

RECAP OF 2023 PROMOTIONS
AND A LOOK AHEAD TO 2024 STRATEGIES

ANNUAL PROMOTION REPORT



**WOMEN
OWNED**

dja Don Jagoda
Associates



THE DETAILS:

DJA is pleased to present you with our Annual Promotion Report for 2024. In this report you will find some of DJA's most notable promotions from 2023 and our thoughts on current promotion trends.

Including promotions in marketing is important because it not only attracts customers and stimulates sales but also enhances brand visibility, fosters customer loyalty, and provides a competitive advantage in the dynamic marketplace.

It's essential to thoughtfully tailor tactics according to your marketing objectives and the target audience to achieve optimal results.

WHY PROMOTIONS?

Here are the six key marketing objectives that our clients successfully achieved by incorporating promotions into their marketing strategies in 2023.



**Generate a
Marketing
Database**



**Increase
Social
Engagement**



**Incentivize
Purchase/
Drive Trial**



**Generate
Brand/Product
Awareness**



**Support
Business
Partnerships**



**Obtain
PR/Marketing
Content**

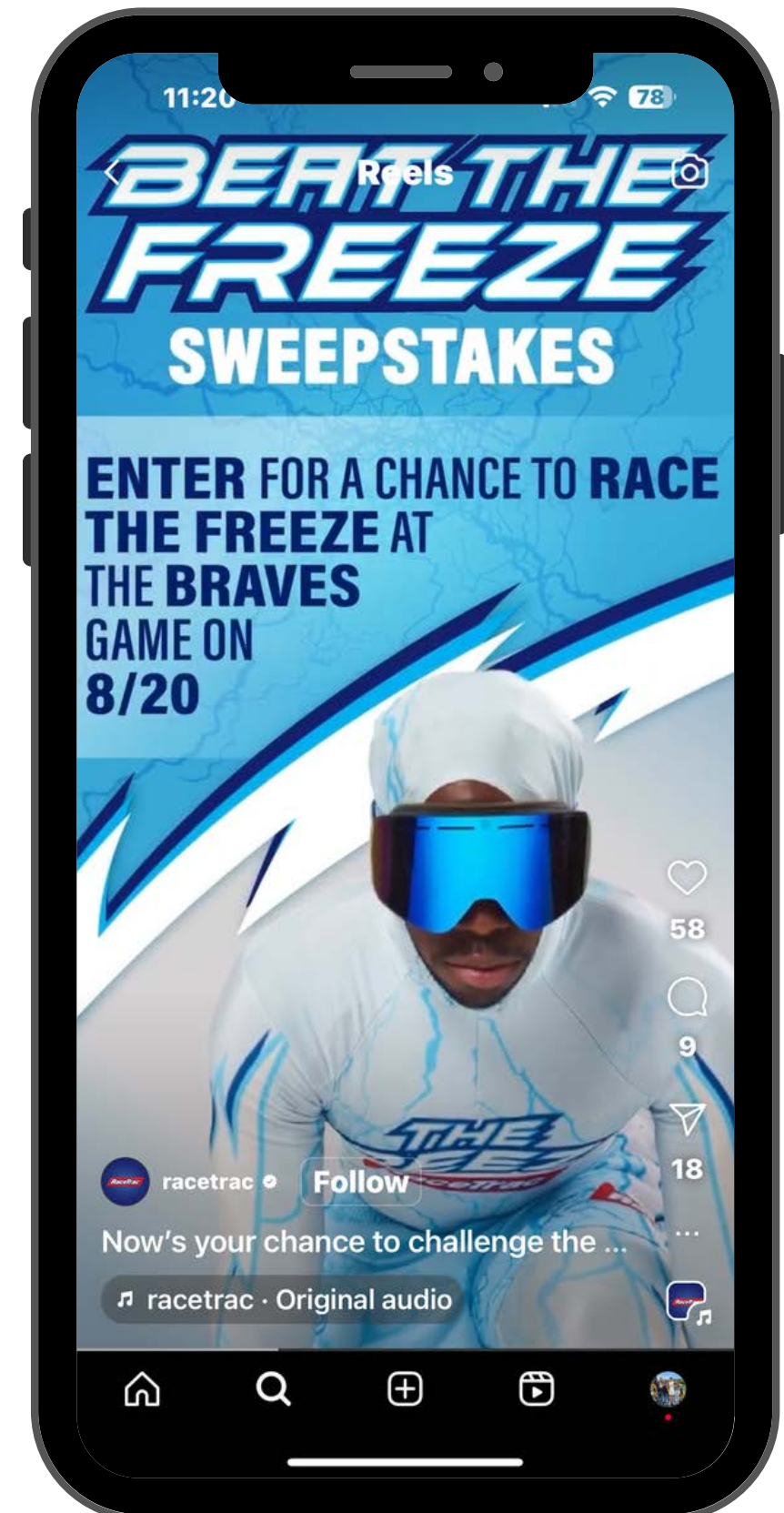
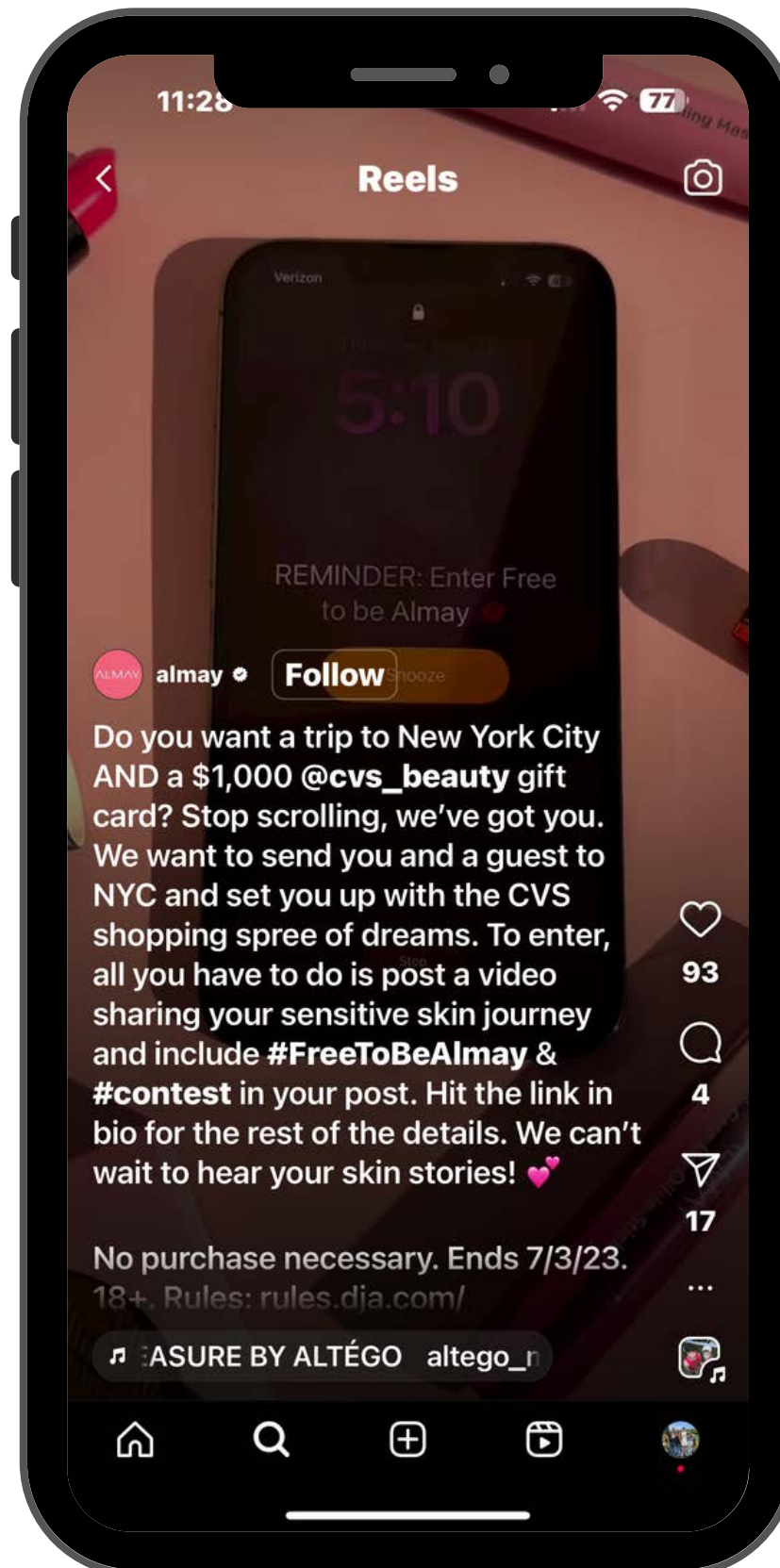
FROGTAPE® AND SHERWIN WILLIAMS GRILLED TO PERFECTION SWEEPSTAKES

- This promotion was looking to engage trade and painting professionals to grow sales of FrogTape at Sherwin Williams stores, and collect remarketing opt-ins.
- These professionals could enter for the chance to win a "Grilled to Perfection" Backyard Upgrade by completing the official sweepstakes entry form, available at participating Sherwin-Williams retail paint stores, and mailing in their completed entry.



SOCIAL ENGAGEMENT

#commentonpost #social UGC #tiktokduet #tagafriend #repost #follow #createapin #influencers



CIRCLE K®

SEPTEMBER OCTOBER HYDRATE YOUR WALLET SWEEPSTAKES

- When consumers purchased three of any of the following products: Powerade 28oz bottles, VitaminWater 20oz bottles, SmartWater 1L bottles or 700ml bottles at a participating Circle K store location, the LIFT digital kiosk at the register prompted the customer to enter their cell phone number on the touchscreen to enter the sweepstakes.
- After entering their phone number, they received one entry into the grand prize drawing for their applicable region's drawing. Alternatively, entrants could receive an entry without making a purchase by mailing in an entry. Nine winners (one per Region) each received a \$40,000 check.

The graphic is a promotional poster for the 'Hydrate Your Wallet Sweepstakes'. It features a dark background with a large red circle on the right containing the text 'BUY MORE AND SAVE'. Below this, three bottles of beverages are shown: a blue Powerade bottle, a clear SmartWater bottle, and a red VitaminWater bottle. The text 'HYDRATE YOUR WALLET Sweepstakes' is at the top, with 'YOU COULD WIN \$40,000' in large green letters below it. At the bottom left, it says 'BUY ANY 3 ENTER AT REGISTER'. At the bottom right, there are two buttons: a red one that says 'PUSH TO ADD A 2ND PRODUCT' and a blue one that says 'ENTER NOW'. Fine print at the bottom left includes details about participating products, promotion end date, and legal disclaimers.

