



### ***REACHING A NEW AUDIENCE***

The marketer, a major tobacco manufacturer, wanted to reach smokers only and only those smokers who could prove that they were at least 21 years of age. Moderne Promotions trained 21-29 year old "club savvy" Name Generators/Samplers to personally interact with nightclub consumers initiating the conversation with the question, "Are you a smoker?" If the answer was affirmative the smoking consumers were then asked to show their picture ID so that they could be instantly rewarded and gratified.

### ***THE RIGHT VENUE, AT THE RIGHT TIME***

The marketer wanted major nightclubs that restricted admission to anyone under the age of 21. By choosing nightclubs, the marketer was assured of reaching consumers who have a much higher incidence of smoking. Smoking consumers, after ID verification and name/address generation completed, were asked to sign their names attesting to the fact that they are over 21 and smokers. This enabled Moderne Promotions Samplers to instantly reward the consumer with a sample pack of cigarettes AND a premium of their choice AND the opportunity to be entered in sweepstakes AND the opportunity, this night, to compete in a dance competition wherein the marketer was giving away 3 all-expense paid trips to The Hard Rock Resort in Orlando to the best dancers. These best dancers would also be entitled to compete in Orlando for grand prizes totaling \$50,000.

### ***REACHING ONLY USERS***

By reaching this defined group, in a venue that has high rate of smokers, Moderne Promotions very effectively put samples into ONLY the hands of users of that product. All told it took Samplers approximately 60 seconds to complete the entire above described interaction. In some nightclub venues the attendance exceeds 3,000 consumers. In a 3 month time frame Moderne Promotions was able to sample directly into the hands of over 29,000 smoking consumers in the marketers top seven markets while producing the names and addresses of each smoker for future direct marketing opportunities with their signed permission to do so.

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