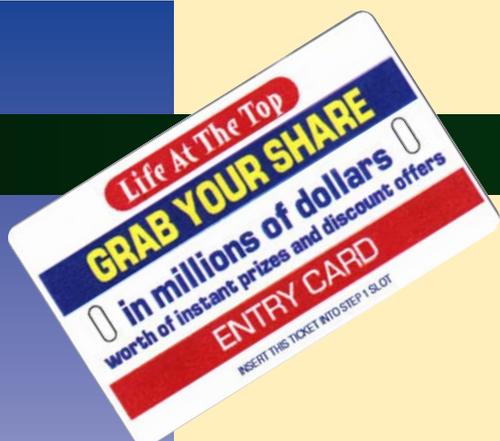


PROMOTIONAL TICKET CONCEPT

BY ABBERFIELD INDUSTRIES



IMPLEMENTED FOR
CALTEX AUSTRALIA

See
over for
EQUIPMENT
DETAILS

EQUIPMENT DETAILS

PROMOTIONAL TICKET CONCEPT



SYSTEM

Equipment comprises ticket validators and ticker dispensers, to provide "interactive theatre" as a promotional programme. This system was installed throughout Australia for Caltex.



Prize tickets were issued by store attendants to customers purchasing in excess of \$5-00 of petrol or goods. The prize tickets were then inserted into a ticket validation machine. If valid, a ticket would be issued from a ticket dispenser, carrying a random redemption prize. Some prizes were for instant redemption, others were "buy one get one free" and others were discounts off purchases outside of the store.

Also on the ticket was a tear off section on to which a name and address could be written and this ticket was placed in a collection slot. These part tickets were later raffled for lucky drawer major prizes.

The Redemption tickets were all printed with random prize numbers and a software programme allowed reports of all valid redemption numbers to be re-issued. In this way the sponsoring companies could validate the Redemption tickets over the telephone, fax or email, without the essential need to see the ticket.

MANAGEMENT REPORTS

After the promotion the machines were returned and plugged into a computer to capture data on its usage during the promotion. The data field covers all machine activity and this allows an Excel programme to be written to create many and varied reports, such as tickets validated, for each group of sites, when they were validated, etc.



ABBERFIELD INDUSTRIES PTY LTD

32 Cross Street Brookvale Sydney NSW 2100 Australia

Tel: +61 - (0)2 9939 2844 Fax: +61 - (0)2 9938 3462

Email: contact@abberfield.com.au

Internet: www.abberfield.com.au