HYDRATE YOUR WALLET Sweepstakes

YOU COULD **WIN \$40,000**

BUY ANY 3
ENTER AT REGISTER

BUY MORE AND SAVE

PUSH TO ADD A 2ND PRODUCT

ENTER NOW

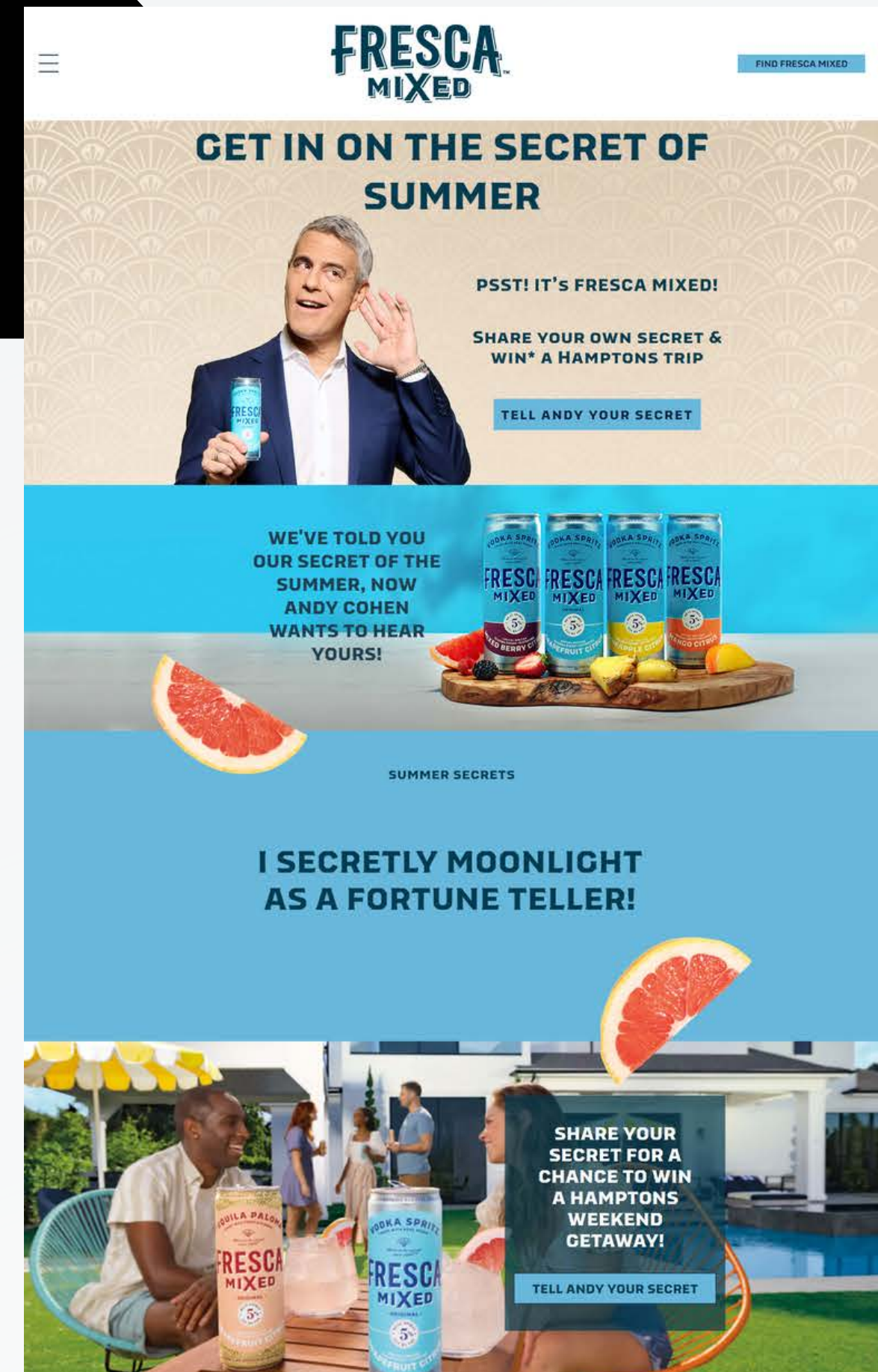
**Participating Products: Powerade, 28oz, vitaminwater, 20oz, smartwater, 1L, smartwater, 700mL. Promotion Ends 10/31/2023.

*NO PURCHASE NECESSARY. Void where prohibited. Open to legal residents of the 50 U.S. & D.C., who are 18 years or older at time of entry. Begins 12:00 am ET on 9/6/23; ends 11:59 pm ET on 10/31/23. For Official Rules including how to enter for free and eligibility, visit promotion.coke.com/circlek. Sponsor: The Coca-Cola Company. © 2023 The Coca-Cola Company. © 2023 glaces. "smartwater" and "vitaminwater" are registered trademarks of glaces.

FRESCA MIXED

“THE SECRET OF SUMMER” SWEEPSTAKES

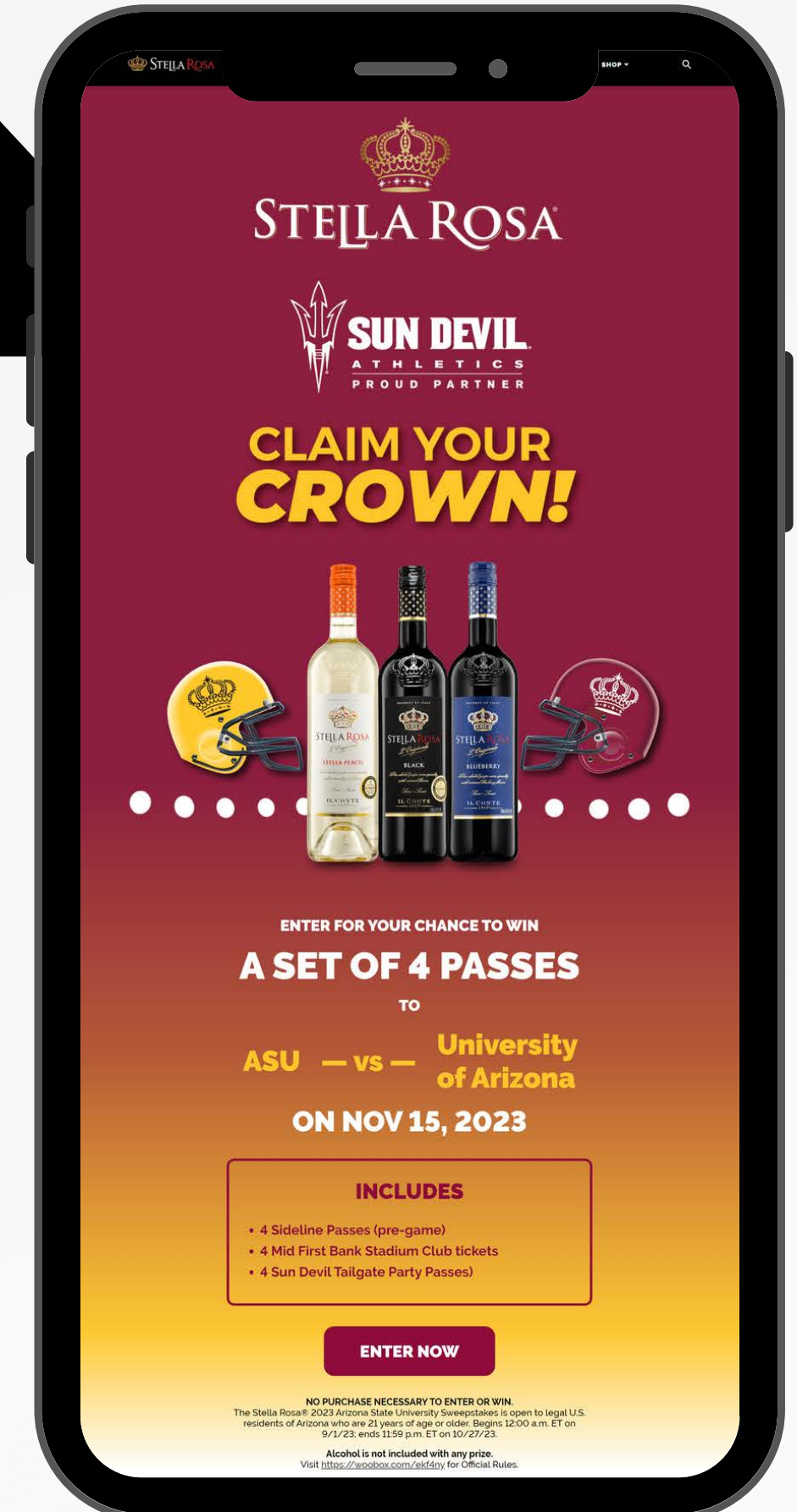
- The Secret of Summer Sweepstakes featuring Andy Cohen was created to generate awareness and excitement about the new Fresca Mixed products, launching just in time for the summer season. Consumers visited the promotion site to complete the online entry form, including a 50-word or fewer “secret”, to be entered into the sweepstakes.
- The Grand Prize winner received a “Weekend Getaway in the Hamptons” at a private beach house; 30 First Prize winners each received the opportunity to participate in a virtual “Sip & Spill” via video conference call with Andy Cohen and a \$25 digital gift card; and 230 Second Prize winners each received a \$15 digital gift card.



