

MARKETING

# PULL ADVERTISING

Building a relationship that converts consumers into fans of your brand is the new paradigm. Pull advertising facilitates activation and engagement.

## SIZZLE

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# PREFACE

All of us wish that things would remain stable and predictable in order that we may more easily and cost-effectively accomplish our marketing objectives.

The reality is that the consumer landscape is ever-changing and that these changes are coming faster and with more disparity than ever before.

In this white paper, we will address those changes, evaluate various options and methodologies and offer innovative solutions that will improve your response and your total results.

Changes in marketing are an inevitability. Understanding the new tools in the global transmedia network of Sizzle functionalities will enable you to accelerate into this change with the benefit of all of the highly interconnected functionalities and systems.

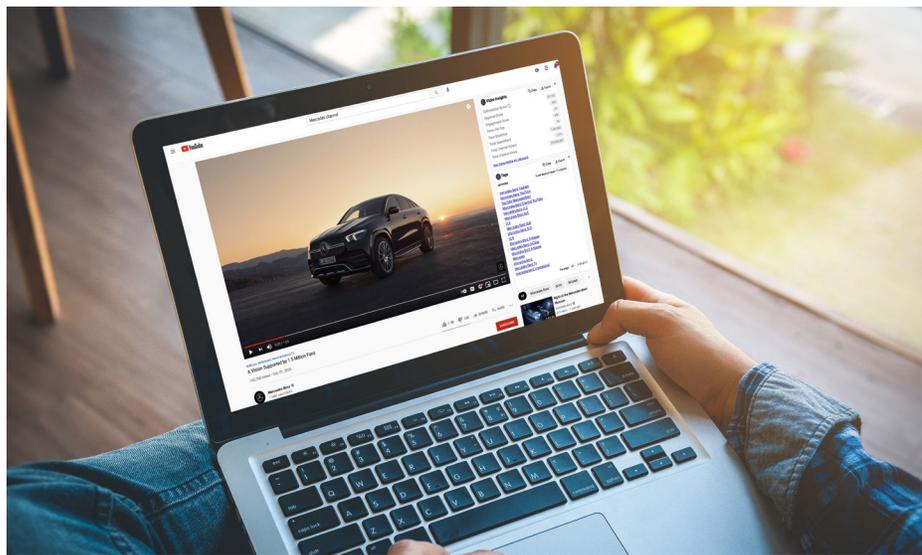
**Brian Weiner**  
CEO/Chairman | Sizzle

# PULL vs. PUSH

## MARKETING STRATEGIES

The first chapter of Pull Advertising must inevitably start with what is it specifically that the consumer wants? What need will your product or service fill that improves the lives of your target consumer?

A consumer will readily pull information to them as their needs and interests dictate. When this moment of clarity transpires, the consumer is converting content (in their mind) from marketing materials into sources of information. That is the inflection moment for a Pull Advertising campaign to succeed.





# PUSH vs. PULL

When you see a Push ad on TV, Facebook, Twitter, Instagram, Snap, YouTube or TikTok, you ignore them. These ads are shoved into your content stream as an unwanted intrusion, with a hope that a very tiny percentage of those people will respond as desired.

When that push advertisement comes up, (let's say for a Mercedes), if you are not interested in a Mercedes, then you tune out the commercial, and focus on your phone, the refrigerator or the restroom.

Conversely, if you are in the market for a Mercedes, and you search the internet for "Mercedes," and the exact same commercial pops up, then you watch it intently, because you have pulled it to you, and it stops being processed as the annoyance of a commercial and perceived, instead, as information, so the switch in your brain flips and you absorb the content.

THE CONTINUOUS DECREASE  
IN THE OVERALL EFFECTIVITY  
OF PUSH ADVERTISING  
METHODOLOGIES  
NECESSITATES A CHANGE.  
SIZZLE TURNS ALL  
CONVENTIONAL PUSH ADS  
INTO A PULL AD.

# TRADITIONAL PULL APPROACHES

Pull advertising is used in marketing in a host of means and for a wide range of purposes.

## 01

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### Releasing new products

Use of social media, blogs, influencers and distribution of informational content.

New products find users by appearing in media streams that come to the consumer organically and through which, the consumer learns about something in an information source that they trust and appreciate.

The brand cultivates the new lead through a value proposition that engages the consumer in their own quest for knowledge and provides solutions to problems the consumer has or did not realize until now, that they have.

