

S U C C E S S A L L I A N C E
G R O U P

Leadership marketing coalition launching Aisle 19

AISLE 19 NATIONAL RELEASE OF THE ONLINE PROGRAM

OFFERED BY ESCAPE INTERNATIONAL 2008

Aisle19Works.com



A \$190 Billion Dollar Marketplace growing at over 32%

Introduction

Aisle 19 is an online program launching in the Beta stage with National Roll out in June of 2008, harnessing the fastest growing segment of consumers – online shoppers - designed to reward loyal shoppers with cash back on purchases from their favorite online stores and create ‘ripple effect’ income from word of mouth recommendations. Aisle 19 is taking a combined proven model from the biggest online communities and offering this solution by joining valued personal referral marketing with the online affiliate marketing movement.

The Problem With Advertising

Consumer advertising is losing it’s effectiveness while the cost is skyrocketing. Advertisers spend billions per year in mixed media campaigns to attract new users. **The average 1970s city dweller was exposed to 500 to 2,000 ad messages a day. Now it’s 3,000 to 5,000.** (USA Today)

Constant exposure to advertising impressions is causing a multitude of challenges, including desensitizing consumer, shortening the effective lifespan of ad campaigns, increasing the overall cost of marketing, and a general lack of trust among consumers. **75% of people don't believe that companies tell the truth in advertisements.** (Yankelovich)

Why The Aisle 19 Solution was created

Businesses have realized that consumer loyalty programs featuring rewards for word of mouth recommendations are a more cost effective method of retaining and growing their customer base. In addition the cost of transitioning a customer to online buying instead of in a ‘brick and mortar store’ is also fiscally responsible for any retailer with forethought and vision.



- Members of retailer loyalty programs tend to spend more and shop across more channels, according to "The Loyalty Effect: Retail Loyalty/Reward Programs' Impact on the 2006
- Loyalty program members accounted for 48 percent of holiday shoppers in the 2006.
- According to a global Nielsen survey of 26,486 Internet users in 47 markets, **consumer recommendations are the most credible form of advertising among 78% of the study's respondents.** (Nielsen, “Word-of-Mouth the Most Powerful Selling Tool”)
- **Consumers trust friends above experts** when it comes to product recommendations (65% trust friends, 27% trust experts, 8% trust celebrities). (Yankelovich)
- Adult Internet users surveyed chose **recommendations from friends as the one type of promotion they consider most worthwhile.** (DoubleClick)
- **Recommendation is the number one reason for choosing a particular site.** (Royal Mail’s Home Shopping Tracker Study 2007)





The Online spending transition for consumers is here to stay. 2007 marked the first year that online spending for normal consumer goods was widely promoted, and utilized by the typical shopper! 'Cyber Monday' was coined specifically for this trend. In the last 1/4 of 2007 regular online consumer spending was over \$40 Billion in that 1/4 alone, 3 times the projected growth.

As is historically proven, a tipping point occurs in a society, or culture when a certain percentage of consumers or peoples accept a new product, service or solution. When this happens the market share penetration can go from literally as low as 7-12% to over 65-75% almost overnight. In online communities, this is even more profound. Aisle 19 is poised, positioned, & tested, (the technology is over 10 years in the making) to lead this movement and capitalize on the tipping point transition of consumers shopping 'online' instead of 'inline'.

At the Aisle 19 Solution a consumer can do all of their normal buying from stores of their choice, (over 700 of the top national retail stores), in addition to some special incentive stores, and get FREE Cash Back for each purchase. As opposed to every other online solution that attempts to attract buyers for small commissions on sales and where 'fees' are applicable to start the process, the % that the consumer receives back is from 1% to over 25% and there is no FEE to start and use the solution. There is also a personal invitation mechanism built in that allows a person to start a 'Ripple Effect' where certain stores & Aisle 19 directly, reward people for helping share the solution to capture customer base and market share. These commissions can be very lucrative as the online ripple effect expands.

Special incentives to encourage the online transition make products and purchases literally free.

Aisle 19 also offers an amazing consumer loyalty rewards program partnered with all of the major Gas and Oil companies to encourage the use of Aisle19. As with stores understanding the value of rewarding loyalty, the Gas companies are also aware of this value. In a new users first 30 days, the amount that they spend thru Aisle19's special incentive stores, rewards the consumers with that amount in FREE GAS VOUCHERS from the partner gas stations. The consumer chooses their station of choice, then proves \$100 of gas or spending per month at that store and is rewarded with \$25 back monthly until the total rewarded is dispersed.

Aisle19 The Leading Online program in consumer spending: Valuable - FREE- Referable- Ripple Effect!