STELLA ROSA

ARIZONA STATE UNIVERSITY SWEEPSTAKES

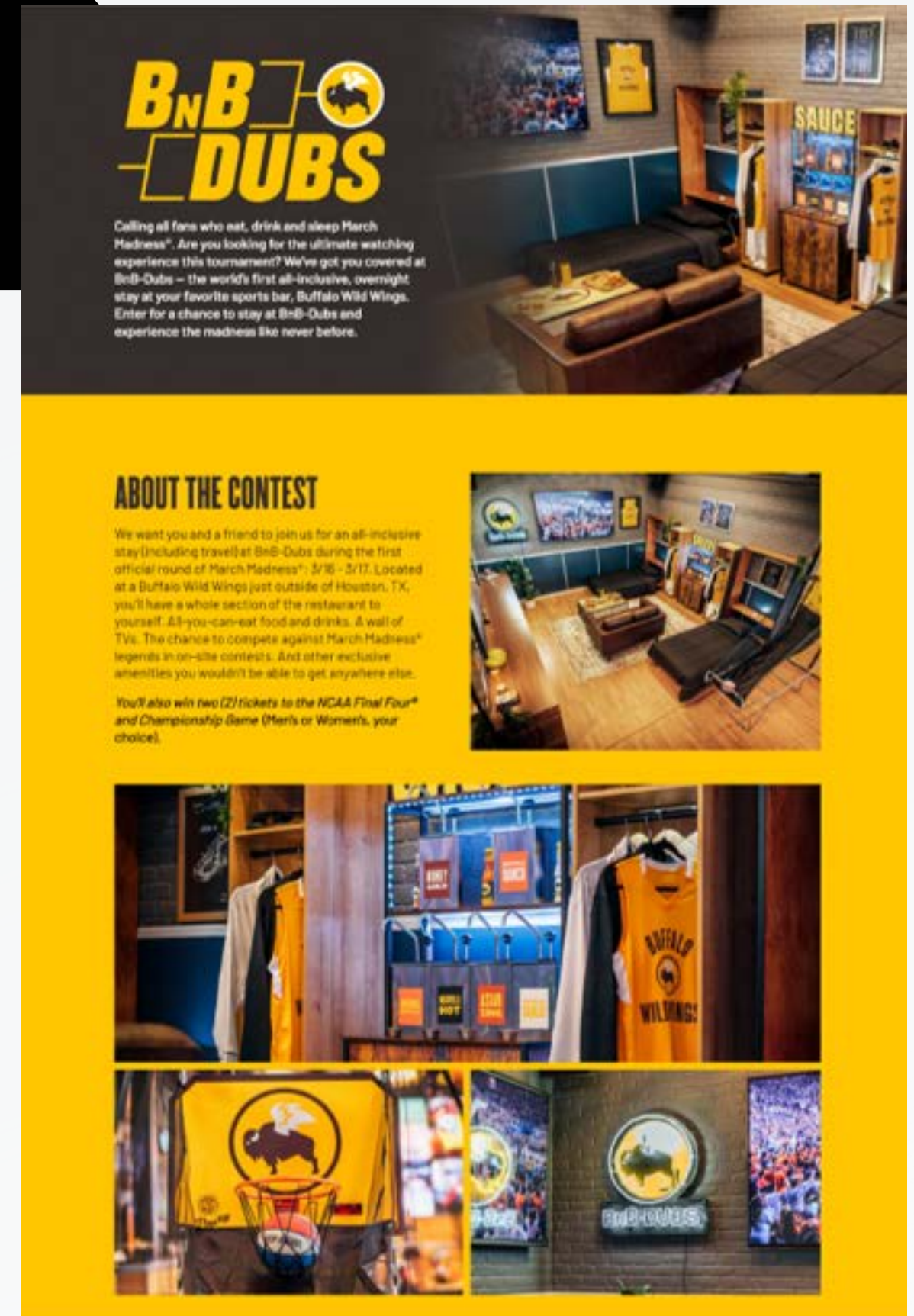
- Stella Rosa leveraged their partnership with the Sun Devil athletics to build awareness for the brand. Consumers could enter the sweepstakes by visiting the promotion website and completing the online entry form.
- The winner received four sideline passes, four MidFirst Bank Stadium Club tickets, and four Sun Devil Tailgate Party Passes for the Arizona State University vs. University of Arizona game.



BUFFALO WILD WINGS

BNB-DUBS CONTEST

- To leverage their corporate partnership as the “Official Hangout for NCAA Sports”, Buffalo Wild Wings built a dorm-style activation at one of their Houston area restaurants and fans could enter for the opportunity to eat, drink and sleep at that location while celebrating March Madness®. Entrants completed the on-screen entry form, uploaded a photo and answered the three questions, each in 50 words or less, describing how they (and their friend) are the biggest March Madness fans.
- Entries were judged to determine three Finalists, who submitted required paperwork and Finalists’ entries were then re-judged to determine the Grand Prize winner. In addition to transportation to/from the Buffalo Wild Wings, the winner and guest received two tickets to all three games of either the Men’s or Women’s NCAA Final Four and Finals. The Consolation Prize for confirmed Finalists who were not deemed the Grand Prize Winner was a \$50 Buffalo Wild Wings gift card.

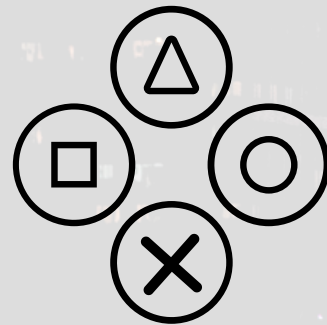


PROMOTION TACTICS



Sweepstakes

Sweepstakes remained as the top promotion tactic, as it easily meets many business objectives and can be easily integrated into various channels.



Games

Consumers love the immediate gratification instant win games provide and this tactic was incorporated both online and at on-site events.



Contest

Photo, essay and video contests were executed, and many offered amazing opportunities to be involved with the brand or their community initiatives.



Loyalty

Rewards Programs continue to be leveraged to retain customer loyalty, awarding points for purchases, which are redeemable for merchandise.



Incentives

First come, first served sampling programs get new products in the hands of consumers and "money-back" rebates support product claims.



Engagement

Continued use of Influencers to drive engagement remains popular and a "Surprise and Delight" tactic rewards followers who engage with the brand.

VISA

FIFA WOMEN'S WORLD CUP 2023™ SWEEPSTAKES

- Eligible Visa cardholders automatically received one sweepstakes entry for each eligible Visa purchase made during the promotion period. Alternatively, entrants could receive an entry without making a purchase by mailing in an entry.
- One Grand Prize winner received a trip for two to Sydney, Australia including tickets to the FIFA Women's World Cup 2023™ Semifinal and tickets to the FIFA Women's World Cup 2023™ Final, access to pre-match hospitality, air and ground transportation, hotel, select meals and group activities, a \$600 Visa Prepaid Product, a Visa/FIFA Women's World Cup 2023™ branded gift and a \$13,000 check to help offset taxes.

**YOU COULD WIN A TRIP DOWN UNDER FOR THE
FIFA WOMEN'S
WORLD CUP 2023™**

Pay with Visa between 04/1/2023 through 05/15/2023 to be automatically entered for a chance to win the ultimate trip of a lifetime to the FIFA Women's World Cup 2023™ Final & Semi-Final.

No purchase necessary. See details below.

