

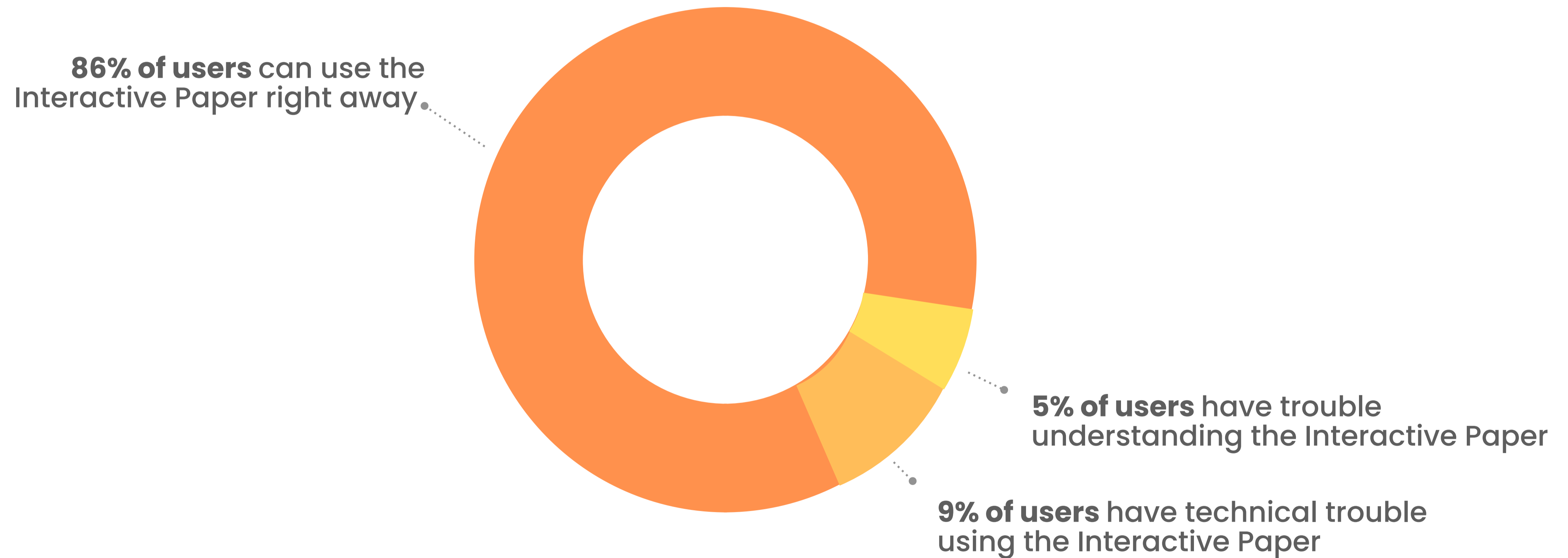


ADS Data Direct
INC.

CASE STUDIES



HOW MANY PEOPLE GET TO USE THE INTERACTIVE PAPER?



WHAT IMPACTS THE CAMPAIGNS PERFORMANCE?

22%

Timing – the right timing is one of the key factors for a successful campaign [Weekend, Holidays]

16%

Target Audience – the target audience has to be right for the product / service

21%

Confection – how the Interactive Paper is packed and presented impacts the performance

11%

Story – the story you tell your customers, greatly impacts the performance

6%

Design – how a campaign looks and how understandable it is, impacts the performance greatly

