



Looking for ideas on how to leverage your Embed system as kids head back to school?

We've put together a completely free promotional kit of great ideas and artwork that we think your customers are going to love.

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# Description of Promotions

Start of school can represent the start of a slow period for FECs. Embed has created a collection of school-themed promotional concepts and marketing materials that you can use to drive traffic to your venues at the start of (and continuing into) the new school year. You have the opportunity to engage local schools to help boost your promotions, but these campaign ideas don't rely on school involvement to work.

## Be Cool and Help Your School (by hitting the arcade!)

Help local schools raise funds and leverage them to drive traffic to your location at the same time. Contact the school's PTA and discuss the fundraising idea. How it works:

1. Your Location purchases generic Gift Cards from Embed, which can be preloaded with a set \$\$ amount (Recommend \$10, restricted to play only video games).
2. Provide Gift Cards to local school(s) who are interested in the fundraising opportunity.
3. The school(s) can sell these cards to their families at a price point of their choosing, and keep all the profits.

**TIP:** Encourage them to promote them in their school newsletter / website and bundle cards for discounts: 1 card for \$7, 2 for \$14, 5 for \$30, etc. The more they sell, the more customers they'll drive to your FEC!

## After School Special: RELOAD BONUSES

Incentivize purchasing and reloading cards with an in-store **Back to School Discount**.

Example: 'Load \$25 and get \$5 free' (set up multiple bonus tiers). This can work well as a piggyback to the school fundraiser, but will also work well on its own. Use our ready to go counter sign artwork to create your own pricing structure and our supplied digital graphics to promote on your website and social media!

**TIP:** Create a page on your website that you can direct social media posts to, listing your bonus pricing and T&Cs.

## Reading Rewards Challenge

For every [20] minutes a child reads they get [5] free video games (Customize with your own values)! We've created a simple hand out to track children's reading progress that you can customize with your own offer. Simply hand out our reading chart and have the parents sign off their child's progress. They'll bring it back in to collect their rewards and you can promote your Reload Bonuses or other existing products.

**TIP:** Make the chart downloadable on social media, your website and through your newsletter if you have one. Consider creating more hype or extra incentives for this promotion by creating a trophy wall for top readers!

# Supplied Artwork

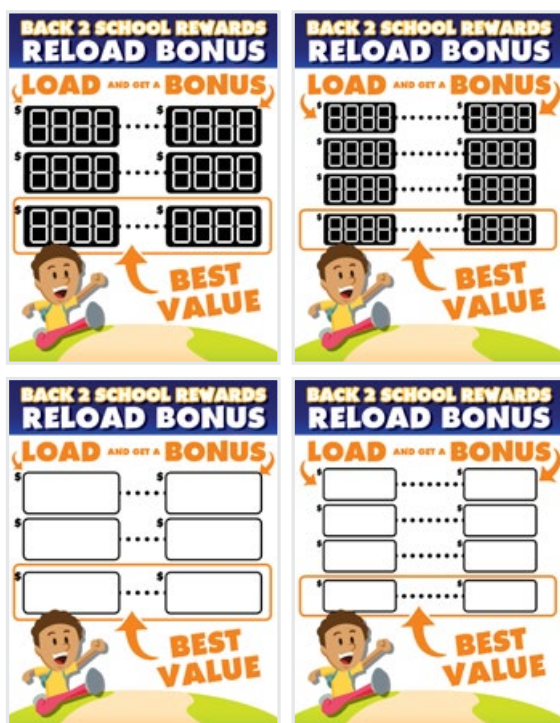
To support your Back 2 School Promotion, the supplied media kit includes the following artwork and assets:



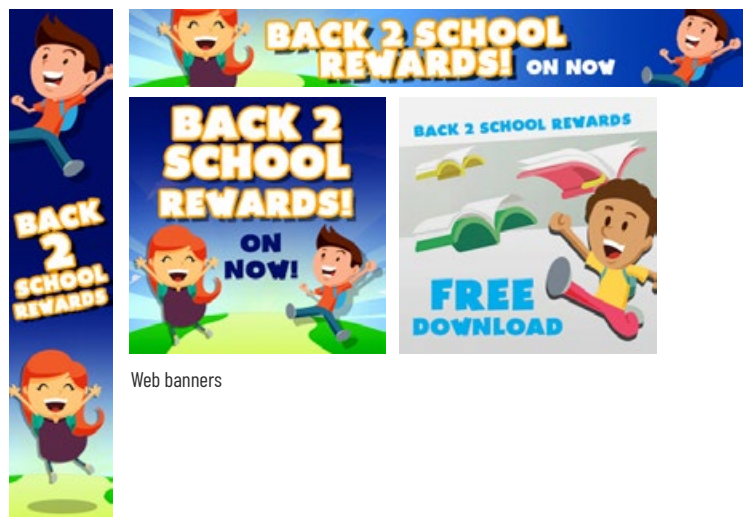
Social media graphics



In store digital signage (HDTV display graphics)



In store counter signs

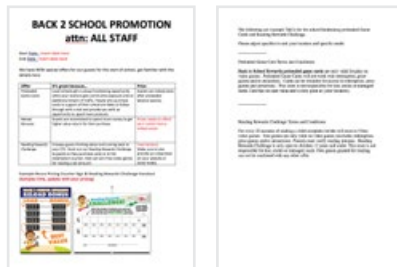


Web banners

Editable Word documents to assist with staff communication and promotion terms and conditions.



Reading Rewards Chart



Staff notice / explainer Example T&Cs

# Getting Started

Use the following checklist to help get your promotion up and running

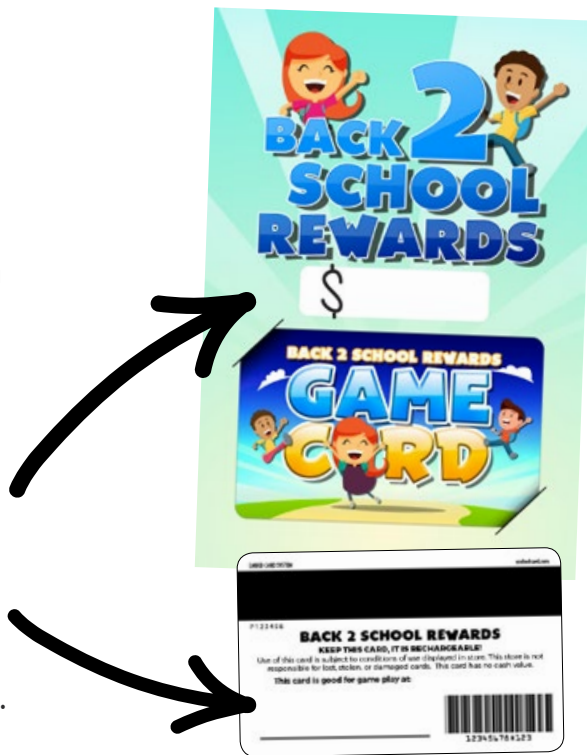
- ☐ Choose my specific start and end dates for the promotions
- ☐ Decide if I want School Fundraiser Game Cards (details below)
- ☐ Decide on your Reload Bonus values for in store promotion
- ☐ Customize the Terms and Conditions for promotions (Refer to supplied examples in media kit)
- ☐ Arrange for customization edits to be made to the media kit artwork
- ☐ Print materials I require for instore display (Reload Bonus Pricing / Reading Rewards Chart)
- ☐ Setup and test all the new or modified products for my POS
- ☐ Brief my managers and staff, and display the promotion notification on my staff notice board.
- ☐ Launch my promotion (post web banners on my website, announce via social media, etc)

## School Fundraiser Game Cards

Cards can be sold or given to schools (we recommend giving them away to encourage higher participation levels). The school keeps the profit and they drive customers to your FEC, allowing you to upsell your great products and offers.

We've created some card holders to communicate the value of these promotional cards, allowing you to specify the preloaded dollar amount, along with your location name on the cards. These card holders come with your promotional Game Card order.

Contact \_\_\_\_\_ to order your promotional Game Cards.



## Important note on adding any new package to your Point of Sale:

Make sure you've tested your newly created card products by performing a test sale and using the product with your debit card readers. Need help? Call 469-521-8000 ext 0 and ask for the training team.