VISA | **FIFA WOMEN'S WORLD CUP 2023**

Worldwide Partner of the
FIFA Women's World Cup 2023™

**You could win a trip down under for the FIFA Women's
World Cup 2023™**

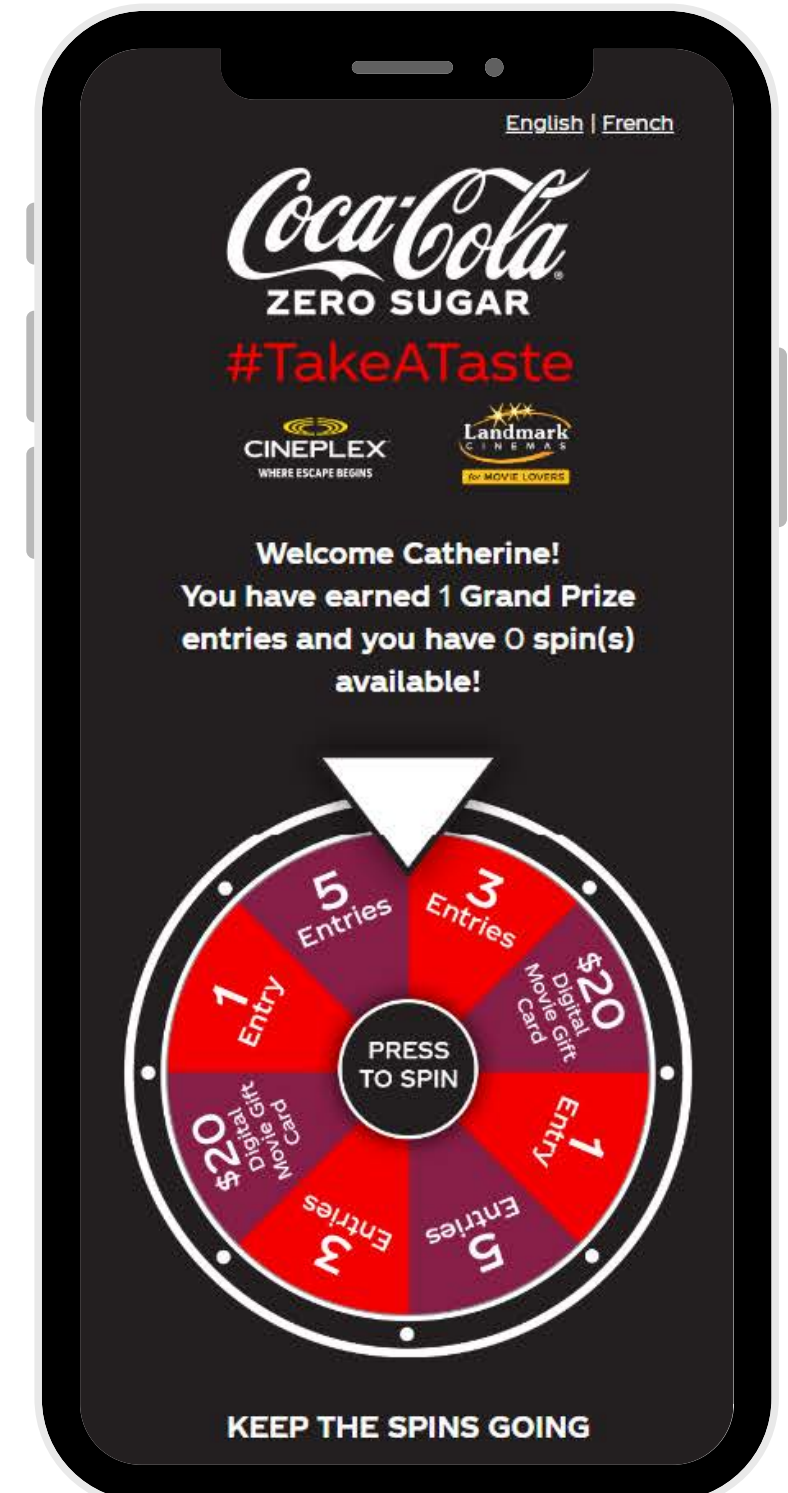
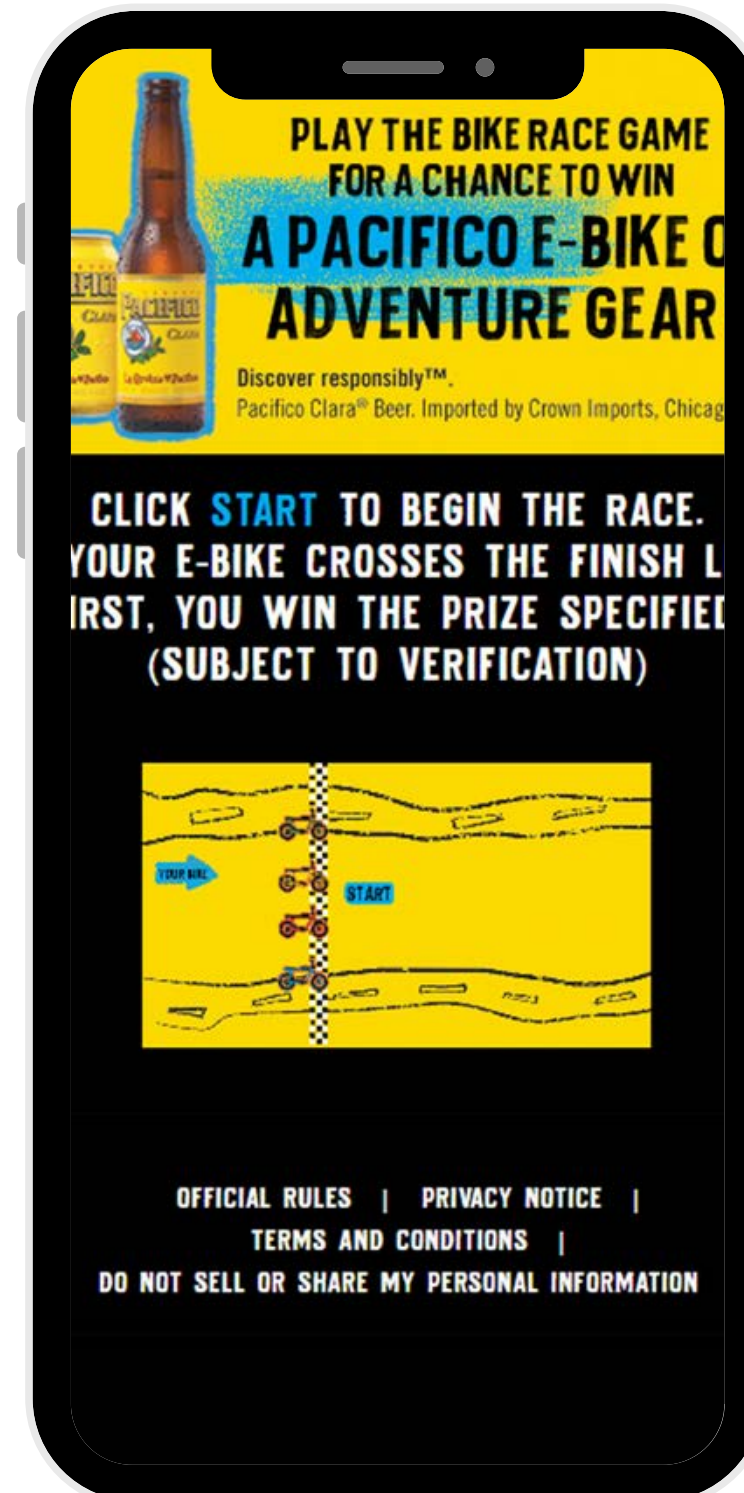
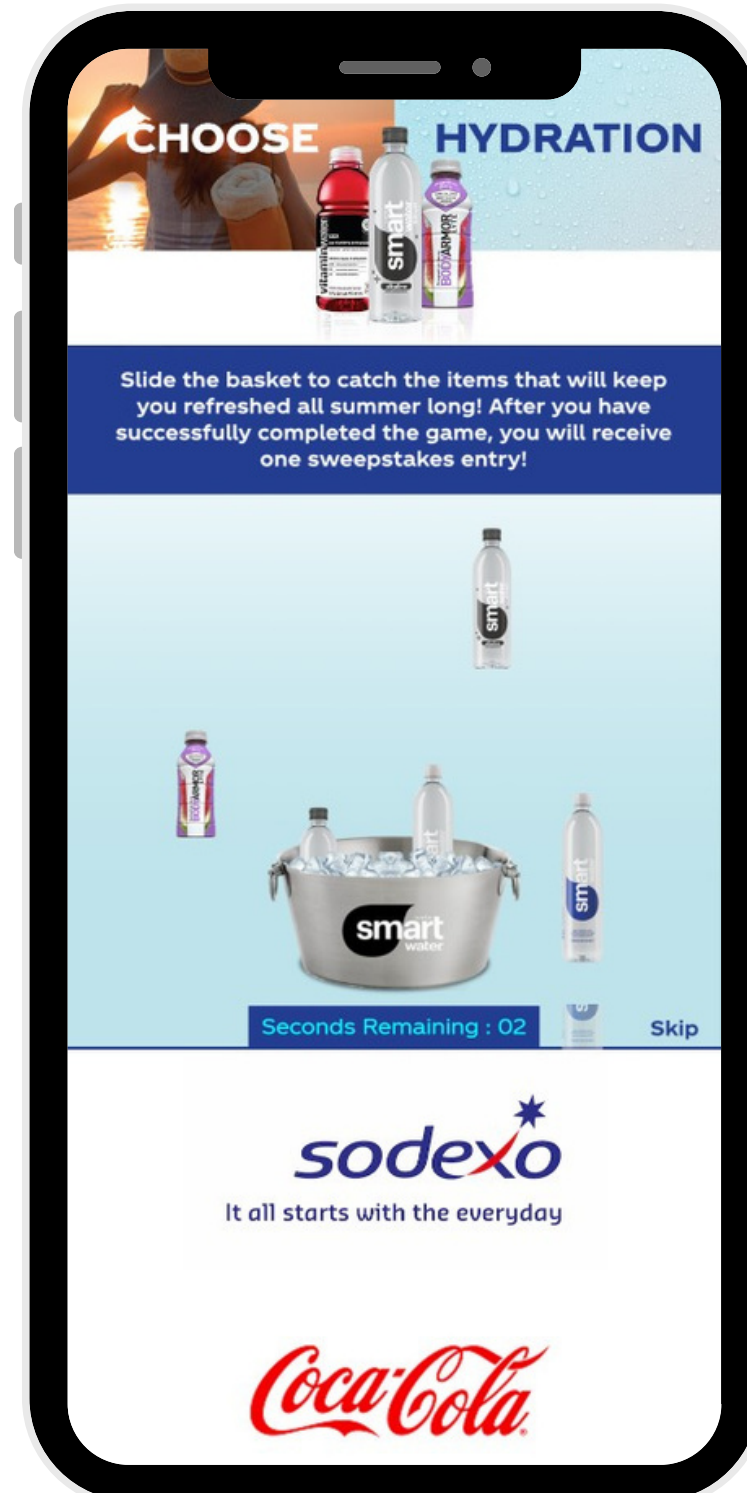
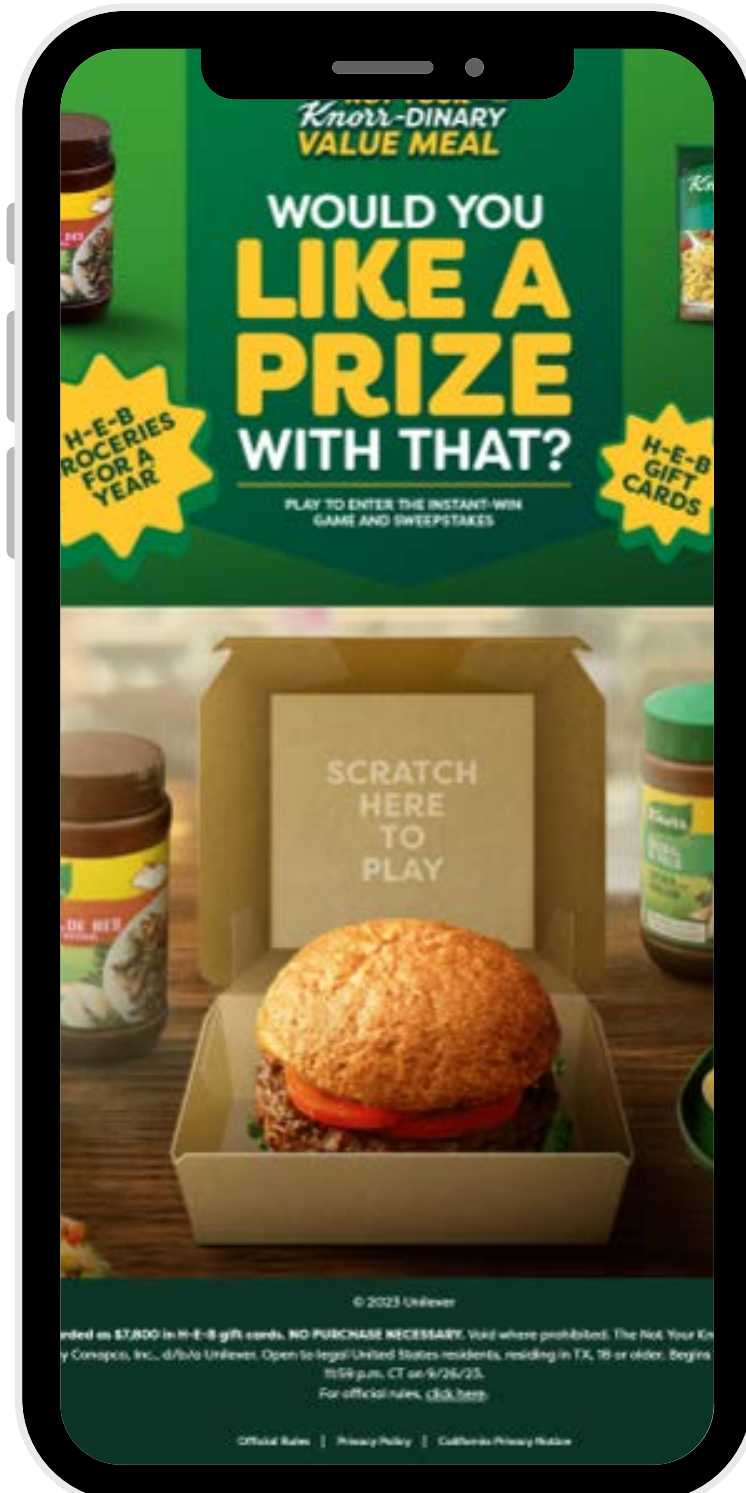
Use your Visa card from 4/1/2023 through 5/15/2023 to be entered automatically for a chance to win the trip of a lifetime to the FIFA Women's World Cup 2023™ Final and Semi-Finals.

