



**ROUGH STORYBOARD**

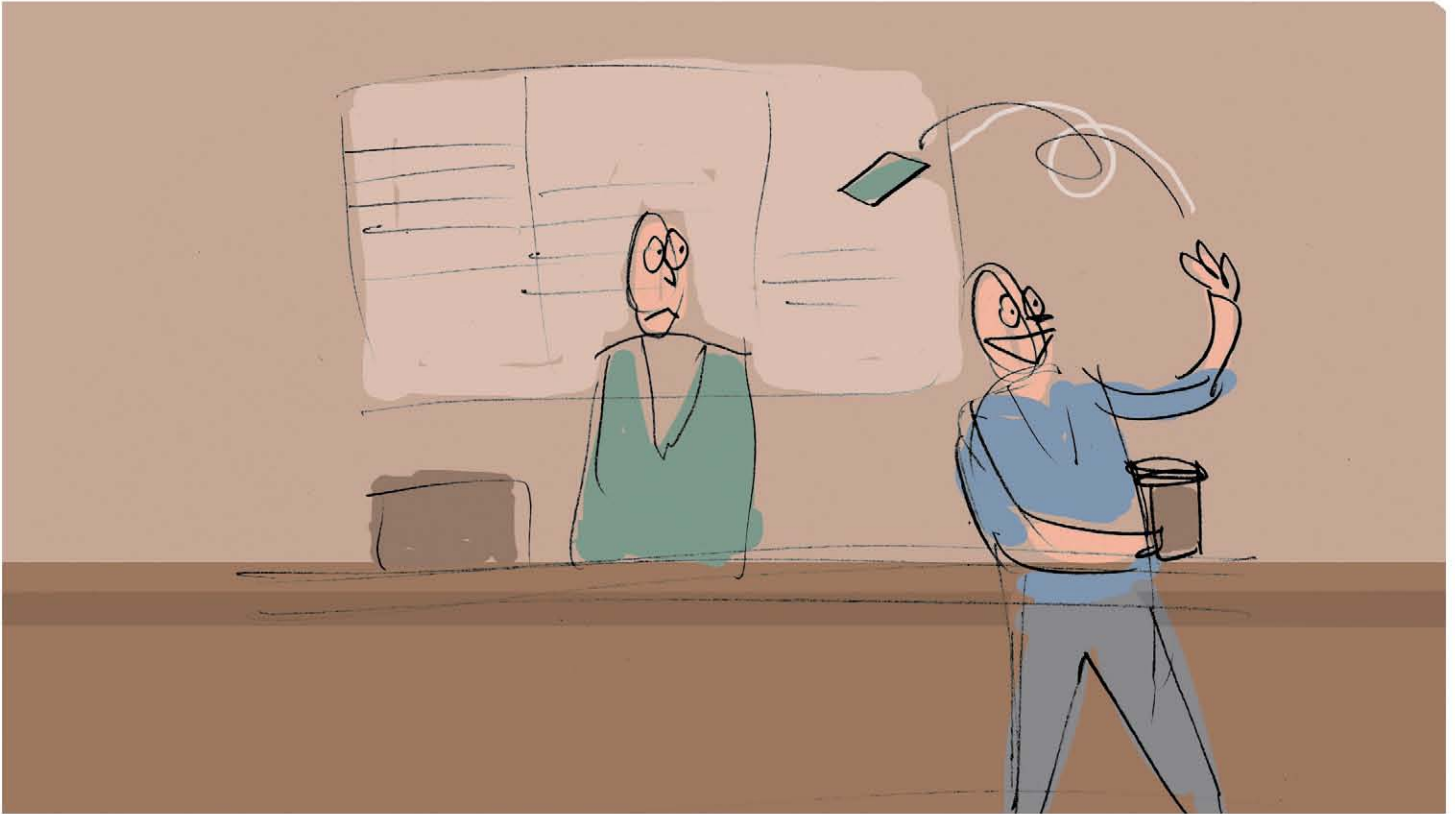
**Not long ago, a big coffee company started selling their own gift cards in every shop.**



**It was a great idea and gift card sales skyrocketed.**



**But the beanery noticed something bad: customers would use the gift card then toss it.**



**So they added loyalty Stars to the gift cards and voila! customers reloaded them.**



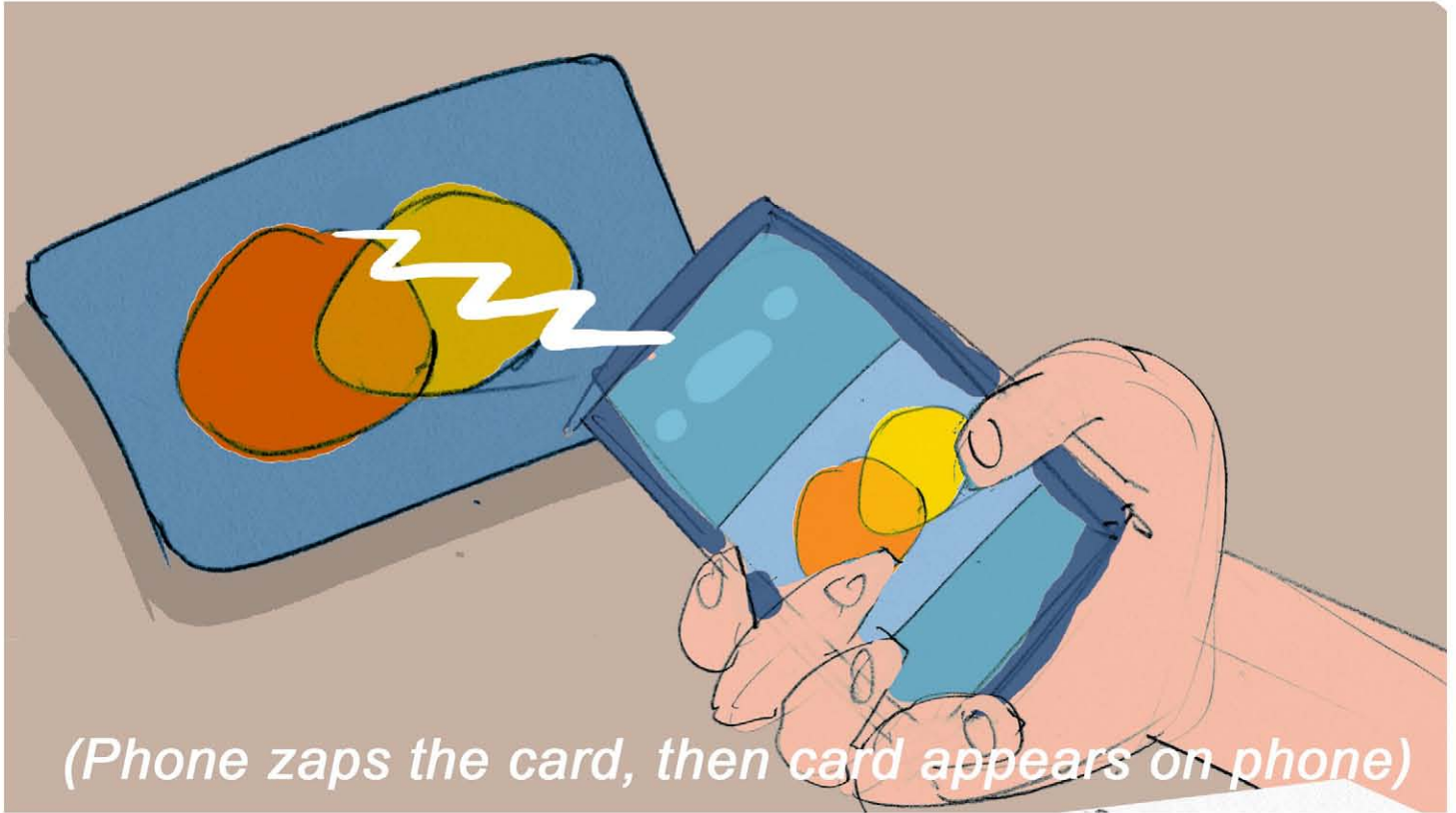
Then, thanks to smartphones, the plastic gift cards