## 02

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### Help to promote brand recognition

A brand seen in the right spotlight, shines brilliantly.

When a brand creates a knowledge document such as the one you are currently reading, the expectation is to become associated with the viewpoint of the document and earn the respect of the reader.

Consumers engage with brands that they like and respect and as a direct result of the brand positioning themselves as thought-leaders, and distributing information to the benefit of the consumer in ways that enrich the consumer's life.

## 03

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### Launching a new business

Seeking new recognition in a crowded marketplace is quite a challenge.

In order to accelerate into an already cluttered marketplace, businesses need a strategy that draws attention, generates interest and causes consumer traffic.

Public relations has always been a mainstay of this mindset. A consumer perceives editorial content separate from advertising and ranks what they hear in editorial with significantly higher value. They are therefore considerably more likely to convert into a customer from organic promotions.

A woman with glasses, wearing a light blue button-down shirt and a dark skirt, stands on a cobblestone floor. She is pointing her right hand towards a chalkboard. On the chalkboard, there is a drawing of a glowing lightbulb, a large dollar sign, and a large, hand-drawn letter 'D'. The background is a textured grey wall.

## UP UNTIL NOW, WHAT WAS PULL ADVERTISING?

Until recently, Pull Advertising referenced organic traffic that is created through providing high-value content suited for your target audiences and letting them come to you. These are proven methodologies that compliment the new chapter of Pull Advertising that has blossomed in 2021.



# THE NEW PARADIGM IN CONSUMER RELATIONSHIPS

INNOVATIONS

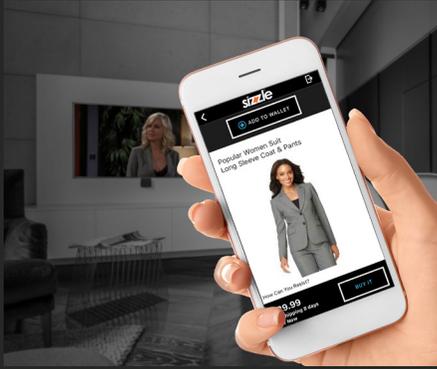
**INCREASE THE  
ACTIVATION AND  
ENGAGEMENT RATE  
OF CONSUMERS WHO  
ENCOUNTER YOUR PULL  
MARKETING OFFERS**

**Pull advertising is a more cost-effective way to drive sales to the bottom line.**

In the past, Pull Advertising referred primarily to programs in which brands create valuable content on their own sites and apps in order for consumers to find that content organically and engage. These programs increase loyalty, deepen consumer/brand relationships while improving sales revenue in a cost effective manner.

Sizzle is a revolution in Pull Advertising because every feature in the system was designed to make the Sizzle “Swiss Army Knife” of functionalities indispensable to consumers and thereby win activations, engagement and generate ongoing loyalty.





## TELEVISION

INSTANT TRANSACTIONS

Every program and every commercial may be encoded with audio signals to allow consumers to purchase wardrobe worn and products seen on television programs.



## RADIO

INSTANT TRANSACTIONS

Time-based triggers paired with radio broadcasts enable offers to be made to consumers at emotionally-heightened moments.



## PRINT

INSTANT TRANSACTIONS

Posters, magazine ads, out of home advertising are instantly able to connect to other media and lead a consumer into a purchase or reservation.