Grand Prize Package includes:

- Roundtrip airfare for 2 to Sydney, Australia
- 2 tickets to the semi-final and 2 tickets to the final
- 6 nights hotel accommodations

INSTANT WIN GAMES

Instant Win games offer instant gratification and an engaging, interactive way to showcase and promote products. Digital games such as scratch-offs, basket catch, racing, and spin-to-win are tailored to feature key product highlights.



PETSMART / ARCADIA TRAIL SUMMER BUCKET LIST CONTEST

- PetSmart was looking to highlight the Arcadia Trail outdoor line of products available at PetSmart for the summer season and promote going on outdoor adventures with your dog(s).
- Consumers completed the on-screen entry form, uploaded a photo of their dog or dogs that they own and wrote a short essay (250 words or less) answering the prompt: "Why is it important for you and your dog(s) to go on a bucket list road trip adventure?" to be entered into the contest.
- (10) Grand Prize winners each took a "Bucket List Road Trip Weekend Getaway" to a location in the 50 U.S. or D.C. with their dog(s) including accommodations, an Arcadia Trail Gear package, a \$750 travel stipend and 100,000 PetSmart Treats membership reward points.



PETSMART
ANYTHING for PETS

**Arcadia Trail
Summer Bucket List Contest**

**An epic adventure awaits you and
your best friend this summer.**

Enter now

The Contest



PetSmart wants you and your dog to explore more this summer with the newly expanded Arcadia Trail collection, available exclusively at PetSmart. From epic hikes or kayaking to beach hangs or long walks around the block, we want to help you and your dog check off as many bucket list items as possible this

SAFEWAY

SPRING PERK POINTS REWARDS PROGRAM

- To incentivize purchases of participating brands throughout the spring season, when Safeway for U® members purchased any participating product at a participating Safeway, Pak N Save, or Vons store, they earned one Spring Perk Point.
- Participants then visited their Safeway for U® account via the website to redeem their accumulated points for Spring Rewards Merchandise or Sweepstakes entries. Consumers could also receive a sweepstakes entry without making a purchase by mailing in an entry.

The graphic is a green rectangular box with rounded corners and decorative swirls. At the top left, it says "Click to Earn" in a white banner above the "Spring Perks" logo in large, bubbly yellow letters. To the right of the logo is a smartphone displaying the Safeway app. To the right of the logo is a yellow box with the text "Plus for U MEMBER PERKS!" and "Earn 4x FUEL OR GROCERY REWARD POINTS on participating items** EXCLUSIVE DIGITAL COUPON". Below the logo, there are three white boxes with green borders. The first box is titled "Click" and says "to opt into the Spring Perks program on the Safeway App" with a smartphone icon. The second box is titled "Shop" and says "participating items and earn Spring PERKS Points" with a yellow price tag icon showing "Member Price! 1.99" and "4x Spring Perks". The third box is titled "Redeem*" and says "Spring Perks Points" with two bullet points: "• For a chance to win a trip to NAPA or LAKE TAHOE" and "• For ITEMS IN CATALOG". Below the bullet points are icons of a popsicle, an inflatable boat, and a lawnmower.

Click to Earn
Spring Perks

Plus for U MEMBER PERKS!
Earn 4x FUEL OR GROCERY REWARD POINTS on participating items**
EXCLUSIVE DIGITAL COUPON

Click
to opt into the Spring Perks program on the Safeway App

Shop
participating items and earn Spring PERKS Points

Redeem*
Spring Perks Points
• For a chance to win a trip to NAPA or LAKE TAHOE
• For ITEMS IN CATALOG

COCA-COLA

HOLIDAY CHEER GROCERY GIVEAWAY

When consumers purchased any eligible Coca-Cola products at a participating Kroger store during the promotion period, they received a Catalina code on their cash register receipt. They then could scan the QR code on the receipt/POS to visit the promotion website specific to their area (Dallas or Houston) to follow the instructions on the website and upload the code(s) from their receipt to claim a pair of holiday socks and receive entry/entries into the applicable random drawing based on the below spend thresholds:

- Consumers who spent \$20–29.99 on eligible products received two entries
- Consumers who spent \$30–39.99 received three entries
- Consumers who spent \$40–49.99 received four entries
- Consumers who spent \$50+ received five entries

An alternate mail in method of entry was also provided for sweepstakes entries. Various prizes included \$100, \$250, \$500 and \$1,000 Kroger gift cards and the Grand Prize winner received Groceries for a Year (awarded as Kroger gift cards) and a \$3,500 check to be used toward the payment of income taxes.



ENTER FOR A CHANCE TO
**WIN GROCERIES
FOR A YEAR!***

**SHARE HOLIDAY
MAGIC**



RECEIVE A FREE PAIR OF HOLIDAY SOCKS WHEN YOU ENTER

TO ENTER, COMPLETE THE STEPS BELOW:

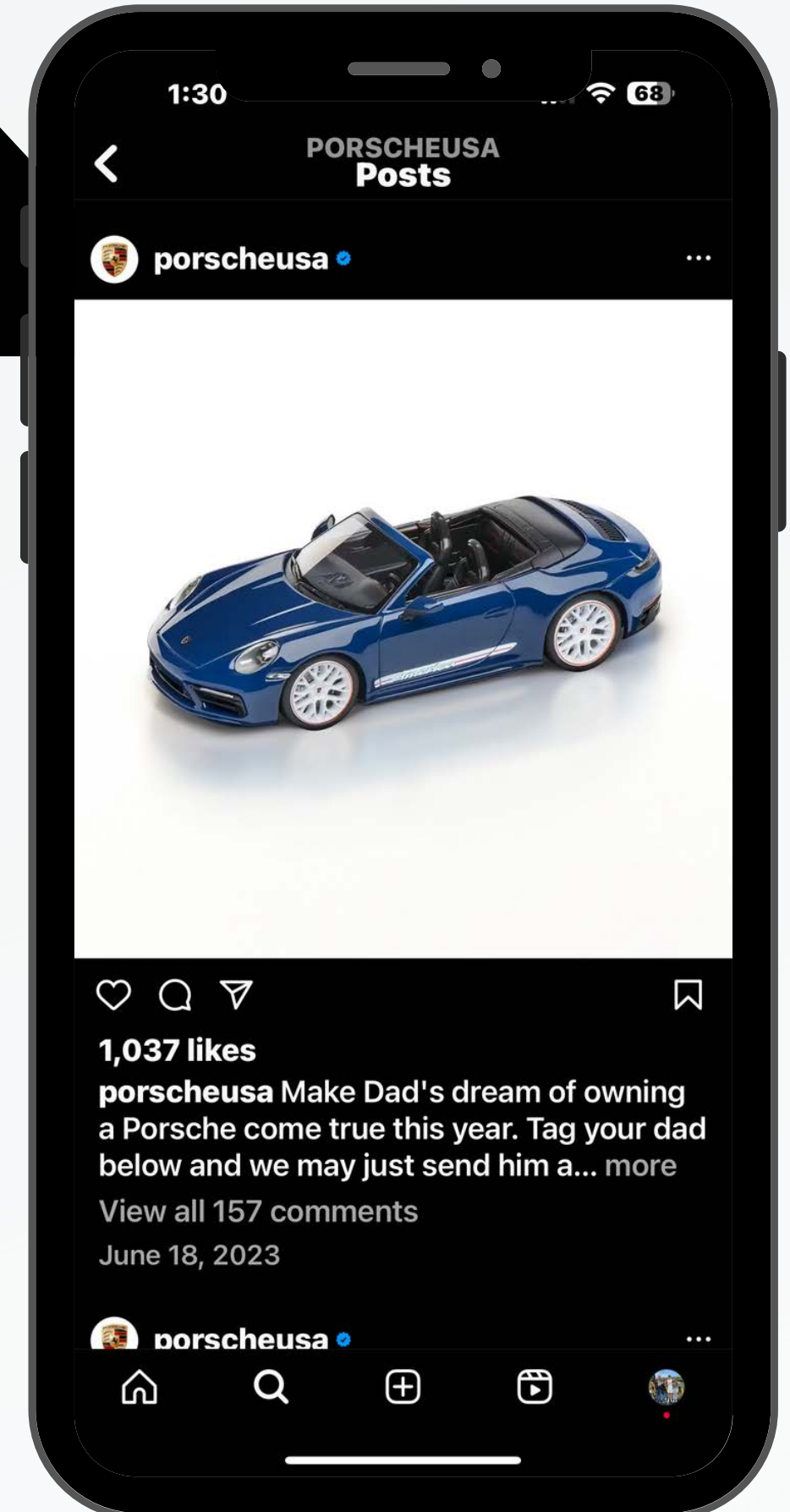
-  **BUY:** A qualifying Coca-Cola purchase in a single transaction* to earn sweepstakes entries:
 - Spend \$20–29.99 on eligible products, get 2 Entries
 - Spend \$30–39.99 on eligible products, get 3 Entries
 - Spend \$40–49.99 on eligible products, get 4 Entries
 - Spend \$50+ on eligible products, get 5 Entries
-  **COMPLETE THE REGISTRATION FORM** and enter the codes from the bottom of your receipt.
-  **RECEIVE:** A pair of holiday socks and entry into the sweepstakes for a chance to win the grand prize of free groceries for a year or other Kroger gift cards.*

