

Looking for a new way to **INCREASE SALES**

START

or trying to

**BOOST RATINGS**

why not do both?



by IneoMedia



# How to play?



by IneoMedia

•••• Winning has never been so much fun!

In order to participate all you have to do is:

- get the SpaceBUG unit, free of charge, with the purchase of a brand partner product
- activate and attach the SpaceBUG unit to the TV screen or monitor
- watch the designated programme or surf the Web
- call in when your SpaceBUG is activated and...

•••• **WIN!**



•••• It's as easy  
as 1, 2, 3...

1. get the BUG
2. attach it to your TV screen
3. watch to win!





# innovative marketing tool



by IneoMedia

## Intro


SpaceBUG is a new, exciting and interactive promotional tool that brings together people, TV media and consumer brands in a unique and fun way.

## Engage your consumers!




SpaceBUG is a cross marketing, cross media, promotional GAME. The game is based on an ingenious electronic device that uses patented technology to communicate via visual media such as TV or the Internet.

The device - the SpaceBUG unit - is a versatile gadget that can morph into different shapes and colours, depending on the advertisers' need (i.e. brand logo, mascot).




When attached to the screen, the device is able to interact and receive different codes broadcast within selected TV shows or commercials. The codes can even be incorporated into banners on partner web sites, truly making SpaceBUG a cross media tool.




Depending on the game scheme, participants are encouraged to watch certain shows, commercials or TV channels in order to "feed" their SpaceBUGs attached to the screen.

Ad-creep is a reality that we have to live with, so we simply learn to shut off and ignore overwhelming messages being constantly pushed into our minds. Capturing attention has become an art where pumping up the budget no longer does the trick. SpaceBUG aims to achieve goals such as increasing sales and viewership in an innovative and less invasive way.



The heart of the concept is a fun and simple GAME based on cutting edge technology where the media and brand interests have seemingly taken second place to the GAME itself.



SpaceBUG's promise is to stand out, capture attention and get people to open their minds, making brand messages more likely to get through.



# Why the SpaceBUG?



by IneoMedia



**REMARKABLE** → SpaceBUG is genuinely unique; it will easily cut through noise and capture attention.

**INNOVATIVE** → An original and innovative concept that has never been used by the competition. A fresh, simple and yet technologically advanced idea, wrapped up in a fun game.

**SALES BOOST** → SpaceBUG is all about the game, about winning prizes – but in order to play, you need a SpaceBUG unit. Fortunately, you can get one free of charge with every purchase of the brand partner product.

**VIEWERSHIP BOOST** → In order to win you have to tune in. Great prizes can be won instantly and awarded LIVE! All you have to do is watch and win.

**NEW REVENUES** → Depending on the game scheme, there are several ways to create new revenues with the SpaceBUG. Premium rate phone/SMS revenues, cross media marketing and additional revenues generated through ratings increases are but a few.

## **CONTACTS** →

**Ineomedia Ltd.**

71 Duke Street  
Mayfair, London W1K 5NY  
phone/fax: +44 20 8123 2507  
[www.ineomedia.com](http://www.ineomedia.com)

**Ineomedia d.o.o.**

Međimurska 19,  
10000 Zagreb, Croatia  
phone: +385 1 390 9092  
fax: +385 1 375 6959  
[www.ineomedia.com](http://www.ineomedia.com)