

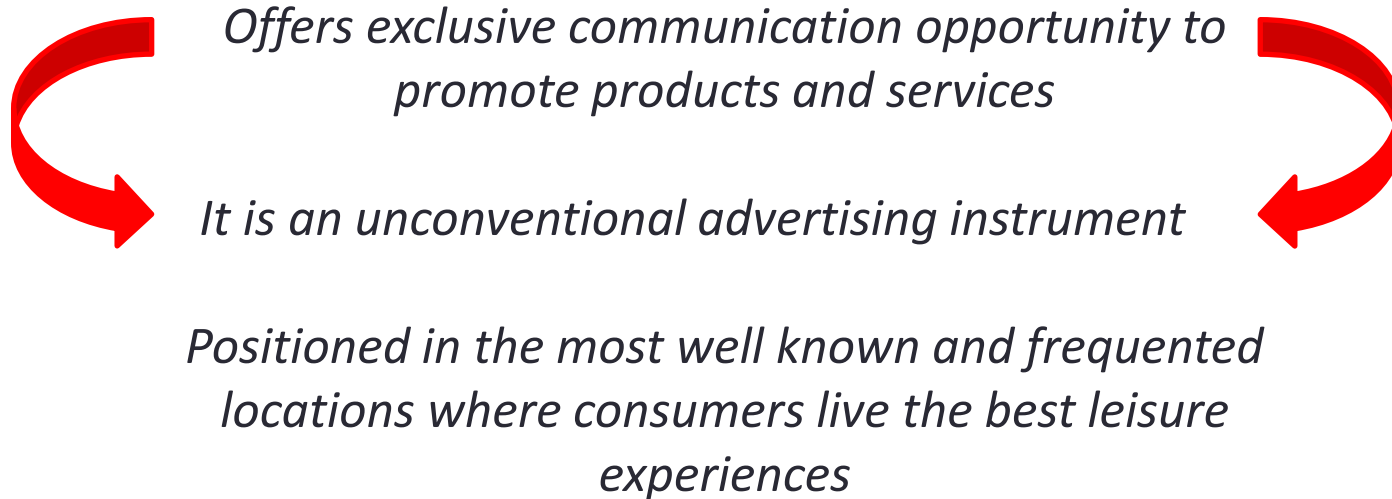


Dal 1989 il medium di culto

# PROMOCARD®

Since 1989, **Promocard**<sup>®</sup> is the illustrated postcard conveying an advertising message. It is market leader with more than **11,000** images produced and over **600 million** cards distributed in Italy and throughout the rest of the world

## **INDISPENSABILE FOR BRAND AWARENESS**



# GEOLOCATION MEDIA

- Allows the choice of one-to-one geographical area, circuits and locations in which to propagate the advertising message.



## **1.700 locations throughout Italy:**

Milano, Roma, Napoli, Torino, Bologna, Genova, Firenze, Varese, Bergamo, Brescia, Monza, Pavia, Como, Padova, Verona, Venezia, Rimini & Riccione, Bari, Palermo, Catania, Cagliari

# **TARGET MEDIA**

- **Profilable**  
*social and demographic*
- *Aimed at the target reference of*  
**X Generation, Y Generation e Z Generation**



**Target Promocard®: 14-55 (Focus target: 20-40)**

- **X Generation**

Born between 1963 and 1980. Open to the difference in race, gender, orientation  
The first generation to grow up with computers and at ease with modern technology. Ambitious, self-sufficient, and flexible towards change also in the work-place

- **Y Generation** (*millennial Generation, Generation Next or Net Generation*)

Born between 1980 and 2000. Greater use and familiarity with communications, media and digital technology. Ideally associated to material assets, tend to live longer with parents. (Boomerang Generation)

- **Z Generation** (*Igen, Post-Millennials, Centennals or Plurals*)

Born between 1995 and 2010. Super connected and multimedial. Technology, Internet and social media, are significant influences in their socializing process. Information flow, global warming and the economic crisis have permitted rapid understanding and are more aware and informed with respect to previous generations.