GET STARTED

PORSCHE

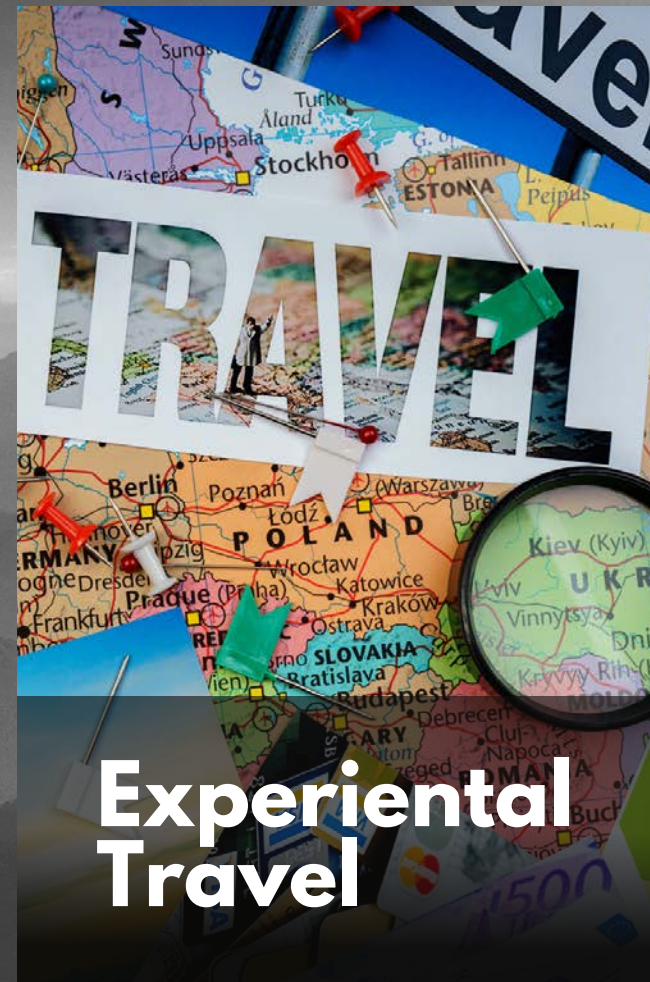
FATHER'S DAY SURPRISE AND DELIGHT SWEEPSTAKES

- Porsche was looking to engage with the followers of the @porscheusa Instagram while increasing brand sentiment and building one-to-one relationships.
- To reward those who engaged with the content on the @porscheusa Instagram account, Porsche posted Father's Day-related content and twenty followers who interacted with the post were randomly selected to each receive a Father's Day gift of a Porsche model car.



PRIZE TRENDS

- Travel and unique brand experiences are a huge motivator for participation
- Winners love the ease and quick delivery of digital gift cards
- Consumers love winning branded swag that keep the brand top of mind
- "Makeover" prizes offer flexibility to include prizes for any promotion theme (e.g., beauty, home, backyard)
- Scholarships and grant prizes make a measurable impact on a student/winner's life
- Electronic items are universally appealing and consumers love to win the hottest items



**Experiential
Travel**



**Digital Gift
Cards**



**Branded
Merchandise**



**"Makeover"
Prizes**



**Scholarships
and Grants**

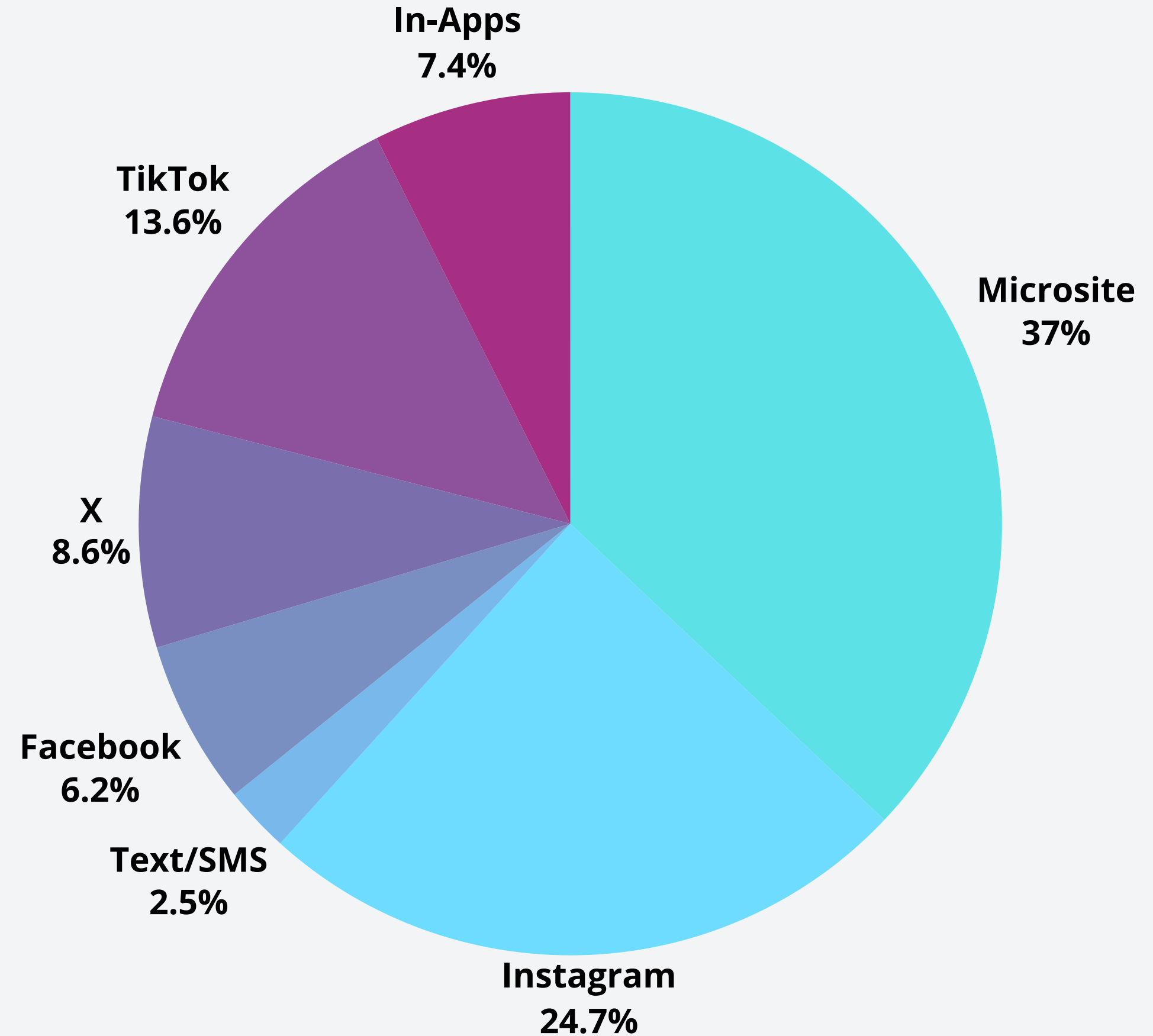


**Electronics
Prizes**

WHERE ARE PROMOTIONS BEING EXECUTED?

Promotion microsites and social channels remain at the top, however the channel where a promotion should be executed varies depending on objective and target audience.

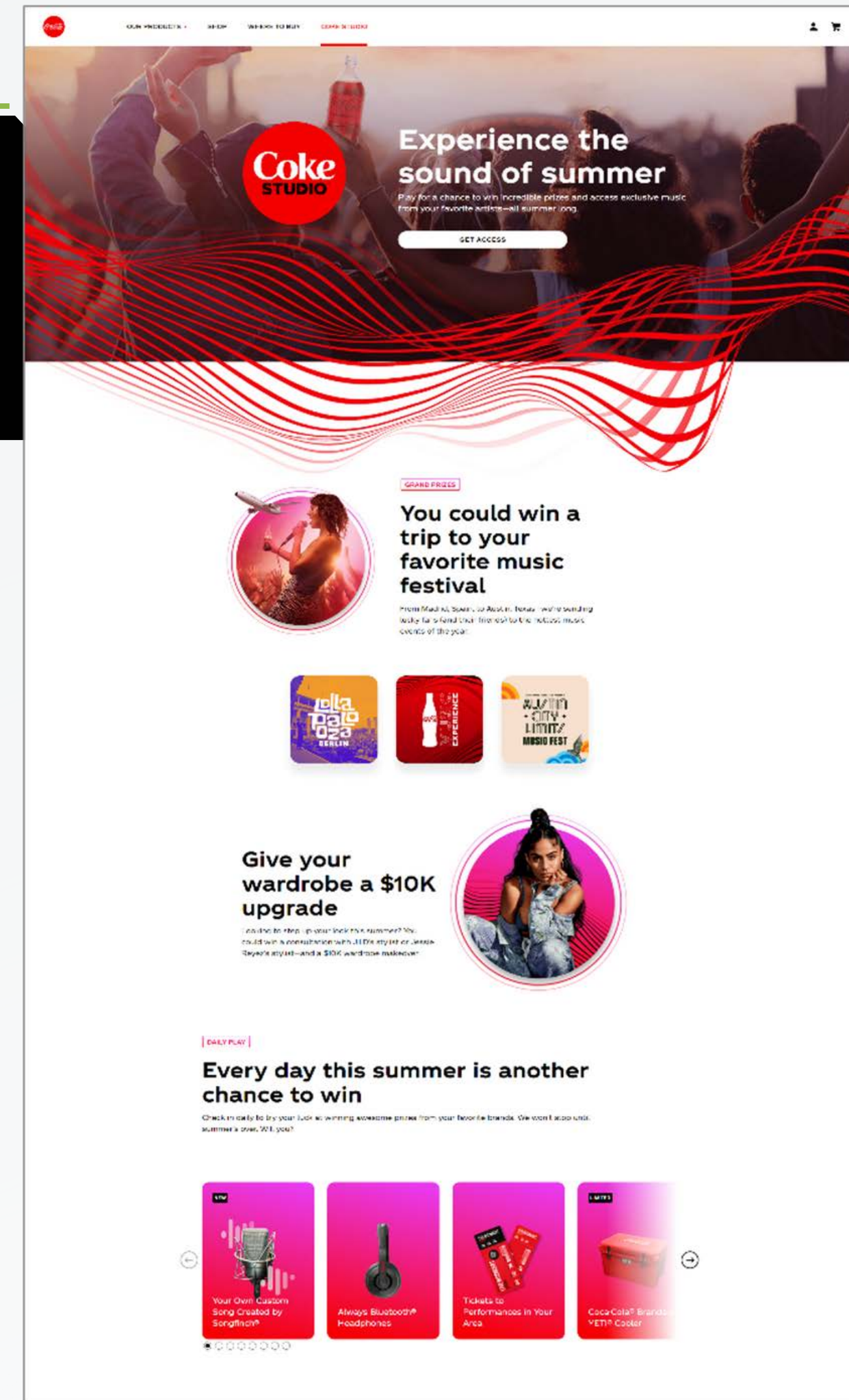
Each channel has its own pros and cons for execution and promotion administration, which should be evaluated before proceeding to ensure objectives can be met.