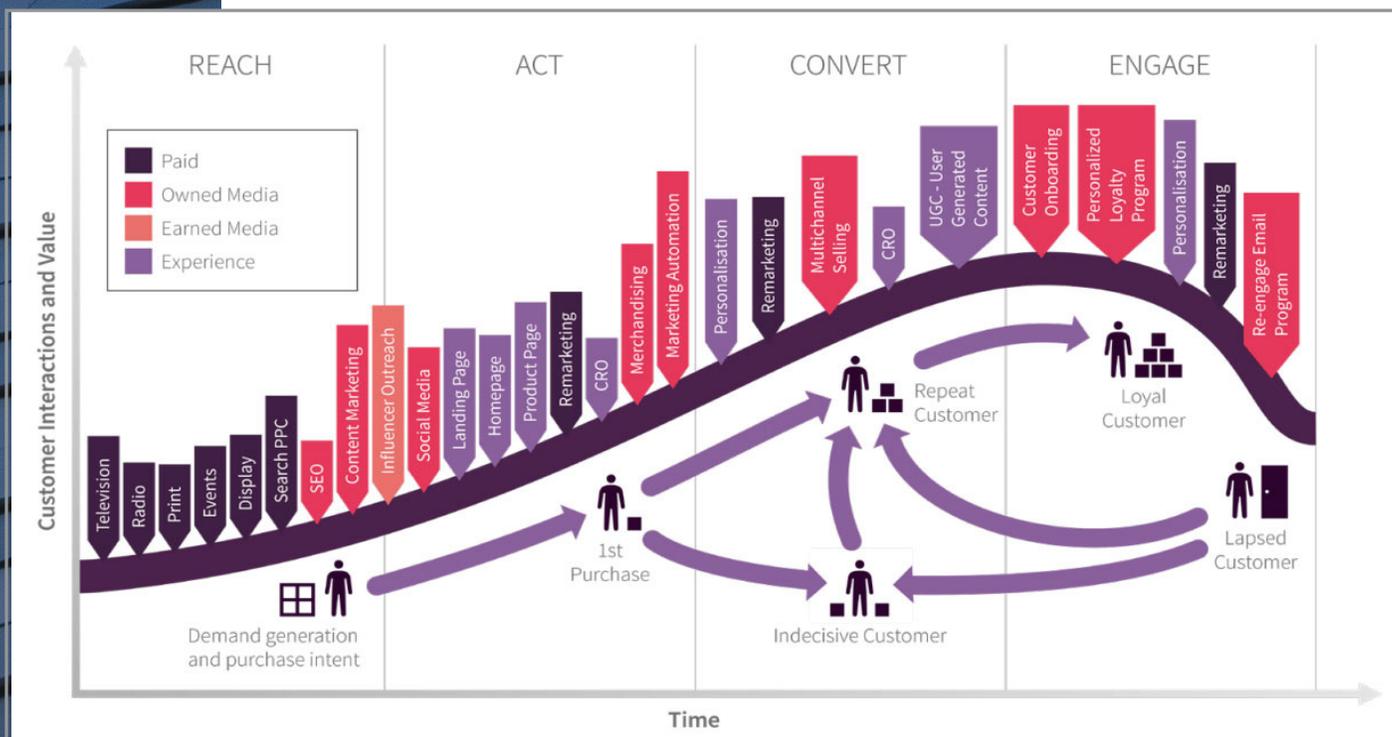


## GAMES

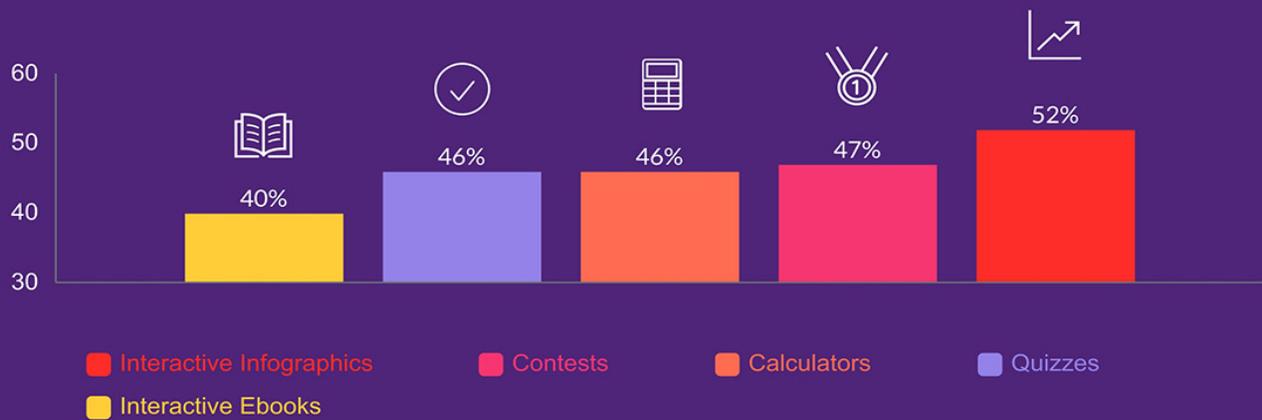
INSTANT TRANSACTIONS

Branded Skill games like Sizzle's Poongo create tremendous consumer activation, engagement and expected viral sharing. Consumers will play this head to head AR game remotely and invite their friends to play and compete in a sports ladder-structured tournament for significant cash and prizes.