24%

Your brand – what users associate with your brand impacts usage rates strongly

PRODUCT PROMOTION MAILING



5.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME

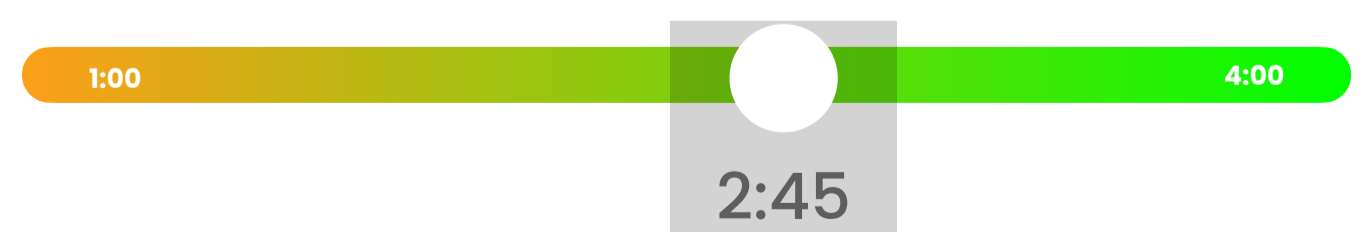


1.800 Pcs. | Handed out at the store

PERCENT USED

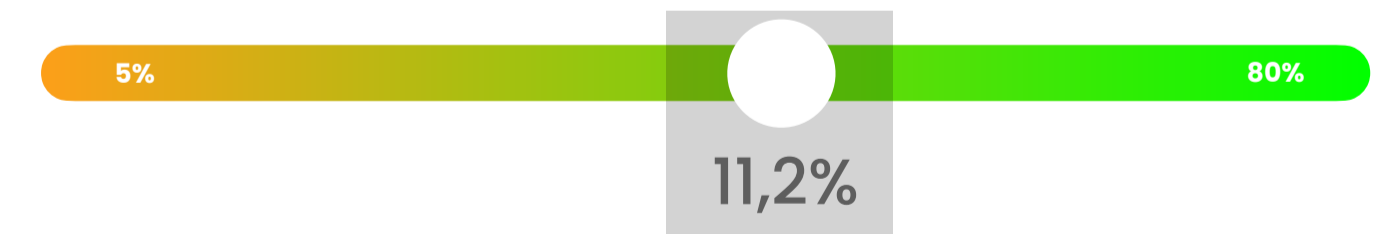


USAGE TIME

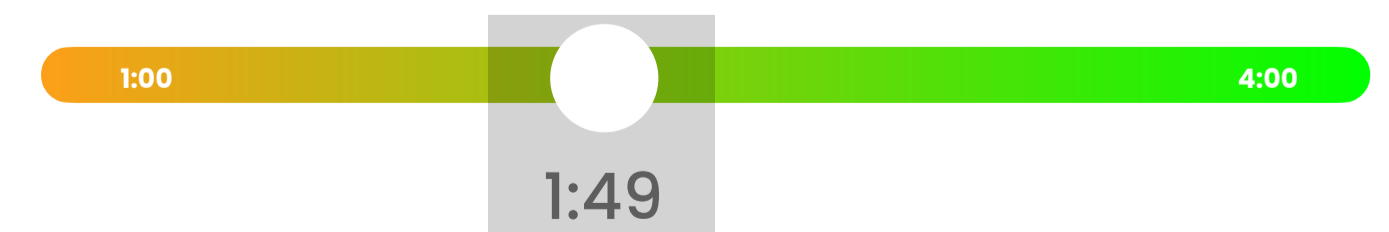


10.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME



HEALTH CARE MAILING



Medtronic

500 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME



3M

10.000 Pcs. | Sent to hospitals

PERCENT USED



USAGE TIME



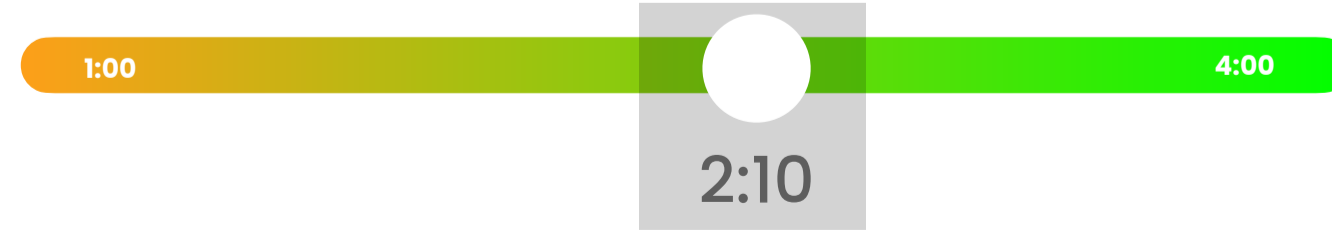
CooperVision®

10.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME

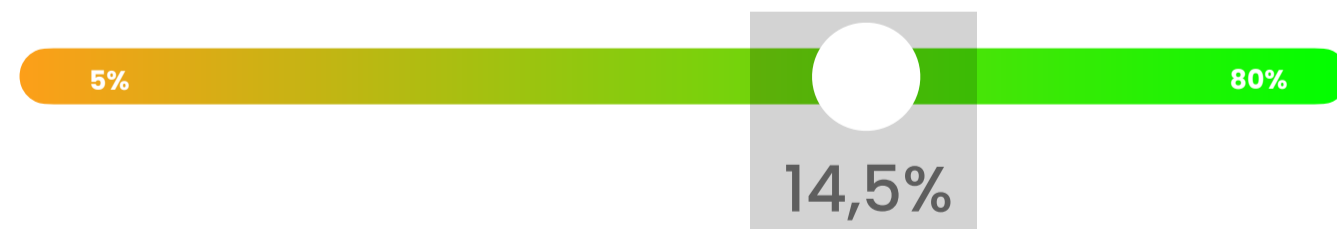


INVITATION CARD

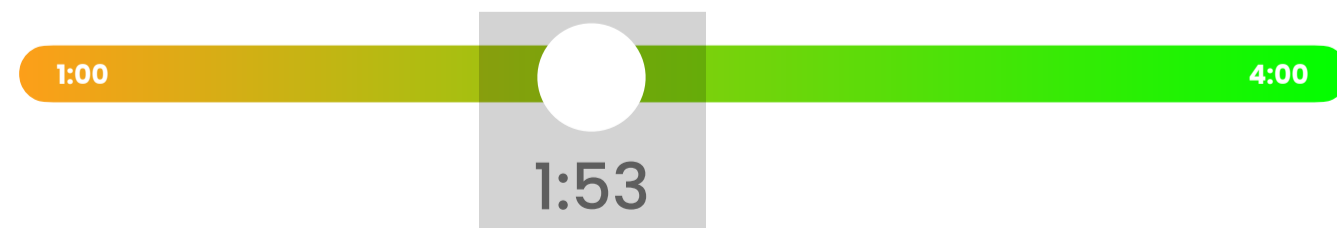