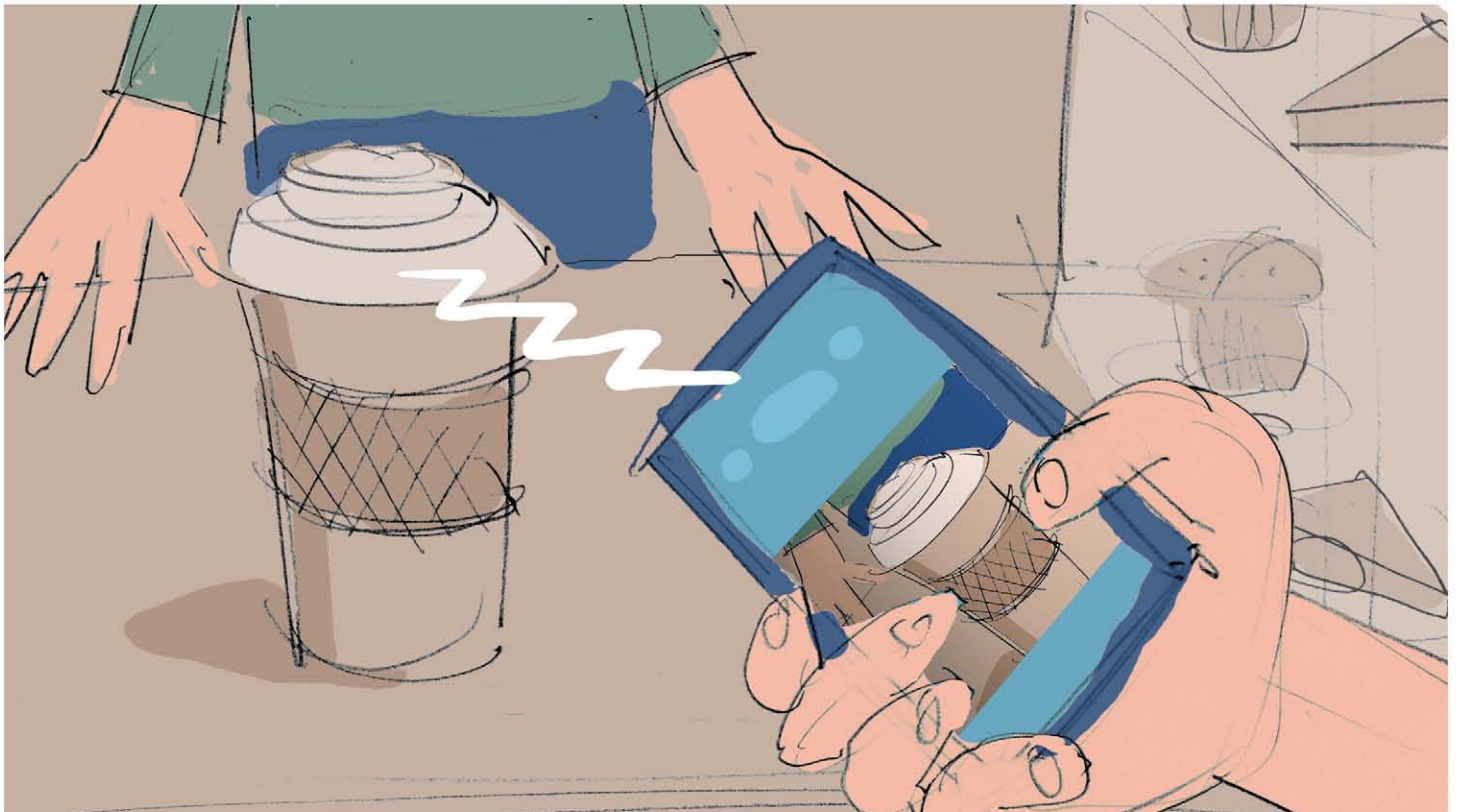
and Star rewards postcards became an app.



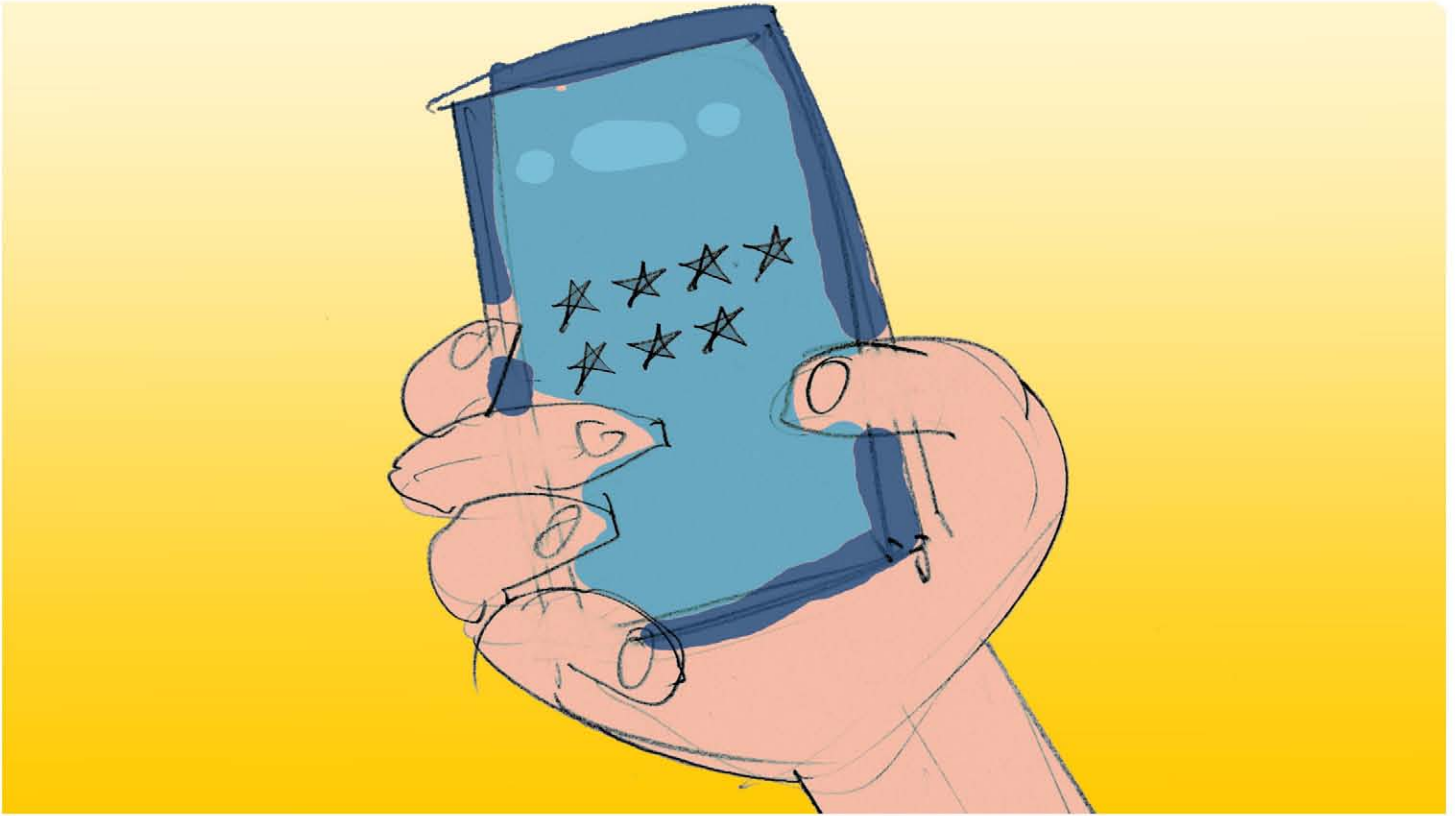
Now, millions of well-caffeinated customers use the app to reload their gift cards,