Interactive media is the future of consumer activation, engagement and transactions. Brands who are most able to adapt to these methodologies will excel most quickly during this decade.



# TYPES OF Interactive Content USED BY MARKETERS



Source: <https://contentmarketinginstitute.com/wp-content/uploads/2017/06/types-interactive-content.png>

# PICK PRIZES TO WIN

AN OPEN ENTRY POINT

GIVING CONSUMERS NUMEROUS PRIZES FROM WHICH TO CHOOSE, ENABLES MARKET RESEARCH, MAKES BRAND IMPRESSIONS AND WINS CONSUMER FAVOR, EFFORTLESSLY.

At the top of every Sizzle game, comes an opportunity where the consumer must choose 4 out of 10 or more prizes that they would like to win.

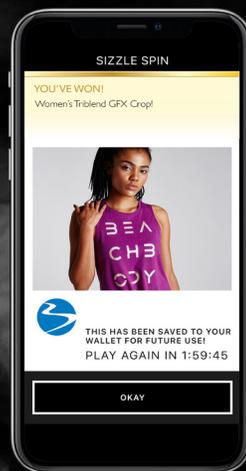
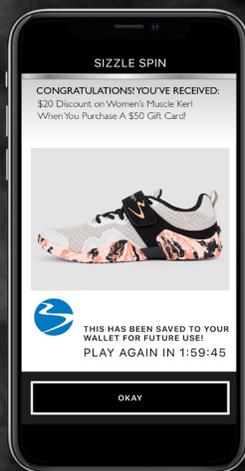
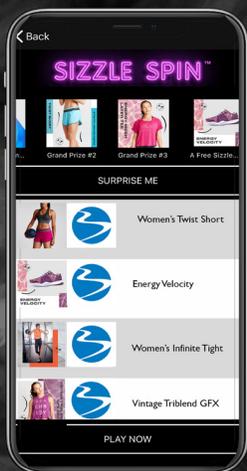
This experience creates numerous brand impressions as well as specific product impressions. It generates market research data with each of the selections the consumer makes, and generates information from which more targeted offers may be calculated and delivered. As the consumer teaches us their likes and dislikes, the opportunity arises to narrow the field of prizes from which to choose, to ones that are most interesting to the consumer. Simultaneously, the offers (discounts) that the consumer is offered at the outcome of a game

(if they did not win a prize), reflect the knowledge gained from the prize selection in order to best deliver targeted offers that are considerably more likely to convert.

By treating the consumer in manners akin to the way we wish to be treated as a consumer under similar circumstances, Sizzle facilitates a completely new form of Pull Advertising.

In each of our business technology innovations, the program is specifically designed to activate the consumer, allow the consumer a new freedom of engagement, and enable the consumer to teach us what they appreciate, so that Sizzle may continue to deliver precisely that.

# BE THE NEXT WINNER

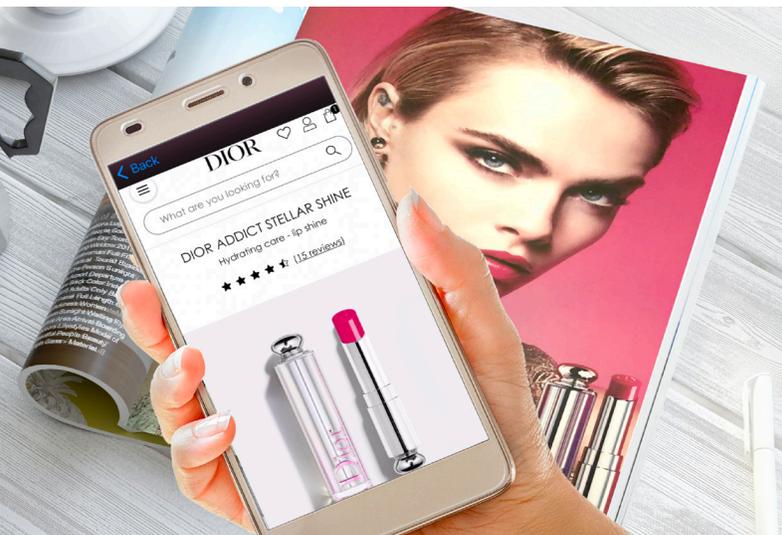


# INCREASE ROI ON ADS

## EVERY PAGE OF A MAGAZINE COMES EQUIPPED WITH AN INSTANT CASH REGISTER

Convert traditional push advertising into a pull model.

