

Proof Behind the Promotion



The 2011 facebook Statistics are out, and here are the facts that may be most important to your brand:

- Over 30% of facebook's users are 35 and older, and the fastest growing segment is 18-24-year-olds at 74% since last year
- There are 500+ million users (that's 1 in every 13 people on the planet), and over 50% of them log in every day
- **51% of all Americans aged 12 and up have a facebook profile - just three years ago it was only 8%**
- Nearly 72% of all U.S. Internet users are now on facebook, with 70% of its user base located outside of the U.S.

Until recently, the facebook Credits' primary purchasing power has been for the myriad of entertaining (sometimes obsessive) games on the site. Take a look at some brand-new applications for facebook Credits that just might play into something for your marketing strategy:

- Fans of the reality shows *American Idol* and *The X-Factor* will be able to vote online using Credits next season
- Consumers can purchase or rent a movie on its facebook Fan page (Warner Brothers leads the pack on this one; other entertainment companies are sure to follow)
- Online stores can immediately reward shoppers with facebook Credits when purchasing certain items.

So where does that leave *your* brand? With Hip Digital, of course! We're implementing facebook Credits right now, and we don't want you to be left behind. Contact us at info@hipdigital.com and tell us how we can help you.

You Want it When?



Sometimes a great opportunity to showcase your brand is just too good to pass up - but the event is approaching fast, and you need to pull together a promotion PDQ. If you haven't yet experienced Hip Digital's fast, nimble capabilities, know that **we can deliver codes for your digital promotion and make your promotion live within (ready for this?) 48 hours.** "Our products, combined with a very robust code library of feature sets, allows us to deliver solutions in very short timelines and at a lower cost," says Chris Boyle, Director of Development. "Code reusability is the key that allows us to be faster than many of our competitors."

On top of Hip's rapid code delivery, we have been able to produce many of the custom-branded sites for our clients' promotions in less than a month. States Chris, "We also equip our dynamic development crew with a complete set of administration tools that allow for cosmetic changes within minutes as opposed to hours or even days."

When the pressure's on and there's no time to waste, remember that Hip Digital's never-changing goal is to increase the speed and efficiency of our technology and leverage it for the benefit of our customers. We're ready for you, so call us: 888-701-3873.

PROMOTION SPOTLIGHT: Michael C. Fina Gets Hip

While one wouldn't normally associate "speed" with "diamonds and exquisite gifts," Hip Digital had the opportunity to demonstrate our rapid fulfillment this month with a digital music promotion for fine jewelry and home decor retailer **Michael C. Fina**. Customers of the opulent store on New York City's Fifth Avenue will enjoy a free gift with purchase of either a 10- or 25-song music download card. We were able to put our Hip-branded cards in their hands at a moment's notice, and we know their associates will enjoy doing the same for their patrons. After all, music is the best accompaniment for diamonds, fine china, and all things that sparkle.



For more information call:

888-701-3873

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Digital Promo TRENDS

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Mark Thompson
Director of Sales

Our Toronto office welcomed Mark in January, and we're excited for him to engage with our North American clients. Mark's expertise is leading the development and execution of corporate marketing initiatives. Most recently he was the Vice President, Corporate Development at brand.LIVE in Vancouver, B.C. In this role Mark focused on brand strategy & revenue generation through the live entertainment space. Prior to brand.LIVE, Mark served seven years with Octagon Marketing where among other projects, he developed integrated NASCAR marketing programs for Octagon clients.

In speaking to his years working with brand marketing, Mark says "digital has always been a part of the brand marketing mix. Now, digital is my whole focus. As digital marketing continues to expand and our lives become more socially focused, brand marketers are searching for unique ways to engage consumers with marketing messages. I'm happy to be part of an innovative team that is utilizing digital content to motivate consumer behavior."

HIP Digital Media, Inc. specializes in the development and deployment of customized, turnkey digital promotions, incentives and rewards for brands and retailers.

We Offer

Solutions for U.S., Canada and U.K.

Digital Music Promotions

Facebook Credits Promotions

eBook Promotions

Mobile Content Promotions

PC Games Promotions

Online Instant Win Games

Entertainment Licensing

Promotional Risk Coverage

Customized, Turnkey Solutions

Spanish Language Promotions

French Language Promotions