

Incentive based Sweepstakes, Contests and Games of Chance Promotions Motivate Behavior, making them a highly interactive and effective way to make relevant connections between your brand and the interests of your consumers or business-to-business customers.

And in return for the reward you provide, you receive something far more valuable: Understanding of your audience and their Preferences, ongoing opportunities for Re-Marketing on an increasingly personal level and Brand Loyalty.



## POINT OF DIFFERENCE

- **We Sell Security** Our business is providing the necessary Security to ensure every Promotion you execute with us is properly structured to:
  - Be legally compliant
  - Provide a positive consumer experience fostering goodwill for your company or brand
- We indemnify our clients, providing added security to execute your Promotion confidently.
- Mercury is a unique single source promotional marketing solution. Our Promotions Team has many years of experience in complete Promotions Management, Legal, Promotion Administration and Fulfillment for all types of Sweepstakes, Contests, Games or other incentive programs.

## SERVICE CAPABILITIES

Mercury has executed thousands of Promotions for all types of Consumer and Trade applications: Digital, Social, Direct Mail, In-Store, In-pack/On-pack and Events.

Utilizing one or all of our suite of Promotion Services results in time and cost efficiencies, backed by proven processes:

### Promotion Mechanics Consult

- Promotion concept review and strategic consultation
- Online and offline tactic recommendation/selection
- Prize pool recommendations
- Coordinate and manage digital technology builds and/or print production management

### Legal Compliance

- Official rules development by experienced Promotion Law attorney
- Promotion Law attorney legal review of collateral materials (web or advertising copy, packaging, POS, etc)
- Client indemnification
- State bonding & registrations
- Prepare Affidavits of Eligibility/Compliance & Publicity Release
- Prepare and file federal IRS 1099s

### Additional Security Services

- Odds calculation, secure game piece seeding and verification
- Limited liability insurance and certifications
- Winner background security checks
- High security storage of prize items



### Promotion Administration

- Alternate/mail-in entry set-up, receiving and data entry
- Randomized winner selection
- Official winner notifications and verification
- Toll-free customer service and dedicated follow-up to secure winner documentation

### Fulfillment

- Our in-house warehouse facility can receive, store, kit pack and ship prizes direct to winners
- As a fully licensed and accredited distributor, we source and procure prize items at the lowest available cost: Merchandise, Gift Cards/eCertificates, or Custom items
- Full-service trip prize fulfillment provides individualized trip itinerary coordination with winners and booking of all travel arrangements

