

# Advertising Today



## Interactive TV Is Here

### Request For Information Telescoping to Video On Demand

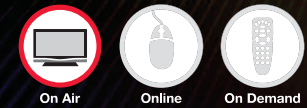
- The remote control is now a powerful tool for you to engage in-market travel consumers



### Utilize this advertising technology to...

- Impact consumer consideration for your destination
- Increase top-of-mind awareness
- Connect with in-market consumers to increase your bookings

# Telescoping To Video On Demand



## How VOD Telescoping Works

- An interactive overlay is placed on your :30 cable TV Ad
- The overlay invites the consumer to view your long-form video content that is stored On Demand
- The viewer clicks the OK button on their remote control
- Your long-form video asset loads and launches without further navigation



\*Source: Beyond :30, Interactive Institute, 2006

## Benefits

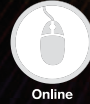
- Showcase your destination and properties in-depth using long-form video
- Reach “in-market” customers 24x7
- Enhance the effectiveness of your advertising to highly qualified consumers – They’re clicking on your ad for a reason!
  - Purchase intent
  - Attitude towards brand
  - Attitude towards advertisement
  - Day after recall
- “Pull” vs. “Push” Ads - Creates a deeper qualified engagement with your opt-in consumers
- 1-Click access to your long-form content

**tours.com**  
Since 1995  
The Worldwide Directory of Tours & Vacations

**CANADASCOPE**

**Comcast**  
**SPOTLIGHT.**  
Make a big impression.

# Request for Information (RFI) Overview



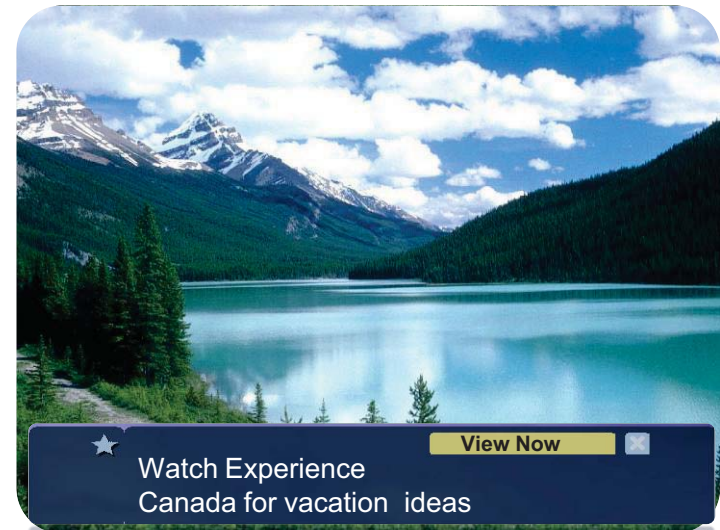
## How It Works

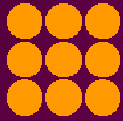
- An Interactive overlay on your :30 or :60 Cable TV Advertisement or Long-Form Video On Demand
- Provides Instant consumer opt-in to your advertised offer or request for more information
- Names & Mailing Address of the Comcast customer head of household provided daily during campaign.
- Advertiser fulfills advertised offer

## How To Use It

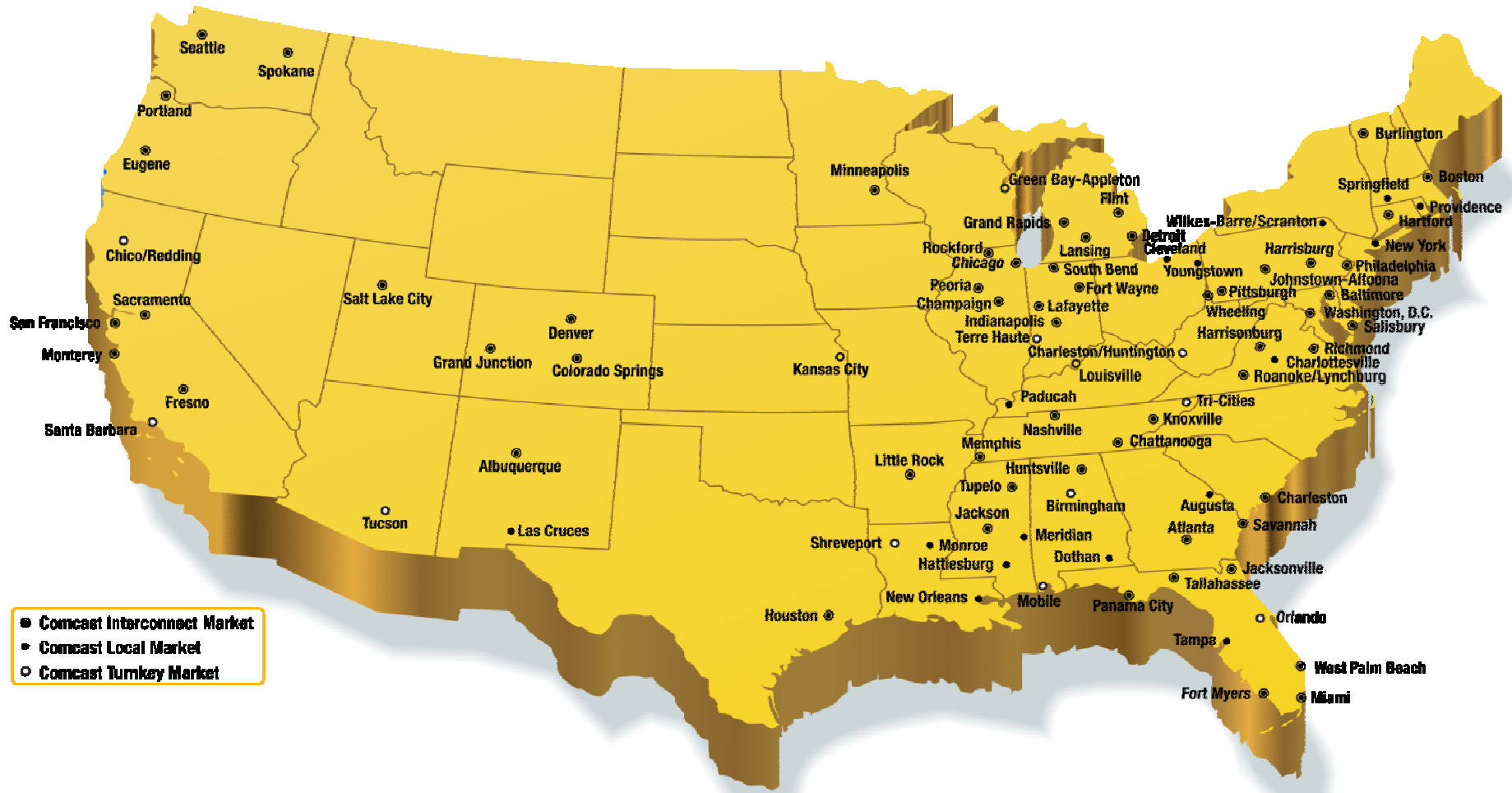
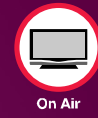
- Use RFI as a targeted approach to Direct-Mail. Get materials and offers into consumer's households
  - Brochures
  - Vacation Planning Guides
  - Special Package Offers with collateral
  - DVD's for in-depth consumer education

## RFI Example





# NATIONAL - Comcast Footprint



- Comcast Interconnect Market
- Comcast Local Market
- Comcast Turnkey Market

