

base reward copywriting: rationale & inspiration



four components



concept: three benefits

reward name



One Movie Rental at BLOCKBUSTER

Laugh out loud. See a romance develop. Get animated with your children.

Gather the family, a couple of friends or just that special someone and pick a flick that fits the mood. This coupon is just the ticket for an entertaining night in. It's good for one (1) movie rental at any participating BLOCKBUSTER® store in the United States. Coupon expires 08/13/2007. Forget the sticky floors, but don't forget the Coke and snacks.

3 inspiring ideas



Buy Discounted Six Flags Tickets Online

Scream at the top of your lungs. Take a splash. Enjoy a spectacular show.

With theme parks, animal parks and water parks nationwide, there is sure to be one near you that suits your fun. Now you can get tickets quicker than a high speed drop and save a little cash to boot by buying your discounted tickets online. Then just print out your tickets at home with Print-N-Go and you're all set. You can spend your extra time deciding which ride to go on first.

reward description



Coca-Cola Women's Diet Coke Tee

Turn heads as you head to class. Wear it to a girlfriend get-together. Couch it up in style.

This women's, fitted, 100% cotton, short-sleeved Diet Coke Tee is a sweet fit for so many occasions. The swirling Diet Coke graphics and foil bottle design will put some sparkle in your casual wardrobe. Choose your size and start choosing where you'll wear it.

closing thought



rationale



Reward Name

- Clear and informative
- Aligns with existing MCR naming system

3 Inspiring Ideas

- Provide uplifting suggestions for enjoying each Reward, linking to Coke's Creative Idea
- Possible outcomes of enjoying each reward help consumers envision the goodness
- Inspirational suggestions provide benefits for mind, body and soul, linking into Coke wellness platforms and usage occasions
- Capture a sense of fun at the beginning of the Reward description, taking the existing MCR copy approach to the next level

Reward Description

- Aligns with the spirit of current MCR voice
- Clearly describes what the reward is in a simple, conversational style
- As with current style, can subtly adapt to different audiences (moms, young adult, families)
- Makes Rewards interesting for consumers

Closing Thought

- Offers fun at the end of the copy block, consistent with existing MCR style
- Provides a light-hearted "open ended" thought, inspiring consumers to imagine the possibilities with their reward

links to existing style



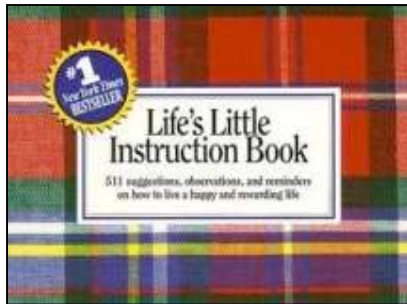
- Continues current naming system
- Utilizes current spirit and voice of MCR
 - Builds in fun at the beginning and end of each reward description
 - Informs the consumer of what the reward is, providing a description of it, without using punchy adjectives
 - Adapts to address the consumer who would be most interested in redeeming it
- Follows current “do’s and don’ts”
 - No use of generic adjectives (“cool,” etc...) or exclamation points
 - No overpromising of reward experience or value
 - All of the formatting guidelines (re: capitalization, ARV, registration marks, etc...)

how we enhanced existing style



- Added “3 inspiring ideas” to lean-in copy block
 - Inspirational usage suggestions to help consumers envision the uplifting goodness of their reward.
 - Immediate benefit understood
- Provided light-hearted, open-ended thought at the end of each description, inviting consumers to imagine the possibilities with their reward