COKE STUDIO

INSTANT WIN & SWEEPSTAKES (US AND CA)

- Consumers accessed the promotion site by scanning the QR code found on specially-marked packaging or by visiting the site directly and logging into or creating an account to receive one sweepstakes entry and one instant win game play every day they logged in. Instant winners selected their choice of prize from a list of available prizes and bonus sweepstakes entries could be earned by participating in the following activities:
 - Clicking to go to Record Store
 - Opting into Coca-Cola SMS/Email Notification
 - Subscribing to the Coke Studio Global YouTube page
 - Watching a Video that is posted on the promotion site
 - Entering Three Days Consecutively
 - Scanning QR Code on Product
- Sweepstakes entries were allocated to sweepstakes prize drawing(s) via the entrant's dashboard and included trips to various music festivals/experiences and stylist wardrobe consultations.
- Instant win prizes included various summer and music merchandise, local concerts and a variety of gift cards.



ZENB

LEAD CRACKEROLOGIST CONTEST



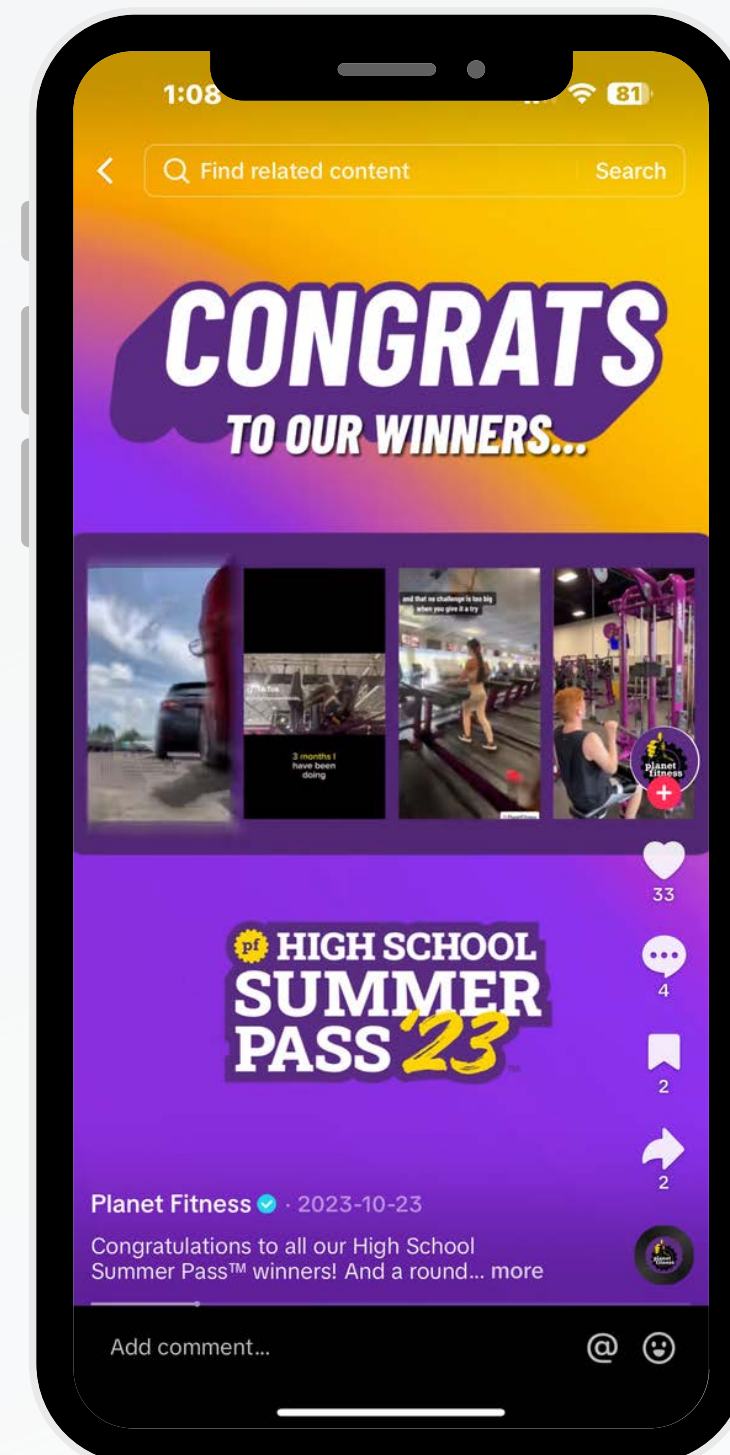
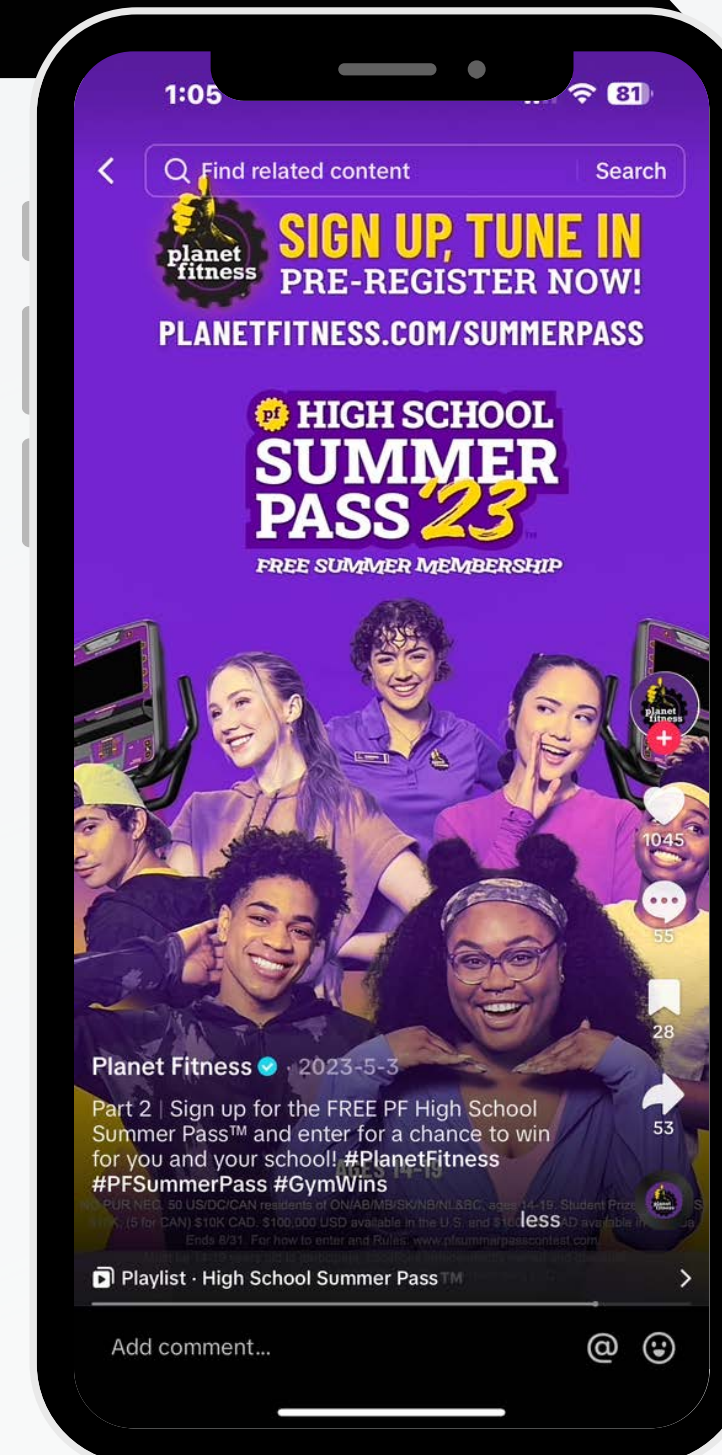
- To enter, consumers uploaded a photo of their most epic charcuterie board designed with snacks, leaving an empty spot for ZENB Cracker Crisps, along with a 30-word or fewer caption describing why they should be the First ZENB Crackerologist, followed and mentioned @zenb_life in their post, tagged at least one friend, and included the hashtag #ZENBCrackerologistContest.
- The Grand Prize winner was named the “Lead ZENB Crackerologist” with the opportunity to virtually join ZENB in their taste tester and cracker snacking idea generator session(s) and received a \$10,000 check, a 1-year supply of ZENB Cracker Crisps and a premium charcuterie board. Five First Prize winners each received a 1-year supply of ZENB Cracker Crisps and a premium charcuterie board



PLANET FITNESS

HIGH SCHOOL SUMMER PASS CONTEST

- High School students could sign up for the Planet Fitness High School Summer Pass at any participating Planet Fitness location in the US and Canada. They then entered the contest by posting a video on TikTok about their High School Summer Pass, sharing their experience (e.g., showing their favorite exercises, what High School Summer Pass means to them or what High School Summer Pass has taught them, etc.)
- Entries needed to include the applicable hashtag (#HSSP23US or #HSSP23CAN) and #contest and tag @planetfitness. Five US and Five Canadian Grand Prize winners each won a \$10,000 scholarship.
- In addition, the five High Schools in the US and five in Canada who had the most students sign up for the High School Summer Pass each received a check for \$10,000 to fund the purchase of school athletic equipment, field renovations, physical fitness classes, health and/or wellness classes.



SAMSUNG

THE MARCH GIVEAWAY



- Samsung leveraged March Madness style brackets to promote the Samsung Galaxy S23 Ultra and its features on the X platform.
- During the sweepstakes period, @SamsungMobileUS posted on X and consumers entered by voting in the Featured Four bracket poll and reposting Samsung's post to receive one entry into the random drawing.
- Winner received a Samsung Galaxy S23 Ultra and \$400 to be used to help offset taxes.





AARP

DINING MONTH SWEEPSTAKES

- AARP made a Sweepstakes call to action post on Facebook and entrants needed to like and follow AARP on Facebook, respond to the post and share their favorite restaurant/meal to receive one entry into the sweepstakes drawing.
- One Grand Prize winner received a \$500 Visa gift card and two Runner-Up Prize winners each received a \$250 Visa gift card.