pay with their phones...



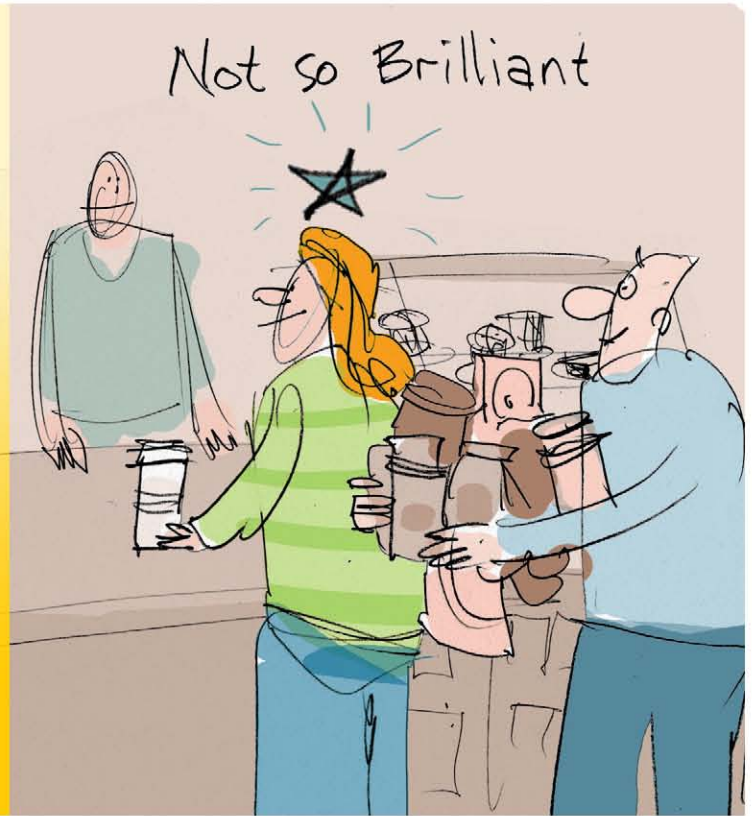
and track their Stars. Brilliant!



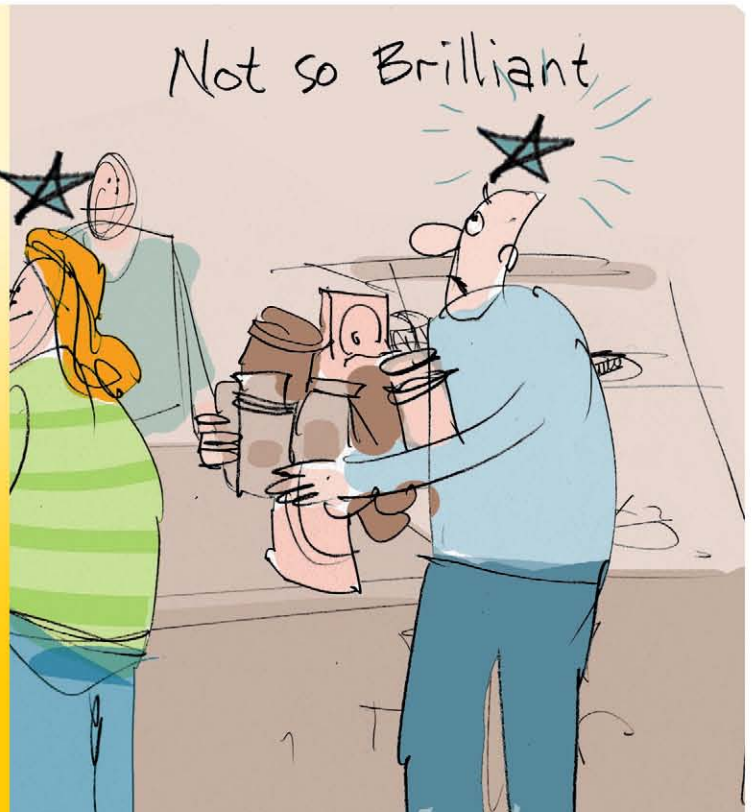
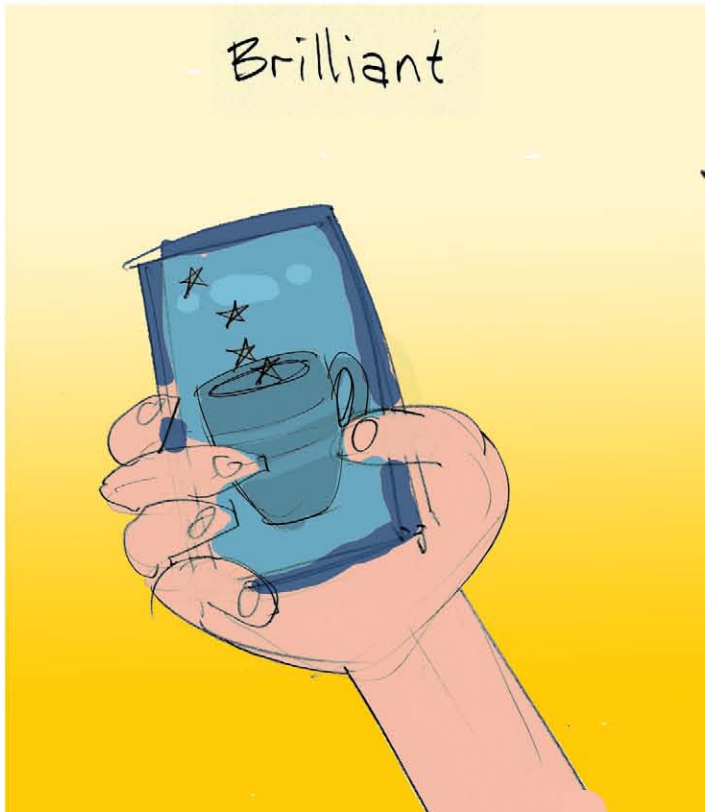
It's fun for customers to see Stars tumble into a coffee cup on their phones. After 12 Stars, they get a free reward.