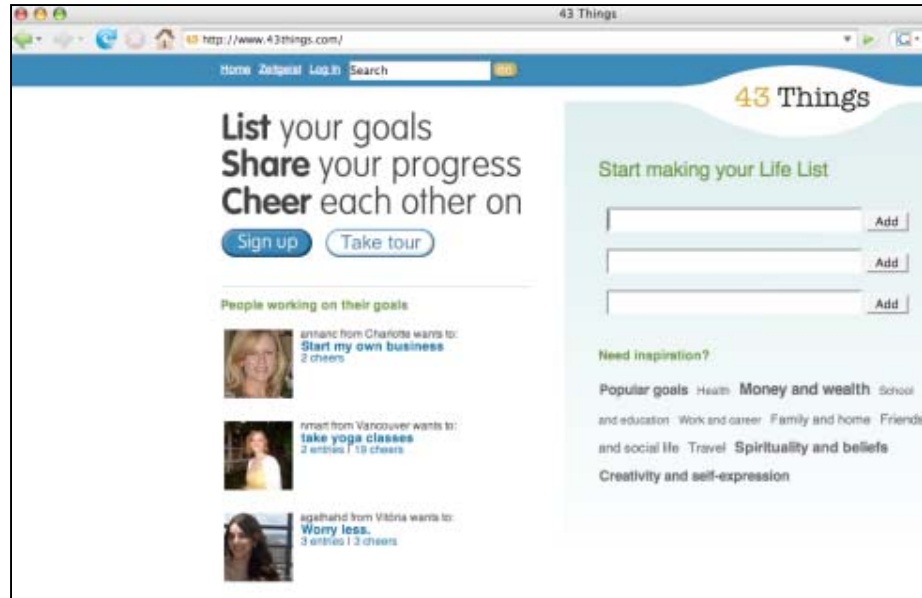
inspiration



Simple suggestions for living well



Aspirational magazines that give you tools for creating a better life



An inspiring social networking site where people share what they want to accomplish, no matter how big or small

current MCR catalog page



The screenshot shows the My Coke Rewards website interface. At the top, there is a navigation bar with the user's name 'Hello, Chris', account links, and a points balance of '0 Points'. Below this is a secondary navigation bar with options like 'Enter Codes', 'Rewards & Contests', and a search bar. The main content area is a grid of reward items. A red circle highlights the second item in the first row: 'One Game Rental at BLOCKBUSTER' for 80 points. Other items include 'One Movie Rental at BLOCKBUSTER' (45 points), 'Saguri Black History Kirt Cap' (186 points), '1-Day Universal Orlando Theme Park Ticket' (1000 points), 'Razor Ripstick' (2439 points), and 'One Year Subscription industry.com, to the Largest On-line Family History Destination' (4286 points). The bottom of the page features a Coca-Cola logo, partner logos (adidas, Delta, Kodak Gallery, Nintendo, Best Buy, Rhapsody), and legal disclaimers.

current MCR reward detail



The screenshot shows the My Coke Rewards website interface. At the top, there is a navigation bar with the My Coke Rewards logo, a user greeting "Hello, Chris", and links for "My Account", "My Favorites", "0 Alerts", "0 Points", and "Sign Out". Below this is a secondary navigation bar with "Enter Codes", "Rewards & Contests", a search bar, and other options like "Tell a Friend", "Take a Tour", and "Español".

The main content area features a "Reward Detail" section. On the left, there are filters for "Family" (Rewards + Contests, Rewards Only, Contest Only) and "SORT BY" (Points Low to High, Points High to Low, Recently Added). The central focus is a reward card for "45 Points" titled "One Movie Rental at BLOCKBUSTER". This card is circled in red. The details of the reward are as follows:

- 45 Points** (circled in red)
- Get It >**
- One Movie Rental at BLOCKBUSTER**
- Expires 1/19/2009. E-coupon is good for one (1) free movie rental at any at any participating BLOCKBUSTER store in the U.S. Membership rules and certain restrictions apply for rental at BLOCKBUSTER. See store for in-store rental terms and conditions. One (1) free movie rental must be redeemed in the same transaction. Customer responsible for applicable taxes and any charges that may apply for product kept beyond due date. Recipient may not redeem multiple coupons.

At the bottom of the page, there are several promotional banners: "2439 Points" with a "Razer Ripstick", "Link your mobile phone to enter codes on the fly.", "Thanks for drinking." with a Coca-Cola can, and "Kodak Gallery". The footer contains logos for Adidas, Coca-Cola, Delta, Kodak Gallery, Nintendo, Best Buy, and Rhapsody, along with copyright information for 2007-2009 The Coca-Cola Company.

updated MCR catalog page



The screenshot shows the My Coke Rewards website interface. At the top, there's a navigation bar with the user's name 'Hello, Chris', account links, and a points balance of '0 Points'. Below this is a search bar and navigation tabs like 'Enter Codes', 'Rewards & Contests', 'Tell a Friend', and 'Take a Tour'. The main content area is titled 'Family' and displays a grid of reward items. A red circle highlights the item 'One Game Rental at BLOCKBUSTER' which costs 80 points. Other items include 'One Movie Rental at BLOCKBUSTER' (45 points), 'Saguri Black History Kirt Cap' (186 points), '1-Day Universal Orlando Theme Park Ticket' (1000 points), 'Razor Flipstick' (2439 points), and 'One Year Subscription industry.com, to the Largest On-line Family History Destination' (4286 points). The bottom of the page features a Coca-Cola logo, partner logos (adidas, Delta, Kodak Gallery, Nintendo, Best Buy, Rhapsody), and legal disclaimers.