CORONA

BASEBALL GAME DAY SWEEPSTAKES

- To enter, consumers needed to text the keyword PLAYBALL to the specified short code, which would then return a reply message requesting the entrant to indicate which team's prize drawing they wanted to enter: SANFRAN or OAKLAND. That text was then followed up with a request for the entrant's date of birth so that their eligibility could be confirmed and they would receive an entry into the sweepstakes. An alternate mail in method of entry was also included.
- (10) San Francisco Giants and (10) Oakland A's Grand Prize winners each received a Prize Pack of four tickets to a San Francisco Giants/Oakland A's 2023 regular season home game (as applicable) and a \$100 e-check. (20) First Prize winners each received a cooler.



OAKLAND A'S FANS,
ENTER FOR YOUR CHANCE TO

WIN

A PAIR OF TICKETS TO
A 2023 SEASON GAME

**TEXT: OAKLAND
TO: 20102**

OR SCAN & ENTER



Corona
PROUD PARTNER OF THE
A's



12
LARGO
BOTTLES
750 ML

Corona Extra

SINCE 1925
LA CERVEZA MAS FINA

THE ORIGINAL CERVEZA MAS FINA
Imported Beer From Mexico

JACK IN THE BOX

FREE RENT SWEEPSTAKES

- To highlight the return of the Mint Shake at Jack in the Box and to help in challenging economic times, the “Free Rent Sweepstakes” offered customers who purchased the shake via the Jack app the chance to win cash to cover their monthly rent.
- Consumers visited the website or downloaded the Jack in the Box mobile app to create a Jack in the Box Jack Pack™ Rewards Program account. When they used their account and purchased the featured Jack in the Box Mint Shake, they received one entry into the sweepstakes. Alternatively, entrants could receive an entry without making a purchase by mailing in an entry.
- Five Grand Prize winners each received a \$3,000 check to be used towards the winner’s monthly rent.

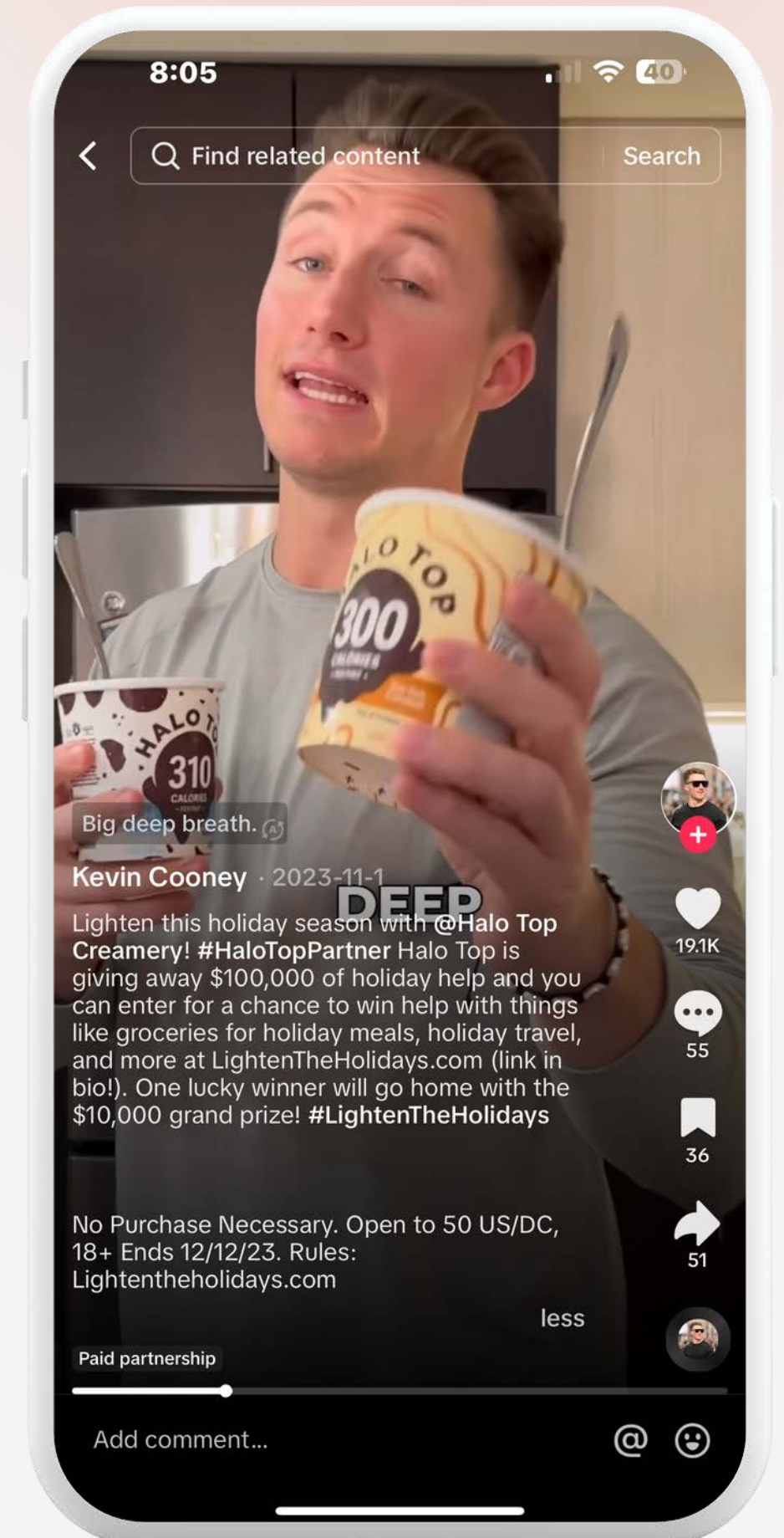


INFLUENCER STRATEGIES

The role of Influencers in promotions

In 2023, clients often utilized influencers as part of their marketing campaigns:

- The majority of clients used influencers as a way to advertise the promotion, driving entry to a microsite.
- Influencers were also leveraged as part of the entry strategy, with the call to action or entry integrated into the influencers' posts.



LENOVO VAN FOR LIFE VOLUNTEER OPPORTUNITY PROGRAM

- As part of a North American installment of an ongoing global campaign, Lenovo partnered with BirdLife International to offer applicants the opportunity to work remotely, while at the same time positively impacting the places that are visited.
- Applicants applied via the website application form, and provided a brief paragraph that described why they were the ideal candidate to travel and engage in selected conservation activities in a Lenovo technology-enabled van and detailed how they were able to work their current job remotely.
- Selected volunteers lived and drove in Lenovo and BirdLife's fully equipped van for up to seven days across the US and Canada to document and contribute data collection for wildlife while also being able to work remotely at their day jobs. Winners also received \$2,000 to be used for gas and food for the trip.



Birdlife meets vanlife

BirdLife has a variety of partners across North America, who are vital in protecting and preserving these incredible creatures, but they need essential data from "citizen scientists".

Which is why the eBird and Merlin apps are so brilliant. They are designed for everyone to use; simply walk outdoors and let our phones do all the hard work. The van is equipped with Motorola Edge phones so our volunteers will become birdwatchers in no time. Then, the data they collect can be used by BirdLife to inform important decisions, now and in the future.

COCA-COLA 'CREATE REAL MAGIC' CONTEST

- Entrants from the United States, Canada (excluding Quebec), Australia, Austria, Belgium, Denmark, Finland, Germany, Greece, Ireland, Netherlands, New Zealand, Poland, Portugal, Spain, Sweden, and the United Kingdom could enter the contest by visiting the promotion site, creating an account, selecting an image from the Coca-Cola digital image collection prompts and using the Dall-E and ChatGPT tools to design an image based on the selected Coca-Cola Asset that incorporates Coca-Cola branding.
- Entries were judged to determine up to 50 Finalists per each of the daily entry periods, whose entries were featured on select Coca-Cola billboards located in Times Square, New York, NY and Piccadilly Circus, London, UK, as well additional advertising channels.
- Finalist entries were judged to determine 30 winners who each received a trip to Coca-Cola's headquarters in Atlanta, GA USA, to participate in the "Real Magic Creative Academy," a 3-day workshop with Coca-Cola global design and creative team members and emerging AI artists.



WHAT'S AHEAD FOR 2024

Promotions remain as a constant tool to increase engagement and drive brand awareness. Here are some projected trends for 2024:

- To address consumers' demand for personalized experiences, a key business challenge is balancing personalization with privacy concerns. Given the priority for database collection, ensuring secure data collection and adherence to company usage policies is essential.
- In terms of social engagement, we predict that Instagram, TikTok, and X will remain the most popular platforms for executing social promotions in 2024.
- As companies aim to promote the use of their apps for a more streamlined customer experience, promotions become a vital element in maximizing engagement and participation.
- Marketers will need to adapt their marketing efforts to new technologies such as AI and machine learning.
- Brands are experiencing a revival in event marketing, aiming to foster deeper connections with consumers. The inclusion of promotions amplifies participation and excitement at the events.
- Consumers continue to look positively at brands that demonstrate a commitment to social and environmental causes. Brands will continue to incorporate opportunities for giving back, whether through prize offerings or charitable donations.

PROMOTION TACTICAL CONSIDERATIONS

- Sweepstakes remain the top performing tactic due to the flexibility and ease of execution.
- Microsites can act as an excellent promotion hub, providing rewards for participating in various activities.
- Allowing participants to allocate their entries among different prize pools adds an appealing aspect to the promotion.
- Consumers are quick to engage on social, but less likely to post their own content for a contest.
- Keep entry tactics simple. The more steps involved, the more ineligible entries you will receive.
- Contests are great for obtaining content, but usually do not receive the quantity of entries a sweepstakes does.



- Automatic entry tactics should be clearly communicated to the audience so they are aware of being entered.
- Consumers quickly turn to social media with complaints, emphasizing the importance of proper promotion administration to ensure a positive winner experience.
- Consider how to engage with participants and winners after the sweepstakes to maintain brand connection.



PROMOTION PLANNING

Here are some of the key elements you will need to consider when developing a promotion:



Evaluate Goals and Objectives

Which promotion tactic is best to meet your specific objectives?

Define Target Audience

What will make your audience engage and take action?

Plan for Tactical Execution

What is the ideal program duration for a successful execution?

Where to Advertise and Promote

What channels will best reach your audience and drive participation?

Develop User Flow and Experience

How do you create the best user experience with an ideal user flow?



HOW CAN WE HELP?

With over 60 years in the promotion marketing business, DJA has the expertise to launch your campaign expertly and efficiently.

Our experienced team of promotion professionals can provide you with the legal, strategic and tactical guidance to ensure a successful promotion execution.

Phone: (631) 454-1800

www.dja.com

**WOMEN
OWNED**TM

dja Don Jagoda
Associates