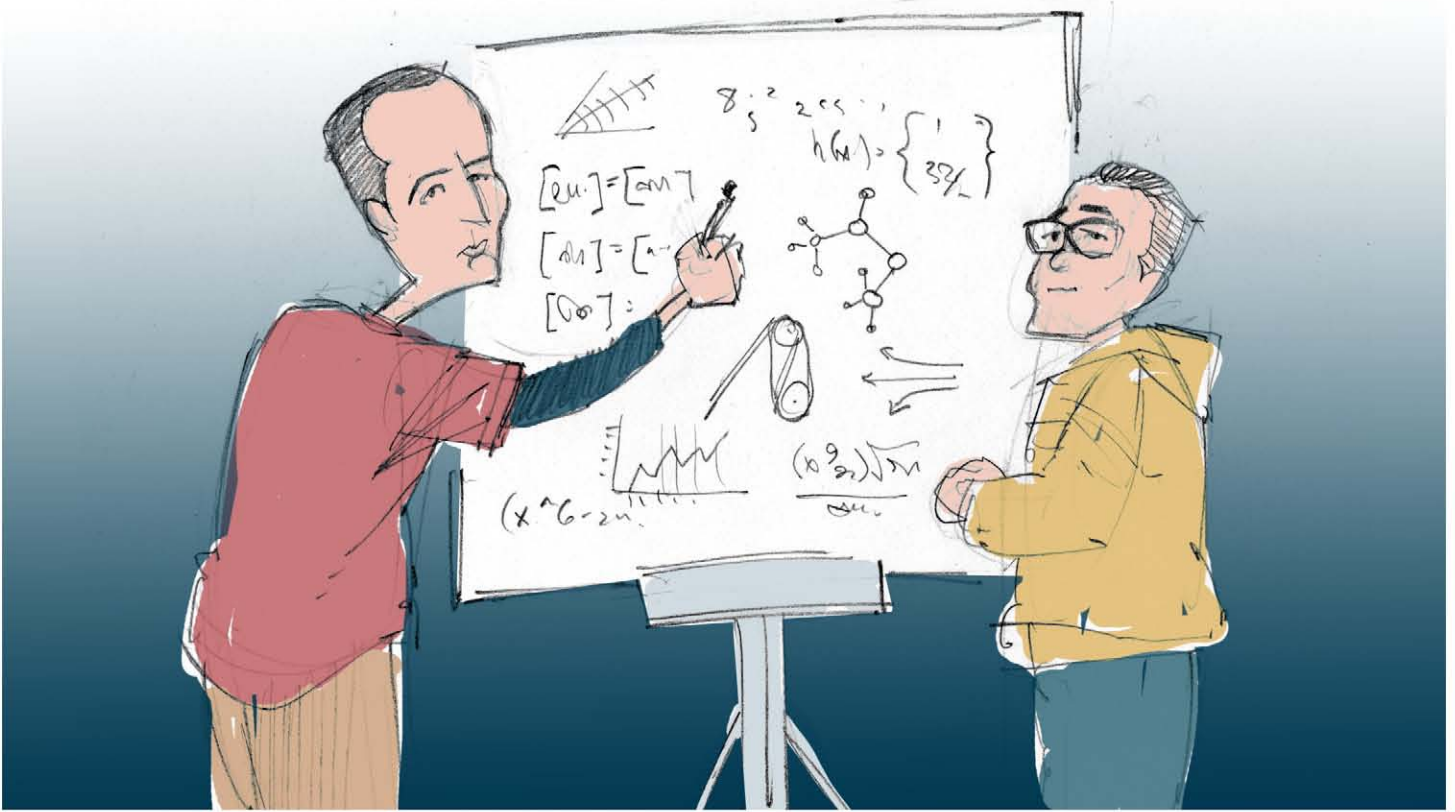
**Not so brilliant? Customers get one Star for each checkout no matter how much they spend,**



**so those spending \$20 are treated the same as those spending \$2. (Drat!)**



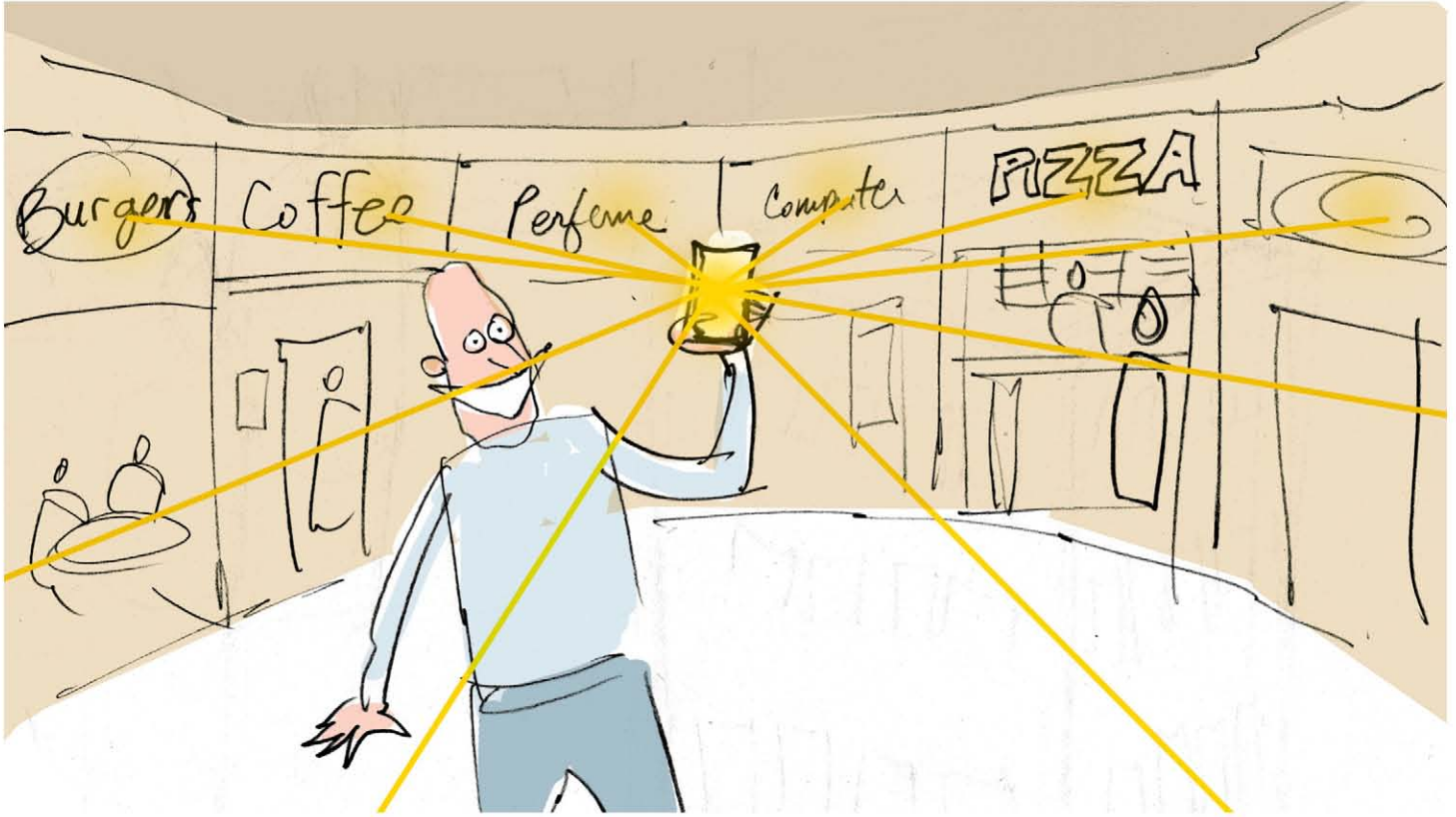
Like Sheldon and Leonard, our scientists came up with a way for those same,



