



Every Few Decades An Industry Is Revolutionized!

This information comes from a report done by Cambridge Associates, Inc. based on several studies done concerning CD/DVD marketing methods and was published October 23, 2003.

The following is a listing of the major reasons given by people who were using disks for marketing, the delivery of information, instruction, communications and premiums. The interviewers asked end-users what were the advantages/benefits to their organization from using disc for these applications. The major advantages/benefits given were

- ~~///~~ Generated response rates, which were 50% to as much as 600% greater than traditional direct mail (e.g., if traditional print direct mail had generated 1-2% response rates, disc direct mail generated 3-12%).
- ~~///~~ Greater production and mailing efficiencies. The reduced weight of discs compared to most print mailing pieces resulted in meaningful savings on postage.
- ~~///~~ More cost efficient than traditional mass media (television, newspapers, magazines, radio, etc.). Additionally, disc marketing is more targeted than mass reach media.
- ~~///~~ Provide far greater information (full motion, sound, and Internet links) than print catalogs, brochures or booklets. Complex, or new and innovative products that require demonstration to convey all of their benefits are particularly well served by a multi-media presentation that printed materials cannot provide.
- ~~///~~ Greater ability to collect and measure data with more accuracy and accountability, plus automatic database generation when executed in conjunction with on-line websites.
- ~~///~~ Greater "perceived value" on the part of recipients (as high as \$15). Consumers are more likely to play a disc, which are often looked upon as "special", vs. a brochure, or catalog which are often seen as junk mail and discarded. When used as a premium to generate sales of a product, many recipients look at the disc as worth the same as a video game or DVD video
- ~~///~~ Unique capability to drive traffic to a marketer's website, potentially increasing the sender's web commerce. This also helps websites that are ad-supported rely on increased "hits" to support on-line advertising revenue.

- ✂ Discs are the only physical medium, which can provide an immediate link to the web site of the organization... a major benefit.
- ✂ Discs provided the full impact of a TV commercial, (i.e., full motion, sound, graphics etc.), with lower costs than those associated with broadcast and cable television advertising.
- ✂ Discs produced a 40-60% increase in viewer's memory after watching, versus print advertising i.e., the retention of the product/service shown in the message on the disc.
- ✂ Discs break through the traditional mailbox or office in basket "clutter" of printed direct mail pieces. Unlike printed materials, discs do not appear to be "junk mail", and gain the recipients' attention. Even the relative "deluge" of discs from Internet service providers has not relegated them to junk mail status.
- ✂ Majority of consumer recipients feel "singled-out" or "special" since, with the exception of ISP discs, they rarely receive a disc, which increases the incentive to play the disc.
- ✂ Discs have a relatively high "pass-along" rate, in which the initial recipient shares the disc with others (friends and family) unlike most catalogs/brochures, the majority of which are put in the recycling bin.
- ✂ Discs are far more likely to be "saved," i.e. not tossed in the garbage, in comparison to catalogs and other print material, thus helping to promote a "delayed" response.
- ✂ Discs, by their requirement of having to be played, most often place the viewer(s) in a position and time conducive to getting their "attention" and generating a response. Other "distractions," i.e., TV, radio, retrieval of phone messages, etc. are usually secondary, i.e., do not interfere with the viewing of the disc.

The majority of interviewees (77%) said they either expected to increase (36%) their current use of discs or to continue at their present levels (41%).

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