



EXPERIENTIAL

TOUCHLESS DIGITAL SAMPLING.
DIRECT TO SMARTPHONES.

POWERED BY *compd



WHAT IS *COMPd

*compd's digital brand engagement platform offers suppliers an efficient and effective way to support key accounts. Our virtually touchless method to engage consumers "creates the call" for products via a short digital experience delivered directly to a consumer's smartphone. *compd can be employed on-premise, off-premise or at large events and festivals... and there are no apps to download.

THE EXPERIENCE

Consumers visit their favorite account and see one of our *compd digital, lighted, video menus or a *compd offer on the account's in-house signage.

*compd is designed for flexibility and can be run with or without an onsite Promotional Specialist, as required.



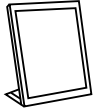
THE BENEFITS

- Validates legal drinking age
- Validates geolocation
- Collects insightful survey data
- Ensures 1 offer per consumer
- Delivers consistent brand messaging
- Offers scalability at an efficient price point

Account staff rings up the sample drink order in their POS system, on our "**compd tab", and *compd facilitates payment for redeemed offers during each event.

LIFECYCLE OF AN EVENT

1



Call-to-action QR code frames are distributed and Account pre-batches featured sample(s) or crafts the cocktails on demand.

2



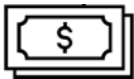
Consumers engage brand on mobile device (no app to download), providing select data and the unique EVENT PIN.

3



Either the Promo Specialist (PS), following social distancing protocols, will distribute samples or they can be distributed by Account staff, as required.

4



Bar tab and tip is validated against redemption and paid onsite, or via ACH.

WHY IT WORKS

- A virtually contactless way to continue to support accounts (IF a PS is required onsite, they will have proper PPE & sanitization tools for any assistance provided)
- Flexibility to schedule ahead for simultaneous events or to program brand portfolios, consistently year-round
- There is no app to download and offer-redemptions can be tracked in account's POS system, as usual
- Drives incremental profit more consistently by improving turnover with year-round programming

ACCOUNT REQUIREMENTS

- Sufficient product on hand
- Prior to each event, log in to *compd, to get a unique 4-digit EVENT PIN for your event, so consumers can redeem their offer
- Creation of a POS hotkey for the featured drink(s) and open tab for *compd redemptions
- Invite staff to a <5 minute training to understand the offer and benefits of the activation
- Space to accommodate social distancing protocols if a PS is onsite

EARLY RESULTS



"*COMPD WAS QUICK AND EASY!"

Scanning the QR code and answering the survey, received 4.5 of 5 stars, for being easy and quick experience

89%

Consumers who repurchased 1-3 times within 30 days of a *compd brand experience

48%

AVG *compd penetration/event

94%

AVG Consumers who completed the experience

38%

AVG Marketing opt-in