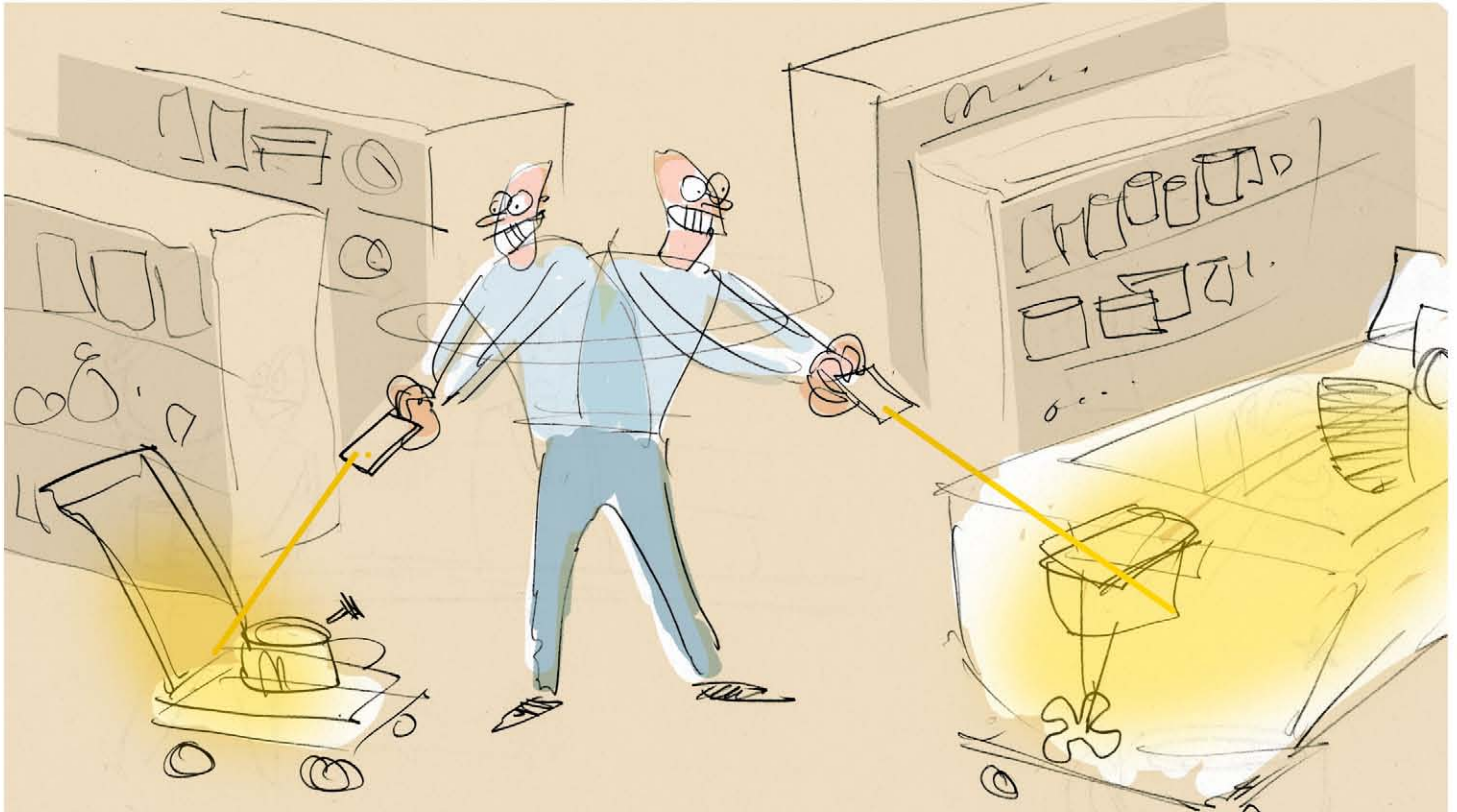
well-caffeinated smartphone users to earn ION rewards at every checkout based on the amount, not the visit.



