

MaxCards It's all about you.

What does your audience identify with? A work of art? A kind of car? Maybe J-Lo? In a recent survey, 87% of Americans indicated they feel "strong affinity" for a brand. And brands are never more powerful than when they're in that special place: your customers' hands.

MaxCards offers marketers a new, high-impact way of creating brand ambassadors—trendsetters who influence the purchase decisions of countless other customers through their visible affinity for your product. With MaxCards, individuals have the power to make a statement by creating a custom set of personal info cards—name and contact information on one side, cool artwork



coupled with a smart brand message on the reverse. Short of tattooing your logo on their bodies, it's one of the most powerful brand affinity statements a consumer can make.

How it works:

1. A consumer browsing a marketer's website
2. follows a MaxCards link
3. chooses from a selection of images,
4. fills in the necessary contact information, and
5. via the magic of digital automation, receives a set of 20 cards just weeks later!

Before completing the transaction, the user is required to furnish demographic information and answer a couple of marketing questions. This valuable information is captured in a database that becomes property of the marketer.

And it just so happens the cards also display a URL where friends can go to create their own MaxCards. Which they then hand out to their friends. And so on and so on. It's a viral marketing program you can actually track.

Oh, by the way, did we mention, It's free!

That's right, the consumer pays nothing, not even shipping (you, the marketer, cover all costs). Your audience will adore you—you can't buy that kind of loyalty (hey, wait—you

are buying their loyalty, never mind). It's an accountable, viral, guerrilla branding campaign! Your customers become an ad hoc street marketing team—for your brand! Isn't it amazing what some people will do for free stuff!

Does your audience identify with your brand? Help your customers display their affinity for you—while you take advantage of this powerful new personal marketing tool. To find out more about MaxCards call (212) 575-2800 or email sylvie@maxracks.com.