

ESPINTHEBOTTLE®

Lock & Key on eSPIN-the-Bottle.com

A highly efficient, CPA-based immersive advertising vehicle

Gazillions of teens are online. Why use Lock & Key on eSPIN to access a small subset of them?

- **eCRUSH users are trendsetters.** They are self-identified early adopters, heavy IM and cell phone users, and strong peer advisors. They are the elusive influencers.
- **Target only your desired age and gender – no wasted impressions.** Teens may be easy to reach, but how about only reaching your target demo.
- **Lock & Key is an immersive medium.** Lock and Key allows for actual *participation* with your brand. It's that level of immersion that can lead to engagement and then loyalty.

How does Lock & Key work?

- **It's a form of electronic currency.** The core services on eSPIN are open and free. If a user wants to upgrade to various premium services, they can choose to pay a nominal subscription or select from a variety of age/gender targeted advertisers.
 1. Users find premium services throughout the site, they click on them to access the services
 2. They are given a short-list of advertisers' teasers to choose from to access that service.
 3. The teen chooses to go to your site, participates in your program, then gets a "key" from your site (a word from your completion page that serves as a password back at eSPIN).
 4. They put that "key" into eSPIN, and then have access to their desired Premium Service.



Who uses Lock & Key

Brand advertisers

Immersive advertising: eSPIN users explored online communities created by such marketers as The Women's Sports Foundation and Wrigley (GoGirlGo! SportsGirl Celebration) and EA's SIMS2

Word of Mouth marketing: eSPIN's trendsetters flocked to join Procter & Gamble's Tremor marketing service, receiving exclusive access to special events, insider info, and new products

Community building: Trident, Classmates, Purina and other brands have all come to eSPIN with various promotions to help convert our users into their community members.

Research companies for dynamic sample and panel building

Dynamic sample: the top online research companies use eSPIN to provide real-time sample for studies on movie preview rough cuts, product concepts, attitude studies on relationships, etc.

Panel building: eSPIN is currently helping half a dozen research organizations like NPD and Harris Interactive to build out dedicated survey panels of teenagers and young adults.

Mobile content providers and gaming companies for downloads

Mobile content: eSPIN's users have taken full advantage of downloads related to ringtones, chat, horoscopes, etc. provided by suppliers including Jamster, MobileSidewalk, and RingTopia.

Downloads: Clients like IMStar (avatar-based IM system), AskJeeves (Smileys desktop tool) and PuzzlePirates (Neopets-like gaming product) have used eSPIN to access their target audience.