Empower a consumer to browse the beautiful publication, enjoying the features as has always been their custom. Enable them to scan any page with Sizzle and the magazine comes to life.



Ads in the magazine lead to properly paired videos, which then deliver the consumer to a point of transaction if purchased online, or to a digital coupon which may be loaded into the consumer's Sizzle wallet for conversion at a physical location.

## EVERY PACKAGE CAN BE INTERACTIVE



Consumers appreciate access to proper information that is readily accessible and in a language that they speak. The Sizzle System is able to provide as many translated versions of product information as your company's needs dictate. Sizzle can make your packaging connect to videos, virtual tours, websites, white papers, surveys, games, contests and more.

Sizzle can connect to behind the counter products that require a patient to watch a video prior to use of the product for safety concerns and can ensure the consumer watched the entire video prior to use.

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# PULL METHODS WORK

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VIDEO PROGRAMMING AND COMMERCIALS MAY BE  
PROGRAMMED INTERACTIVELY



## Purchase directly from a video

Purchase items directly from a video in the Sizzle Watch section. Sizzle Watch is a curation of over 2800 experiences, events, excursions, and destinations for your choosing, combined with the ability for your brand to leverage the same technology to make interactive storylines, videos with quizzes, tests, market surveys, built in gaming for prizes and much more.

## Program your library easily and efficiently

Make the very most of your video library by programming it and using Sizzle to engage an audience and have them Pull your content to them for their education and enjoyment.

## Gamify your video with Sizzle Hot Spots

Program hot spots onto the video to enable hand/eye coordination games that entice the consumer to keep coming back to play.

Use the game to drive the consumer to watch programming that motivates other purchases, while being viewed as a game by the consumer.