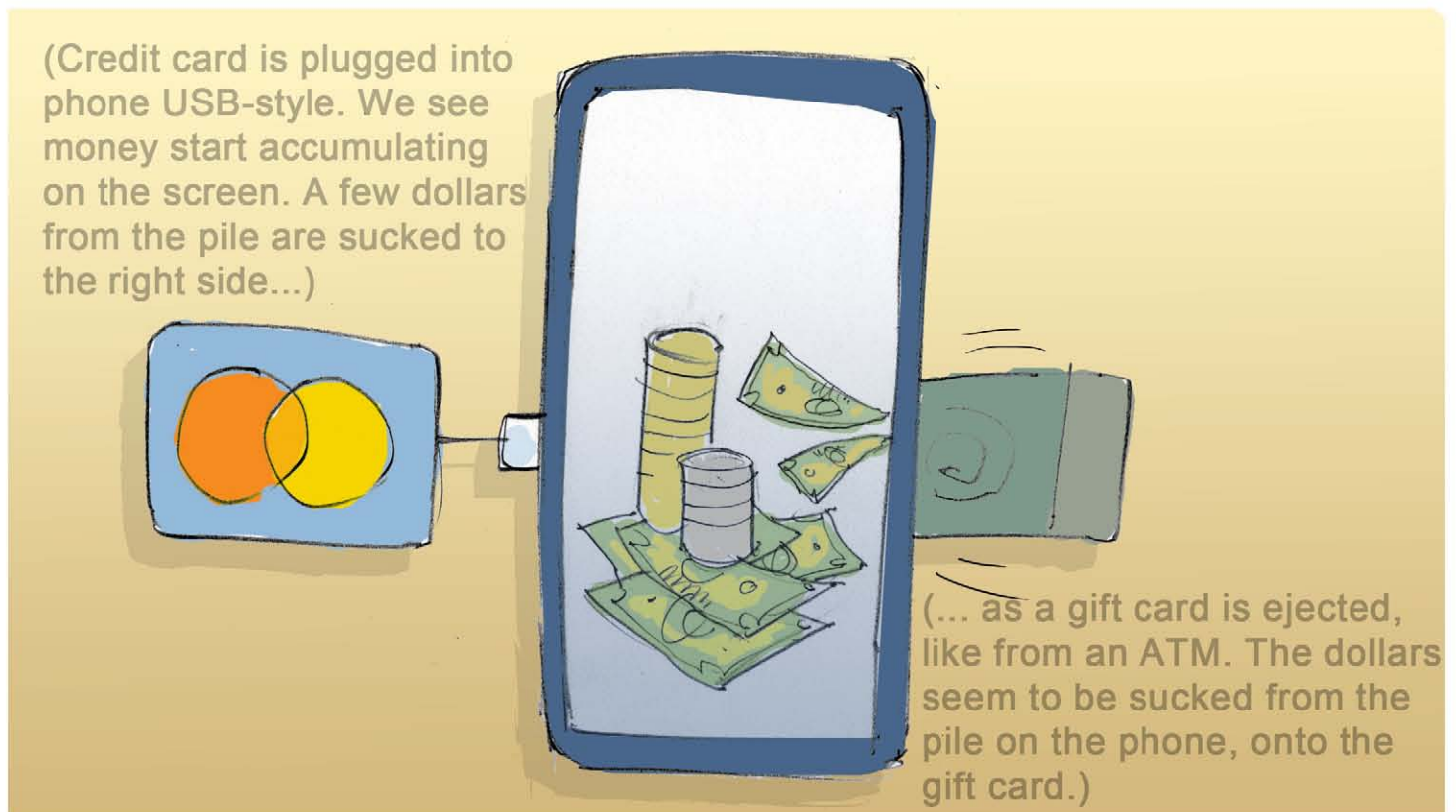
Even better, unlike Stars, they made IONs universal so they can be earned and spent at thousands of locations on stuff like pizza and burgers to perfume and tablets



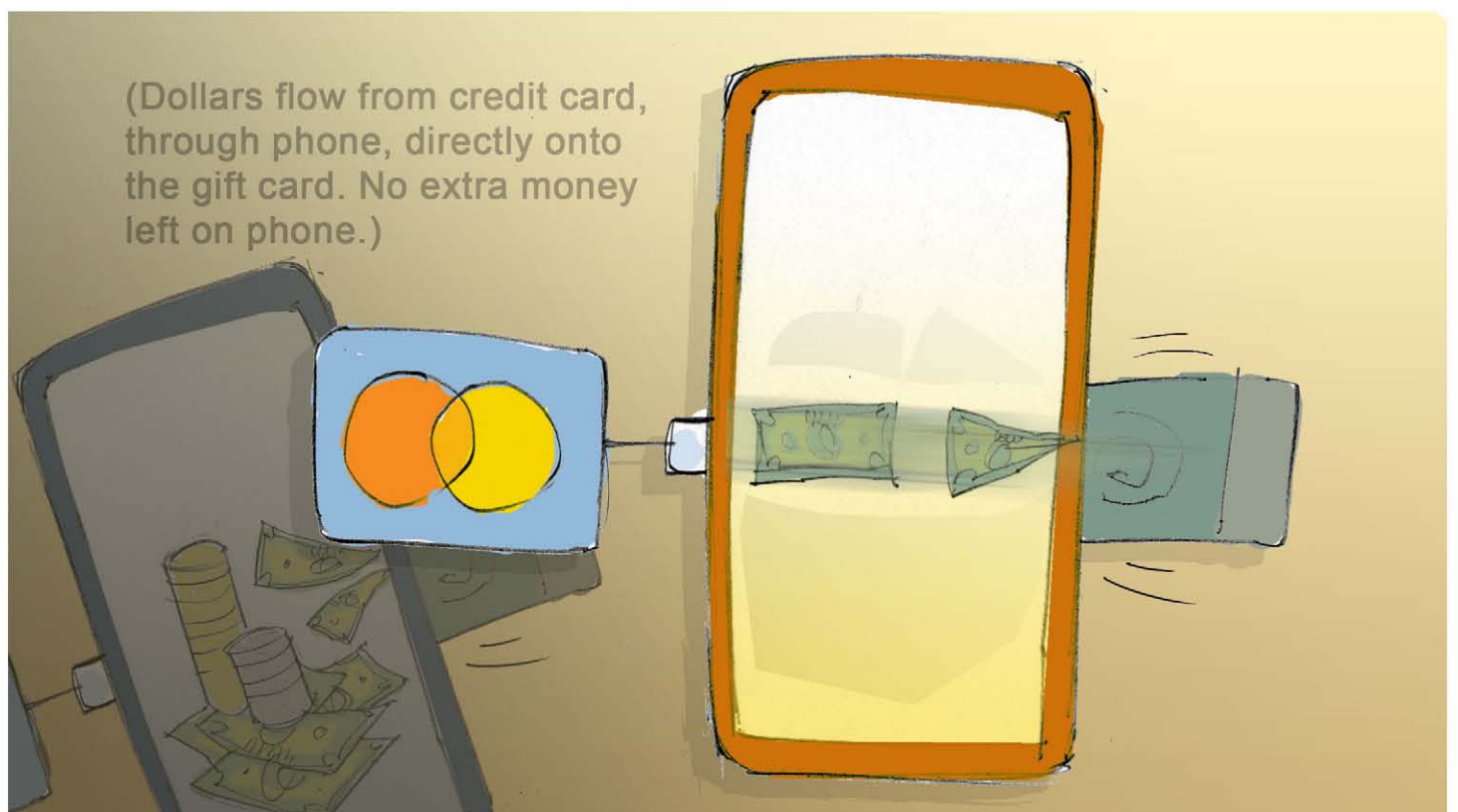
- even lawn mowers and fishing boats.



**Paying with the ION Rewards app is easy. Instead of loading money from a credit card to a gift card on the phone,**



**users buy an instant eGift card for the purchase amount.**



**They shop or order food like they always do, enter the amount due from the cashier in the app – like an ATM –**



**and it creates a digital gift card on the fly. The cashier scans the bar code and the customer gets IONs instantly.**



Those IONS earned at the electronics store can be



spent like cash at the pizza place.

