketing - Value-Add & Benefits

The Below Table Compares the Added Benefits of Multimedia CD Marketing to Traditional Advertising Methods



BEFORE



AFTER

✓ Exposure	Only several hours Limited to day of event	→	Limitless Exposure - Lasting Weeks, Months, Years LIFELONG Perpetual Marketing
✓ Retention	"Easy-to-Forget" advertisement Quickly glanced over, forgotten or thrown away	→	Marketing Message Kept FOREVER Durable , kept permanently. Unique souvenir and transferable gift
✓ Reach	Several dozen to hundreds Limited to event attendees	→	Reaches THOUSANDS of people - 5,000, 10,000+ Connects with ALL invitees, Media and Press , Associates, Networks, etc
✓ Targeted Marketing	Limited to event attendees Unable to deliver marketing to others	→	Limitless targeted marketing Easy to Send to Anyone, Everyone, Anytime in Line with Business Goals
✓ Perceived Value for Recipients	Ordinary advertisement (banners, logos, etc) No real perceived tangible value	→	Tangible artifact/souvenir item. Limited Collector's Item. Serves as Memorabilia Much Appreciated "Gift of Music"
✓ Information Content	Content limited to few words and logo Does not engage the audience	→	Unlimited Rich Content - Text, Graphics, Photos, Film, Multimedia Fully Engages, Entertains and Informs
✓ Incentivizing	Passive/Subliminal messaging People do not act on it - no way to measure	→	Reward and Incentive Offers, Positive Behavior Influence , Action-producing People ACT on it - Concrete Measurable Effectiveness
✓ Competitive	Run of the mill, ordinary, trite "All advertisement look alike"	→	Attractive, Unique, Innovative, Entertaining, Differentiating Cutting-edge Marketing Combining Art & Technology - Extremely Easy to Use
✓ Perceived Value for Sponsors	Only receives the "Before" Sponsors do not see value/return	→	Benefits from both the "Before" AND the "After" - without increasing workload Makes SENSE to Sponsors who perceive more value - and respond in kind!
✓ Sponsor/Donor Procurement	1 X Based on traditional marketing methods	→	2 X to 10 X Additional Fundraising and Donations, Enhanced ROI Proven ROI driven by increased marketing exposure, reach and retention

Imagine CDs...

MAKING LASTING IMPRESSIONS!



Imagine CDs...

CAPTIVATING YOUR CUSTOMERS!



Imagine CDs...

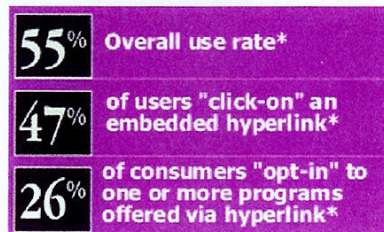
BRINGING YOU MORE BUSINESS!



“Why Discs Work”

Advantages of Discs for Non-Traditional Applications and as Premiums – Cambridge Associates, Inc.

- Generated response rates which were 50% to as much as 600% greater than traditional direct mail (e.g., if traditional print direct mail had generated 1-2% response rates, disc direct mail generated 3-12%).
- Provide far greater information (full motion, sound and Internet links) than print catalogs, brochures or booklets.
- Greater “perceived value” on the part of recipients (as high as \$15). Consumers are more likely to play a disc, which are often looked upon as “special” vs. a brochure, or catalog which are often seen as junk mail and discarded. When used as a premium to generate sales of a product many recipients look at a disc as worth the same as a video game or DVD video @ \$15 or more.
- Unique capability to drive traffic to a marketer’s website, potentially increasing web commerce. This also helps websites that are ad-supported rely on increased “hits” to support on-line advertising revenue.
- Discs are the only physical medium which can provide an **immediate** link to the website of the organization... a major benefit
- DVDs and to a lesser extent CD-ROMs provided a full impact of a TV commercial, (i.e., full motion, sound, graphics, etc.), with lower costs than those associated with broadcast and cable television advertising.
- Discs produced a 40-60% increase in viewer’s memory after watching vs. print advertising i.e., the retention of the product/service shown in the message on the disc.
- Discs break through the traditional mailbox or office in basket “clutter” of printed direct mail pieces. Unlike printed materials, discs do not appear to be “junk mail” and gain the recipients’ attention
- Discs have a high “pass-along” rate, in which the initial recipient shares the disc with others (friends and family) unlike most catalogs/brochures, the majority of which are put in the recycling bin.
- Discs are far more likely to be “saved” i.e., not tossed in the garbage, in comparison to catalogs and other print material, this helping to promote a “delayed” response.
- Discs, by their requirement of having to be placed on a CD-ROM or DVD player, most often place the viewer(s) in a position and time conducive to getting their “attention” and generating a response. Other “distractions” i.e., TV, radio, retrieval of phone messages, etc. Are usually secondary, i.e., do not interfere with the viewing of the disc.



* Source: 2006 Forrester Research Industry Study

Who Appears on ImagineCDs?

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Stellar Style

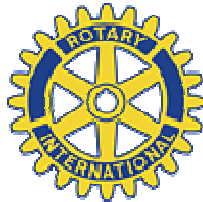
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