



# Net Spots

*interactive product marketing system*

## E-Marketing is a growing business



e-Marketing is highly targeted, personal, interactive, and best of all, it won't break the bank and effectively reaches consumers, reinforcing your brand and driving sales. Research shows that consumers like to see a media rich message that downloads immediately, contains animation and sound and doesn't require special software or crash the

computer. Basically, we invented the NetSpot® to be a mini web commercial.

Why not use your latest brochure elements or even your TV commercial as a NetSpot, and send it directly to a target audience of 1 or 1 million or more?

- Broadcast it to your mailing list or let us help you put a list together
- Create more engaging messages with audio, video, graphics, and animation
- Increase response rates
- Enhance your customers' experience
- Acquire and retain customers efficiently
- Create lasting, one-to-one relationships
- Integrate with existing email deployment and CRM infrastructures
- No access to your data needed by us
- Fast turnaround time on production – ideal for short-notice campaigns
- Capture the “forward to a friend” email list

Once your customer receives the NetSpot they can:

- Click thru to your website
- Register for information/sweepstakes
- Send the NetSpot to a friend
- Buy the advertised product
- Play a game etc.

NetSpots are a very cost effective way to market your message to your clients. There's no need to exchange or surrender your database to us, we build the spot and deliver it to you for deployment. For online demos please visit:

<http://www.mccartney.com/netspots/index.php>

**We're Here.**

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## Case Study

### Situation

Create cross-platform, rich media promotion for the Grand Garden Arena Janet Jackson added show. Create online banner / promotional collateral for partner / ad property sites.

### Solution

Created small file size Flash file including music and trackable link. Worked closely with the MGM's IT and Internet Marketing departments to determine file formats, by analysis of existing MGM.com user data. In the absence of platform / file format user data new fields in the IT controlled data base were added to allow better data intelligence for future queries.



### Results

NetSpots movie was blasted to MGM and Bellagio user base in week # 1

It was then customized and delivered to the registered users of Treasure Island, Mirage, Golden Nugget and NewYork NewYork.

Banner campaign ran on Vegas.com and LasVegas.com

Trackable \$\$ returns logged at 350% profit (after campaign cost) within 10 days !!!

### Summary

By delivering Janet Jackson's image together with music for which we obtained clearances, the client's branded image and a compelling creative interface, users were quick to respond to the "book tickets - click here" embedded message.

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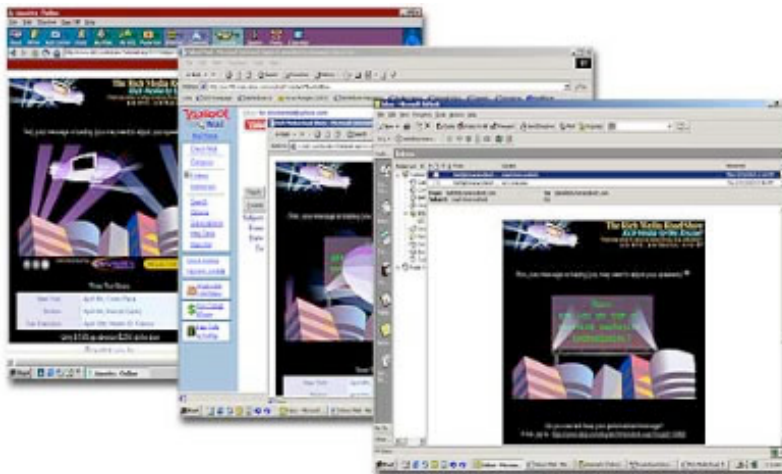
## Net Spots

### Technical Overview – Summer 2003

Most likely, the e-mail messages you receive on a daily basis are text only. Rich mail, on the other hand, allows graphics, video and audio to be included in the e-mail message. When you open up a rich e-mail, your program downloads content right into your email box. If your e-mail client does not support graphics or other media file types, you will receive the e-mail in text only.

Rich mail campaigns work best in these environments:	
• Netscape Messenger 4.08, 4.5, 4.6, 4.7	• Eudora 4.0
• Microsoft Outlook 98, 2000	• About.com Webmail
• Microsoft Outlook Express 97, 98, 2000	

Flash driven Rich mail campaigns can be delivered in these environments:	
• Netscape Messenger 4.08, 4.5, 4.6, 4.7	• Eudora 5
• Microsoft Outlook 98, 2000	• Opera 5.2
• Microsoft Outlook Express 4.x, 5.x	• Yahoo! Webmail
• Earthlink 5	• About.com Webmail
• AT&T	• Go.com Webmail
• Prodigy 5	• Onebox.com Webmail
• MSN 5.1	• Some PC / AOL environments



At left, the same rich mail message as viewed in AOL, Yahoo! Mail, and Microsoft Outlook.

**Authoring tool** - HTML, Macromedia Flash, audio, video

**Uses** - One-to-one marketing, viral marketing

**Pros** - E-mail has proven itself one of the best marketing tools on the Internet. It provides advertisers with greater control over their brand message, increased ability to drive

response, and extended reach through viral marketing.

Penetration - For the latest numbers of Flash players / platforms operational in a BROWSER environment, please visit [http://www.macromedia.com/software/player\\_census/flashplayer/user\\_profile.html](http://www.macromedia.com/software/player_census/flashplayer/user_profile.html)

for the latest version adoption figures, please visit [http://www.macromedia.com/software/player\\_census/flashplayer/version\\_penetration.html](http://www.macromedia.com/software/player_census/flashplayer/version_penetration.html)

**Disclaimer** - Macintosh, AOL and certain email clients may not be configured to receive rich mail. **Not all e-mail clients support rich mail. Clients that do not support rich mail will deliver the message in text only.** The ad unit may not reach all intended parties.

<http://www.mccartney.com/sneakpreview>

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