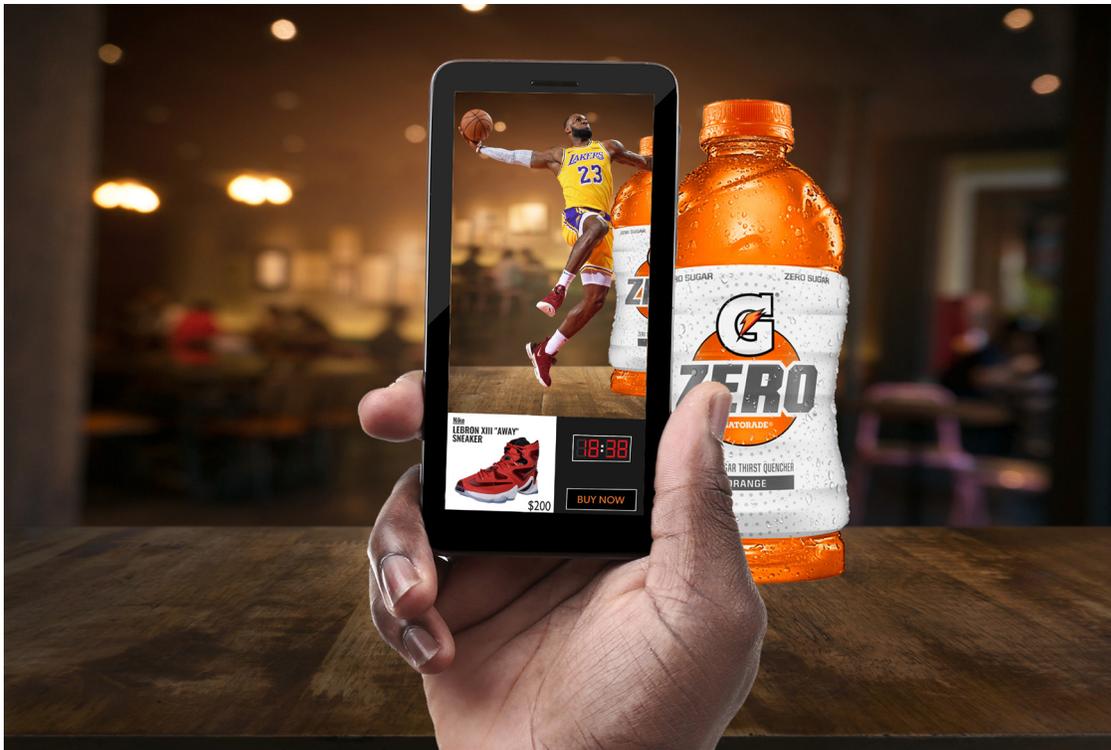
# AUGMENTED REALITY CONVERTS USERS

## ACTIVATIONS

### SIZZLE USES AUGMENTED REALITY AS A PERSUASIVE TOOL TO ENGAGE CONSUMERS IN FUN AND UNIQUE WAYS

Sizzle uses augmented reality as a persuasive tool to activate and engage consumers in fun and unique ways. AR games, special performances, illusions and unique experiences are readily available in the Sizzle system.

Once a consumer discovers a compelling AR interaction, they are quick to use it, share it and play with it on a continuous basis, depending upon how compelling an experience the brand provides. Sizzle's augmented reality sports games enable brands to promote head-to-head competitions that spread virally from user to user.



# TARGETING PUSH ADS

## HIGHLY TARGETED CONSUMERS IS THE CORE FOCUS

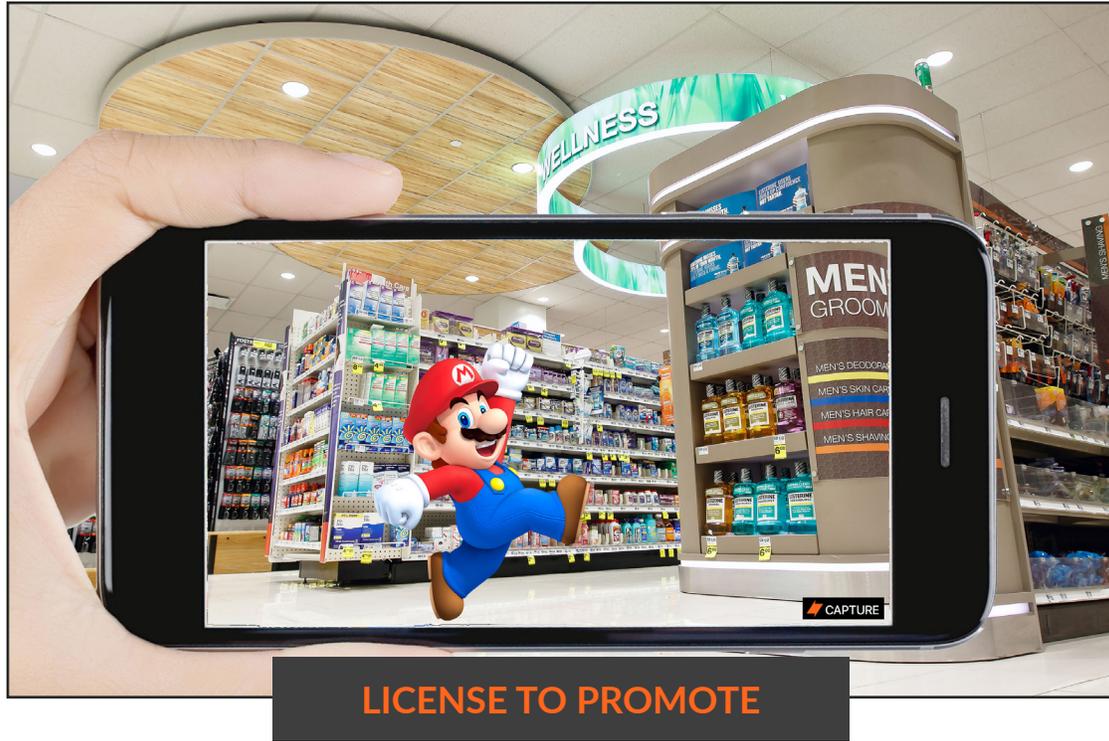
In all forms of push advertising, the consumer is as targeted as the relative data systems are able to focus. There is an intent to find a specific market segment and connect with them through an attractive lure and reel them in. Something is expected to visually connect and solve a problem, a fear or amplify a hope so as to motivate the consumer to engage with the brand in the choice of engagement the brand dictates.