## PULL MEDIA

- Free choice usage with **no contact dispersion**



## FREE MEDIA

- Accessible to consumers **without cost**; being free, the number of contacts will increase



## SAVE MEDIA

- Spending can be scalable permitting modular investments
- Cheaper than other traditional media
- **Its cost is equivalent to that of a coffee**



# CREATIVE MEDIA



*Requires the use of captivating images in order to facilitate and promote consumer action in taking the card*



# MULTITASK MEDIA



- Causes **top of mind**: the card is taken, used, saved, donated, collected, hanged, sent
- Generates **call to action**: by coupon, instant win, unique codes, samples and gadgets
- Adaptable for **guerrilla marketing** and can be enhanced with **special card effects**

- **Accountable** in terms of cards produced, distributed and taken





# SMART MEDIA

- *Extensive spread onto **digital platforms** (through QR-Code and other markers)*
- *Promotes **engagement** and access to **exclusive contents***







# NON-STOP MEDIA

- *No zapping effects*
- *Continuous communication*
- *On air 24/7*

bar - caffè - enoteche - pub - birerie **drink**

**food** ristoranti - pizzerie - osterie - trattorie - ristoranti etnici - sweets

lounge bar - wine bar - locali di tendenza - discoteche - musica dal vivo - club **trendy**

**art & culture** cinema - teatri - cabaret - librerie - scuole - spazi eventi culturali

club - palestre - centri sportivi - beauty center - hair stylist **fitness & beauty**

shop - location varie - turismo **travel/shop/media**





# CLIENTS

*Absolut Vodka, Ac Milan, Adelphi, Adidas, Alfa Romeo, Alitalia, Amnesty International, Antica Barbieria Colla, Atm, Austrian Airlines, Bacardi, Barilla, Banca Intesa, Belleville, Becks, Bertagnolli, Birra Moretti, Bmw, Bosh, Branca, Braun, Breil, Campari, Carlsberg, Citroën, Cgil, Coca Cola, Comune di Bologna, Comune di Milano, Comune di Roma, Comune di Torino, Condè Nast, Corriere della Sera, Credem, Crysler, De Beers, Deliveroo, Diabolik, Diesel, Disney, Dove, Easy Jet, Ebay, Einaudi, Emergency, Enel, Eni, Enpa, Ente Turismo Spagnolo, Ente Promozione Toscana, Esselunga, Estée Lauder, Expo, Fanta, Fc Internazionale, Felix, Feltrinelli, Fiat, Fondazione Prada, Ford, Gazzetta dello Sport, Getfit, Giorgio Armani, Goodyear Dunlop, Heineken, K2Milan, Ichnusa, Ied, IGP, Ikea, Il Sole 24 Ore, Inail, ING Direct, Iw Bank, Jeep, Jti, Juventus Fc, Laboratorio Capri, Lampoon, Lavazza, Lega Ambiente, Levi's, Lila, LG, Lilt, Lottomatica, L'Oreal, Lufthansa, Martini, Mastercard, Mentadent, Mercedes, Michelin, M&M's, Mocauto, Moët & Chandon, Mtv, Mulino Bianco, Nastro Azzurro, Negroni, Nespresso, Nike, Octo U, Oral-B, Pallacanestro Olimpia, Opel, Peroni, Peugeot, Piaggio, Playmobil, Ploom, Polimi, Puma, Rana, Ray-Ban, Regione Lombardia, Regione Piemonte, Rai, Regione Trentino, Regione Valle d'Aosta, Renault, Ritz, Rucoline, Samsung, Sanofi, Sda Bocconi, Sisal, Sky, Sony, Sottilette, Swatch, Taft, Telecom, Tic Tac, Ticket Restaurant, Tim, Timberland, Toyota, Triennale, Triumph, Unicef, Unicredit, UniMi, Vidas, Visa, Vodafone, Volkswagen*



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