10.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME



500 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME

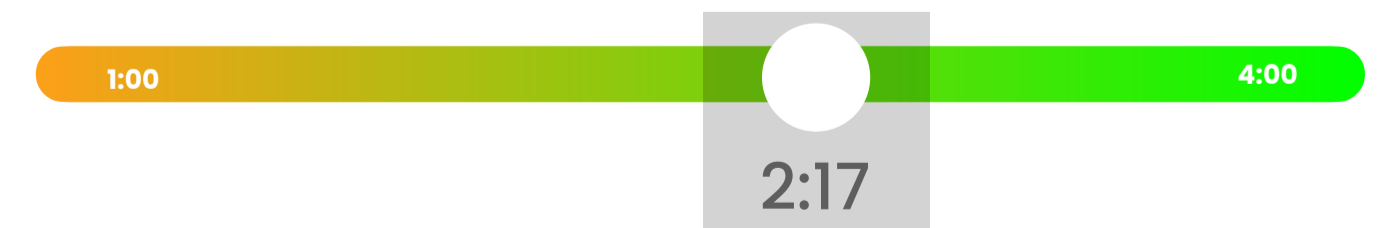


600 Pcs. | Direct Mailing

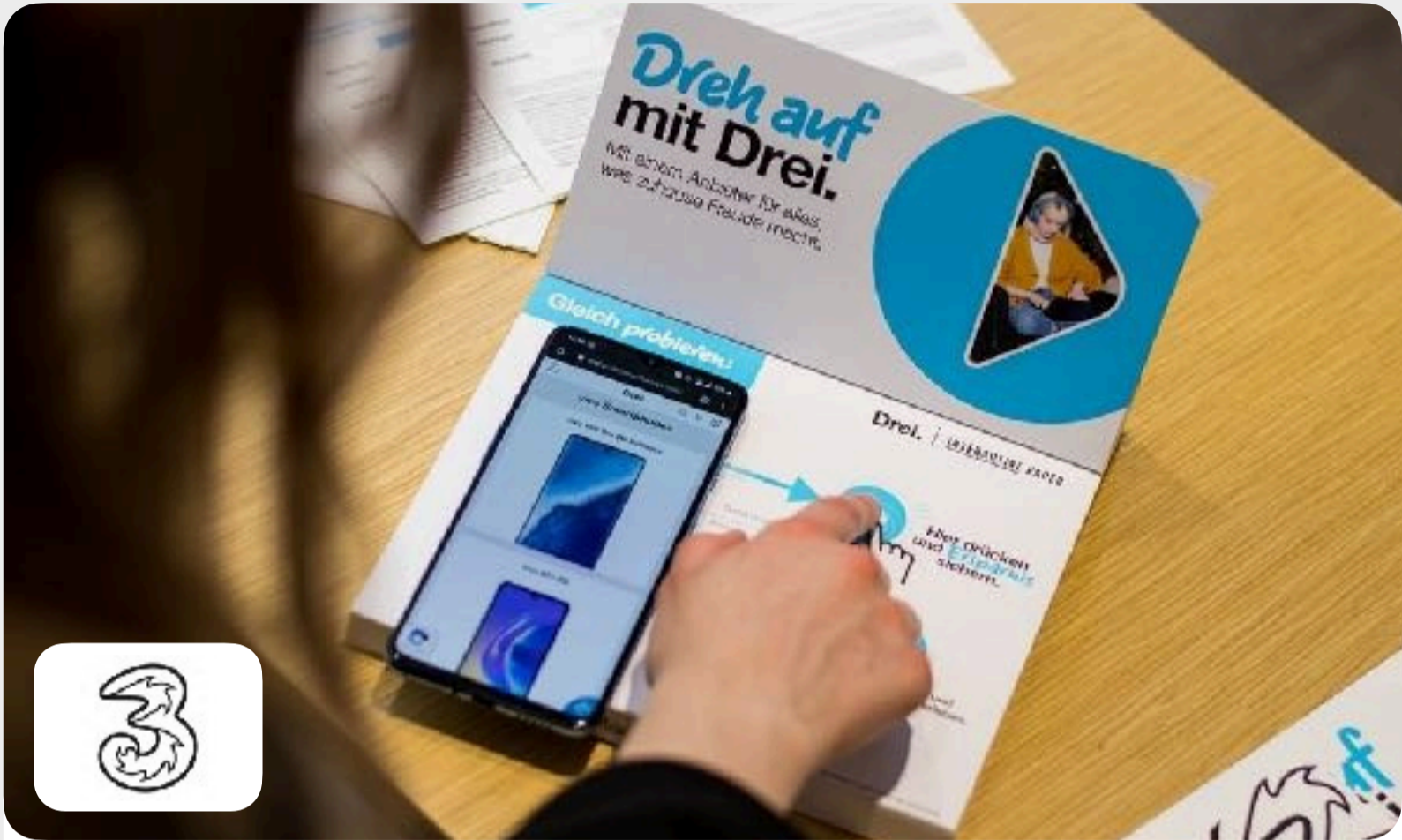
PERCENT USED



USAGE TIME



SALES BOARD

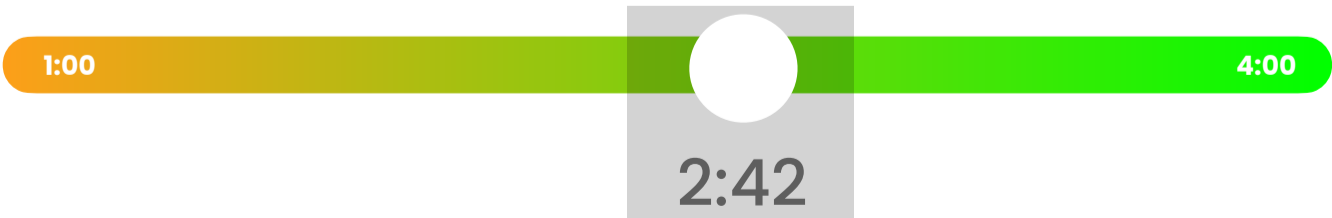


Set up inside their own Stores

PERCENT USED



USAGE TIME



Set up inside Media Market

PERCENT USED



USAGE TIME