In those kinds of push programs, it is still very wise to implement a pull methodology. A push ad can still deliver a pull result. Take for example the prospect of pairing any licensed character in the universe with a brand. In traditional models, the character or spokesperson or licensed character is paired with the brand in a traditional advertising program. This could be in print, out of home, broadcast, social and others. 3 Dimensional products are then traditionally

used to compensate customers for participating. This might be a branded shirt, or drinking glass at a fast food franchise, a toy in a children's meal and similar.

These 3 Dimensional rewards are often costly and inventory is difficult to maintain so that the partnering company is not caught between ordering too few or too many of the reward to satisfy the demand in all locations.





## LICENSE TO PROMOTE

The new Pull Advertising and Marketing platform enables countless digital rewards to be provided to consumers through a single overarching system, that is equally capable of insertion into every other app in the world that wants to leverage the digital pull marketing methods.

Take the entire world of licensed properties. TV characters, film characters, animation, cartoon, video game, social memes and others and pair them with any specific need that a brand might wish. For example: Let's say a brand wants to drive more retail traffic. In a situation like that, a brand can take a digital asset, such as a 3 Dimensional head mask of that character and provide it to consumers

for coming to a physical location. Like a famous dog or cat character for showing up at a large pet supplies big store. Offer 12 different masks, one per week for 12 weeks, or whatever frequency is appropriate for the customer base to cause recurring retail traffic.

That same model is applicable in the movies where audience members are rewarded for physically attending in the theater with digital assets like masks, or a themed game, or a 3D interactive theatrical standee experience. These kinds of assets are wonderful for both driving retail traffic, rewarding a purchase, and causing extensive sharing on social media.