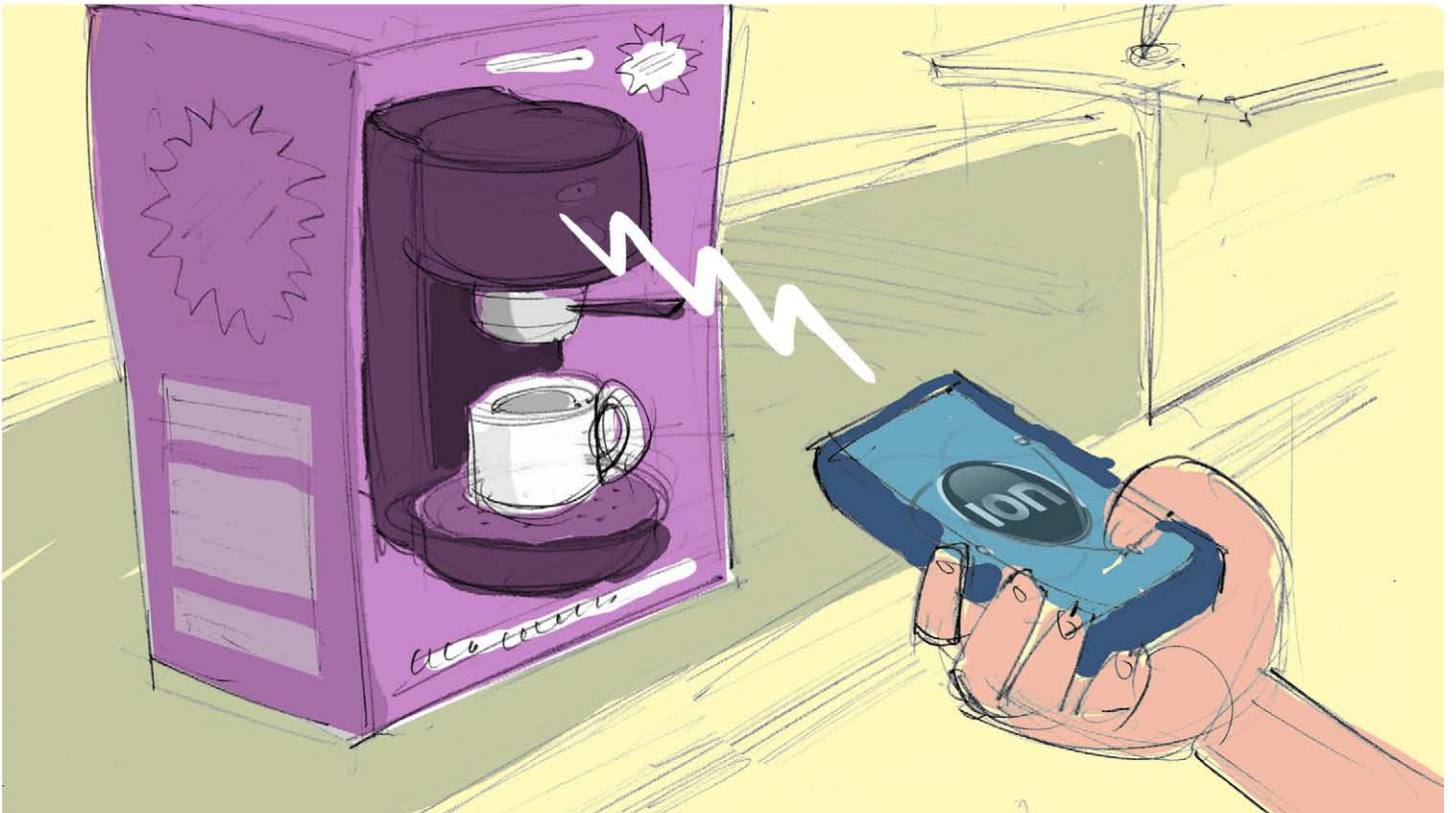
(He zaps the IONS above his head, and they get sucked into his phone. Then he zaps the cash register, and the IONS transfer into the cash register, as we hear the old-style register “cha-ching,” telling the viewer he’s just paid.)