updated MCR reward detail



Reward Name:
One Movie Rental
at BLOCKBUSTER

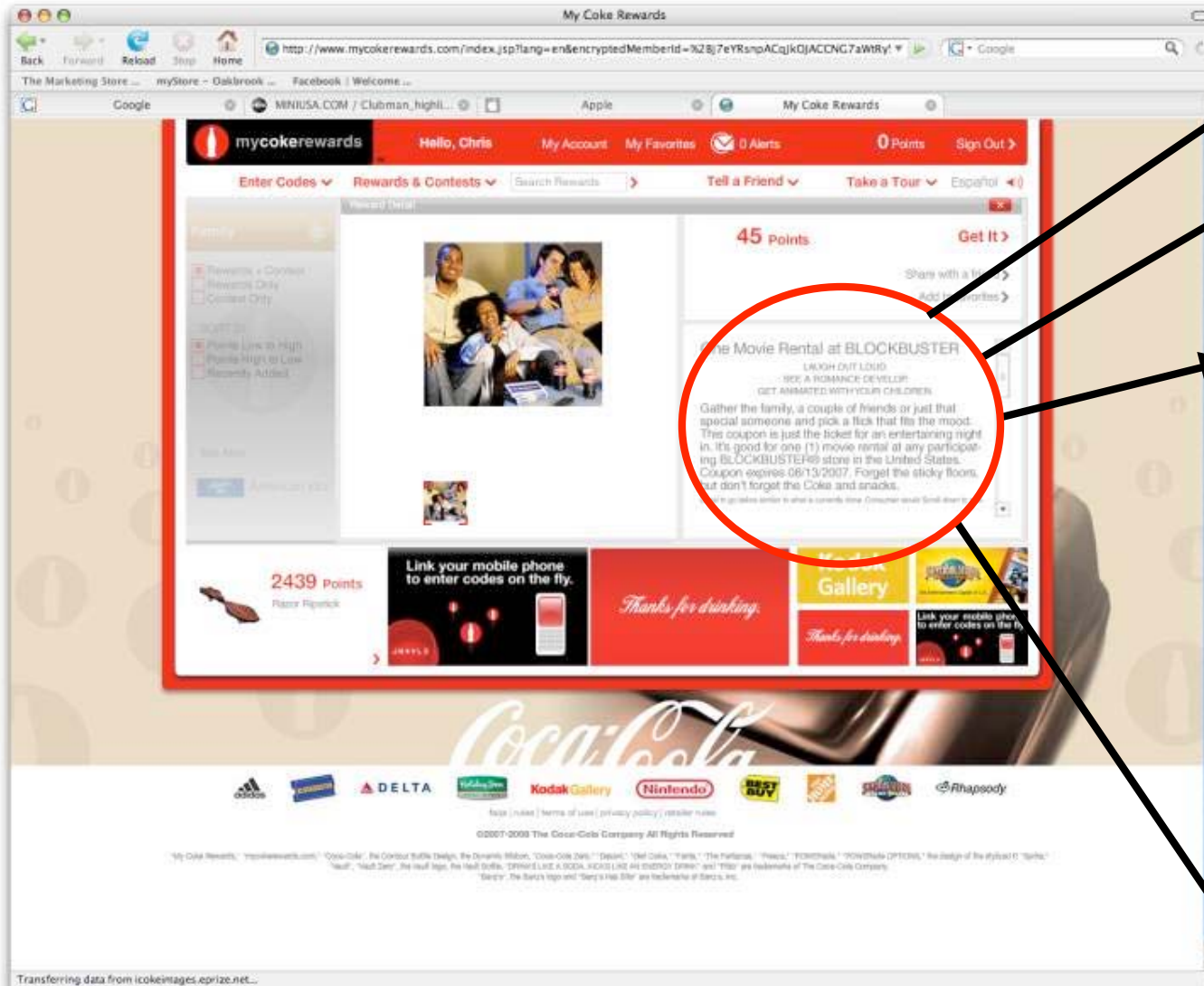
THREE BENEFITS

LAUGH OUT LOUD.
SEE A ROMANCE DEVELOP.
GET ANIMATED WITH YOUR
CHILDREN.

REWARD DESCRIPTION

Gather the family, a couple of friends or just that special someone and pick a flick that fits the mood. This coupon is just the ticket for an entertaining night in. It's good for one (1) movie rental at any participating BLOCKBUSTER® store in the United States. Coupon expires 08/13/2007. Forget the sticky floors, but don't forget the Coke and snacks.

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