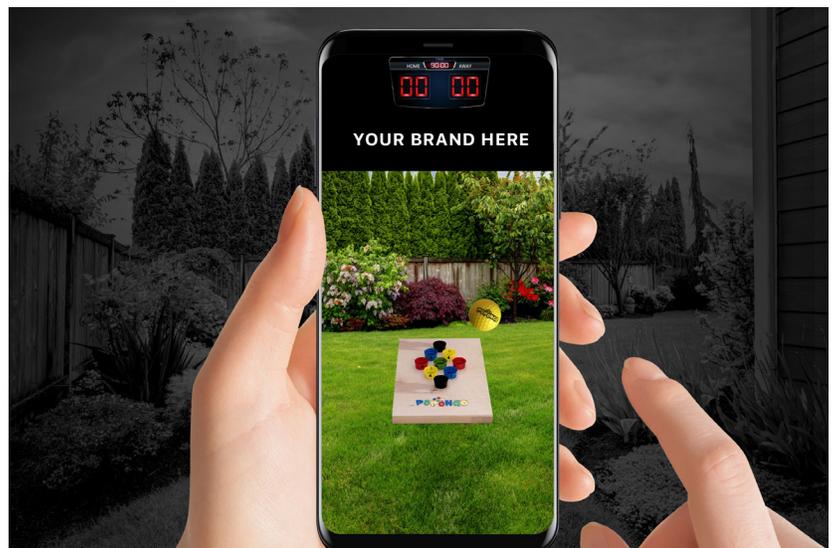
# FAN-BASED GAMES OF SKILL

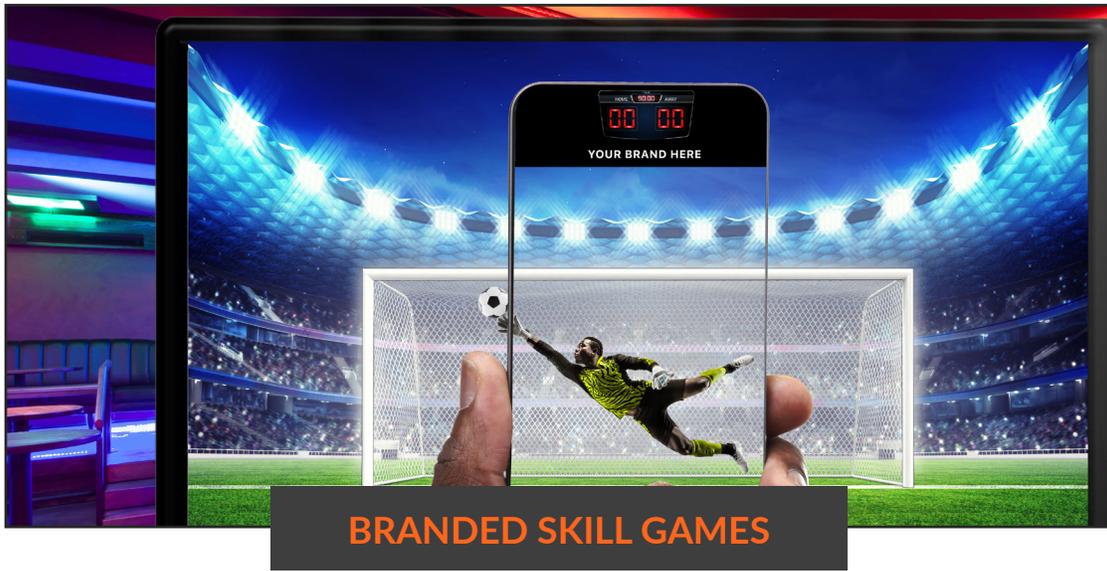
INNOVATIONS

**USE A PULL MARKETING GAME OF SKILL TO DRIVE ANY FORM OF CONSUMER BEHAVIOR DESIRE: INCREASE RETAIL OR ONLINE TRAFFIC, SOCIAL MEDIA AND VIRAL SHARING.**

**Individuals playing for high stakes cash prizes are quick to invite their friends.**

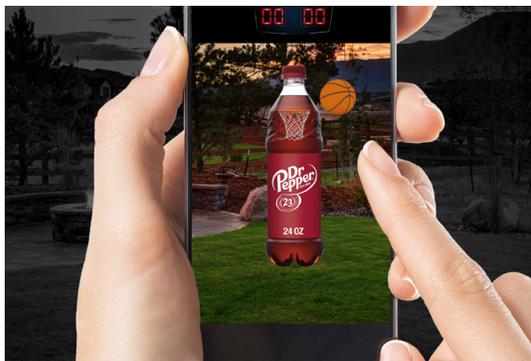
Another opportunity is fan-based games of skill. In these kinds of games, you can also cause the game to be unlocked by arriving at a physical location, or causing a consumer to scan a CPG, or any other form of behavior that you may wish to reinforce, and then enter the consumer in a competition in which they move further up the sports ladder, until they achieve the final rounds of competition. In that situation, a consumer could stand to win a massive prize that is highly desirable (tickets to every sports final event for an entire year, or similar). These games of skill can be tournaments in Sizzle's new Popongo interactive game, or competitions to see who can shoot the most free throws out of 10 tries, darts at an augmented dart board and so much more.





The entire time the consumer is playing these games, they are continually being asked to choose prizes that they are playing for short term. As described above, these

games may be played against a Sizzle Smart TV for public installations in sports bars, sports books, and college rec centers.



By providing extra value to the consumer, using digital assets, the brand avoids distribution fees, costly unequal distribution of prize issues and consumer disappointments, and replaces these with an abundant supply of vibrant new experiences that will draw consumers to make extra purchases, attend in person, then activate and engage.

are providing market research, and are also making product and brand impressions, and they result in providing the consumer with a very special discount on goods sold by the brand. Simultaneously, the brand is continually making a main brand impression with their logo adjacent to the timer and scoreboard. These



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# PULL ADVERTISING

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THE NEW PARADIGM IN BRAND/CONSUMER RELATIONSHIPS



In a world of ever-increasing tendencies to tune out of all forms of Push Advertising, it has never been more important for brands to learn new methodologies of activation, engagement and conversion of consumers into brand loyalists. Breaking through the clutter of today's marketplace will be the line of distinction between the leading brands of 2020 and the leading brands of 2030.

Pull advertising connects with a consumer in an entirely unique communication pathway. The consumer adopts the

information in the course of picking prizes to play for, searching for exciting things to do, interacting with premium augmented reality experiences, playing engaging, habit-forming games to win prizes, sharing experiences with their friends, posting augmented reality promotions online and much more.

Regardless of whether your needs are to drive traffic online or retail, generate social and viral sharing, or create newfound brand awareness and attract new customers, pull

advertising is the methodology that will ensure your message rises out of the clutter and connects firmly and positively in the mind of the consumer.

Contact us today and let us teach you how to generate activations and engagement that convert into reliable business opportunities.

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**Our representatives will be happy to assist you. Connect with them by clicking [HERE](#).**



**sizzle**<sup>™</sup>  
ignite your brand<sup>™</sup>

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