

BLACKHAWK NETWORK EXPLAINER VIDEO

V4-B
11/26/19
BG

“The Numbers – B”

VIDEO

AUDIO

<p>LOGO: BLACKHAWK NETWORK</p>	<p>MUSIC:</p>	<p>FADES IN WITH PICTURE</p>
<p>GIFT CARDS ON A STORE DISPLAY</p> <p>SUPER: Should you switch to Blackhawk Network because it's a complete end-to-end solution?</p> <p>SUPER: The numbers say yes.</p>	<p>VO:</p>	<p>(READS ALL TITLE CARDS)</p>
<p>NETWORK LINES BRANCHING OUT</p> <p>SUPER: Seamless omnichannel approach.</p> <p>SUPER: Through in-store, online and mobile, we reach 100 million people a day.</p>		
<p>NOW WE SEE MORE GIFT CARDS, INCLUDING ORIGINAL CONTENT</p> <p>SUPER: More than 1,000 popular brands, including originals.</p> <p>SUPER: And partners who sell our original gift cards see an average sales lift of 11%.</p>		
<p>SHOTS OF THE DISTRIBUTION CENTER</p> <p>SUPER: Automated direct-to-store distribution.</p> <p>SUPER: Because when you have more cards in stock, you have more growth.</p>		

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<p>SHOTS OF OUR 2.0 DISPLAYS, PLANOGRAM ON A COMPUTER, ETC.</p> <p>SUPER: Advanced POS displays and merchandising.</p> <p>SUPER: An investment that increases sales up to 35%.</p>		
<p>MARKETING EXAMPLES, PEOPLE SHOPPING & BUYING</p> <p>SUPER: In-house marketing and promotions.</p> <p>SUPER: Our programs grow category sales up to 40%.</p>		
<p>SMARTPHONE BEING USED TO PAY (BARCODE)</p> <p>SUPER: Mobile and emerging payment options.</p> <p>SUPER: We connect you to the \$3 trillion digital wallet market.</p>		
<p>SHOT OF SOMEONE AT A COMPUTER</p> <p>SUPER: Industry-leading commerce and fraud protection.</p> <p>SUPER: A 98% order approval rate, and up to 30% more sales.</p>		
<p>AN ANIMATED CHART SHOWING GROWTH</p> <p>SUPER: In fact, one big box retailer switched to Blackhawk —and grew their business 30%.</p>		

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<p>SUPER: What do those numbers say to <u>you</u>?</p> <p>LOGO: BLACKHAWK NETWORK</p> <p>SUPER: Shaping the future of global branded payments.</p>		
<p>SUPER: Join the future. Today.</p> <p>LEGAL: © 2019 Blackhawk Network, Inc. All rights reserved.</p> <p>Stats based on Blackhawk Network proprietary sales information and statista.com. Does not guarantee program results.</p>		