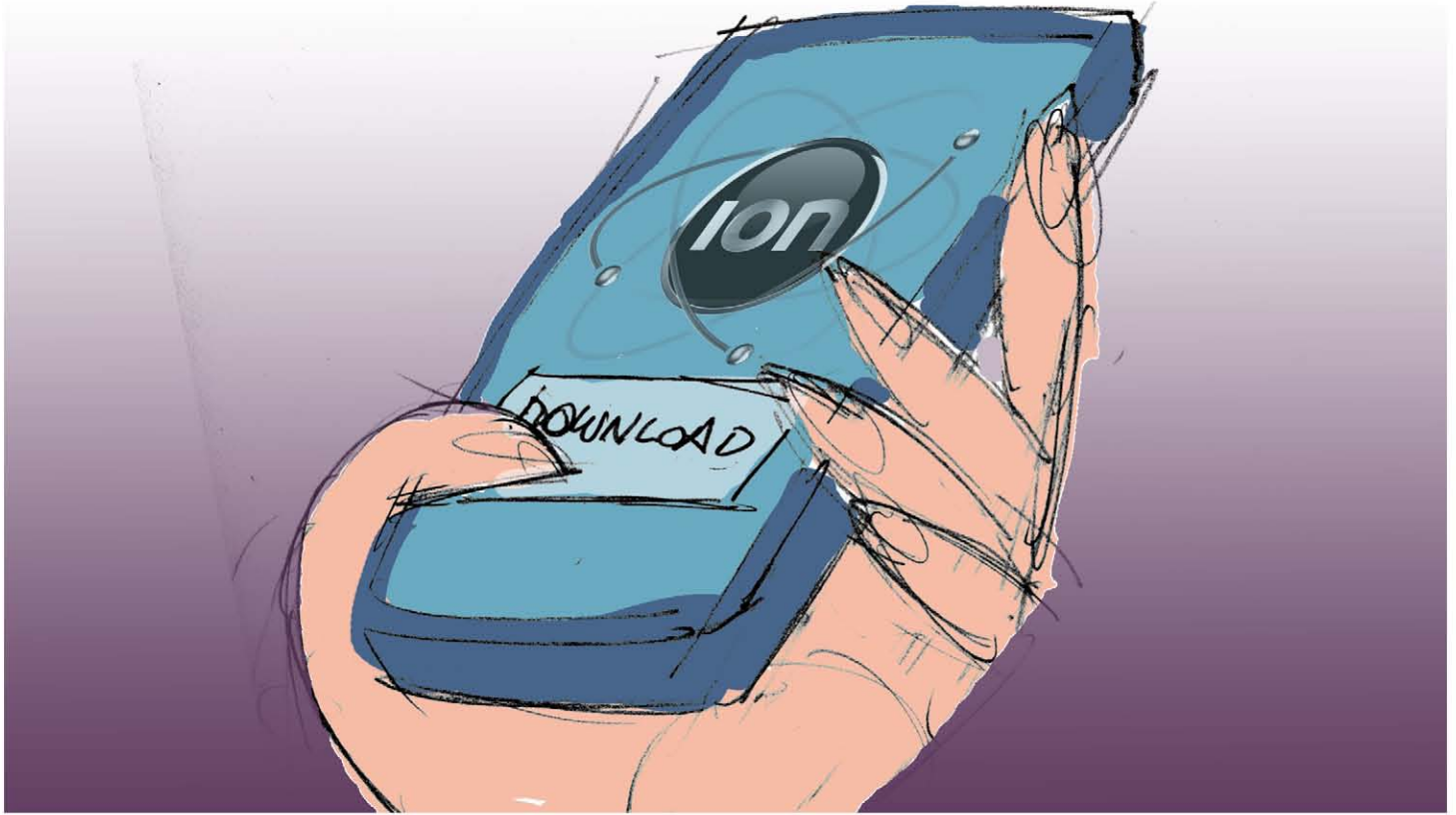
If you like that coffee app,



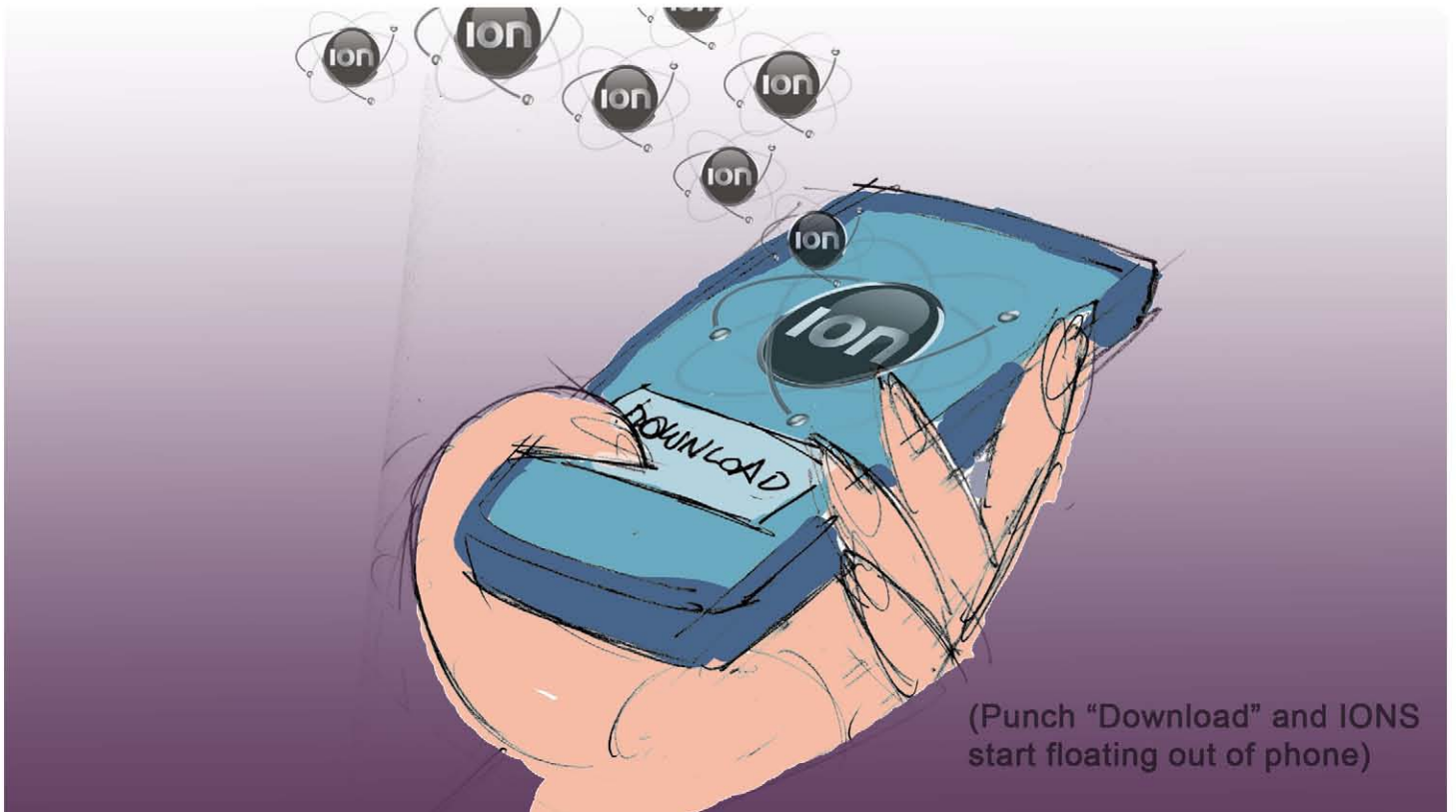
you'll love ours.



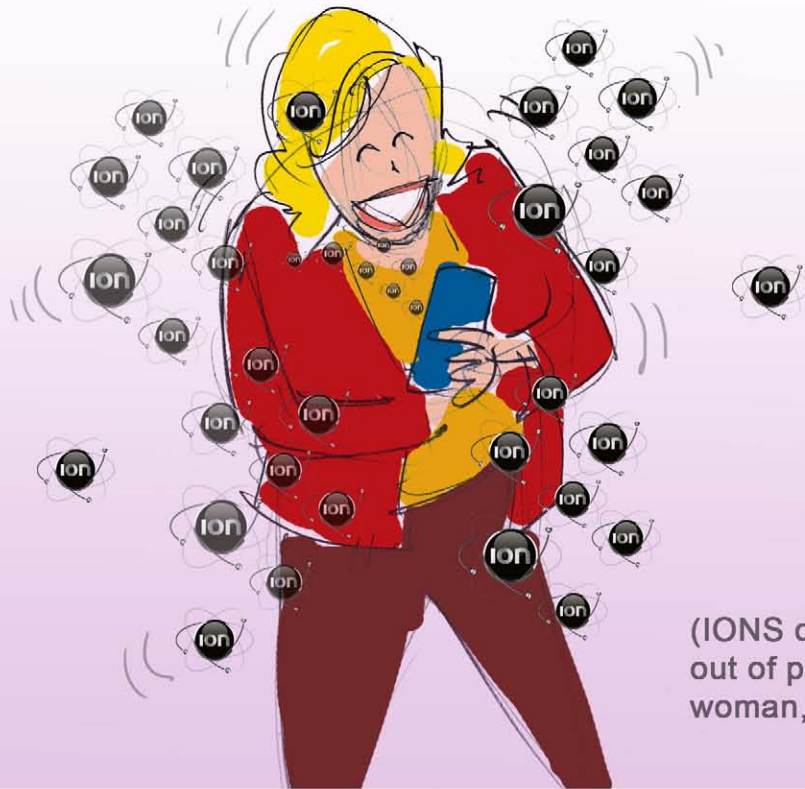
Download and use the free ION Rewards app today.



It's easy.



It's instant. It's everywhere.



(IONS continue to spew out of phone, hover around woman, tickling her)

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