

About the CAN-TOP-COUPON with a 15% return rate *

[American Energy Drink - Advercan](#)

The Worlds First "Can-Top-Coupon" attached to the American Energy Drink has been in the works for a while, and has just completed a POC "Proof of Concept" on SMU college campus in Dallas, TX. Team Advercan won the SMU-COX business plan award, and has now conducted a coupon redemption study for these unique coupons. This "AmeriCANtop" flaunts a Goff's Hamburger coupon which is redeemable for free fries and fountain drink. Since it has a mandatory read, and consumers desire to have their cans covered, this unique coupon has a greater return than direct mail's 2% at 1/20th the cost. The pilot test revealed a 15% rate of return, with 70% buying other food while redeeming their coupon. This translates into big ROI news for McDonalds, YUM Brands, KFC, Brinker Etc.

The implication that these mini-billboards are worth over a dime a piece would totally offset any beverage company's production costs. Ex: Just 10% of Coke's beverage lines would generate a new revenue stream of 100s of millions of dollars net-net annually while paying for the soda. McCann/IPG, Weiden+Kenedy and KO could profit an extra few \$billion while assuring their customers of a clean drink globally. The same goes for Pepsico/Frito Lay w Omnicom, or Dr Pepper, Monster, Rockstar, Bud, Coors, Miller, Red Bull and National with their AORs. KO and PEP are both awaiting our promo packet and samples here in Dallas.

In-line machinery systems and Labels are available for immediate BevPlant installation, and with 35 Billion spent on direct mail, there's sure to be no shortage of can-top-media revenues.

*Team Advercan will pay for the labels and machinery in order to share in the CanAd revenues. Or our team welcomes incubation by IPG, OMC, WPP, PUB Etc. or in-house media teams for any Major BevCo.

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PRESS RELEASE: <http://finance.yahoo.com/news/Peel-to-Reveal-the-Worlds-iw-3060085953.html?x=0>

Note: this Can-Top-Coupon also shows off a Vanilla scent, taste and micro RFID-Scan Bar capabilities.

WORLD'S FIRST CAN TOP COUPON
P.O.C. PROOF OF CONCEPT

