



An insightful Cause Marketing innovation providing more customer appeal by delivering **moreforschools**.

PRODUCT DESCRIPTION

moreforschools provides a proprietary turnkey coupon solution delivering consumer incentives on your brand website. You can grow consumer value/appeal by delivering new and relevant online coupons on your site, directly benefiting participating schools. Motivated consumers show a greater frequency of return to brand sites when offered incentives and champion cause loyalty approaches. And as an added value, your offers are included on the **moreforschools.com** savings channel to reach an additional audience through its online marketing efforts and growing consumer base.

UNIQUE PRODUCT FEATURE

Additional content helps drive and retain consumers on YOUR website. Leveraging cause marketing for schools helps expand online reach to a very MOM-CENTRIC demographic of 100 million online consumers.

In addition to their immediate gratification from your coupon discounts, consumers/champions can opt-in to have their local school receive 50% of the media cost paid per redemption. As a result, supporters/champions will evangelize the use of **moreforschools** coupons, as their schools directly benefit financially from increased usage of your coupons.

PRODUCT BENEFITS

- Grow website traffic
- Collect valuable CRM data
- Build consumer loyalty
- Strengthen community relations
- Compliment sampling and other promotions
- Improve coupon conversion
- Deliver strong ROI with pay *per-redemption* only model

COSTS

mfs Storefront Microsite Setup	Free - No Charge
<i>Savings Channel coupon display - cost included</i>	
Media Charge	\$.50 per redemption or \$ 0.10 per printout (\$ 0.25/redemption goes to the selected school)
Additional offer placement	\$ 500 per offer
Banner Ads/Links	\$10 cpm impressions - \$0.10 / click-thru
SaveMore interactive survey	\$ 1,200 set up
Email Broadcast Storefront	\$ 10 cpm coupons broadcasted

PACKAGES

Gold - 250,000 redemptions • Silver - 100,000 redemptions • Bronze - 50,000 redemptions
Discounts applicable to Gold and Silver Packages

THE MECHANICS

- Consumers/ Supporters purposely come to your brand website where they see a **moreforschools** coupon link/button.
- The **moreforschools** microsite engine allows the users to enter their zip codes for targeting purposes and select their schools.
- The supporters then select desired coupon offers from the brand microsite or destination site.
- The supporters enroll upon checkout (one time) and print out their coupons.

All of this is made available on **your** website OR supporters can go to **moreforschools** and do the same.

ABOUT US

moreforschools.com is a proprietary approach of BCN (BrandCouponNetwork.com), an innovator in online print-controlled couponology. BCN, formerly of New Orleans, survived Hurricane Katrina and is now based in Baton Rouge, Louisiana.

For more information please contact info@BrandCouponNetwork.com or call 1-877-7COUPON.