

"The Blackhawk Network Digital Gifting Experience"

VIDEO

AUDIO

<p>BLACKHAWK NETWORK LOGO</p> <p>TITLE: THE BLACKHAWK NETWORK DIGITAL GIFTING EXPERIENCE</p>	<p>MUSIC: ENERGETIC</p>	
<p><u>GREEN GRID SEQUENCE BEGINS</u></p> <p>STOCK VIDEO / IMAGES:</p> <p>A SEQUENCE OR GRID OF STOCK VIDEO / IMAGES:</p> <ul style="list-style-type: none"> • ON-THE-MOVE CONSUMERS • BUSY, FAST-MOTION ESCALATORS, STREETS, ETC. • BUSINESSPEOPLE ON PHONES AND LAPTOPS • ETC. <p><u>GREEN GRID SEQUENCE ENDS</u></p>	<p>VO:</p>	<p>Today's consumers and brands demand digital innovation.</p> <p>They want shopping to be instant, personalized and mobile.</p> <p>The Blackhawk Network Digital Gifting Experience, running on our industry-leading CashStar platform, delivers.</p>
<p>LAST VIDEO: A WOMAN SHOPPER OPENING HER LAPTOP AND STARTING TO TYPE</p>		<p>Powering digital and social commerce for the world's most iconic brands, we drive revenue growth through the sale of gift cards –</p> <p>-- And give consumers – and brands – the experience they want.</p>
<p>JAMBA GIFT CARD HOME PAGE</p>		<p>Our platform is fully-hosted, brandable and ADA-compliant, built with a mobile-first design.</p> <p>You can even add promotions to further drive customer engagement.</p>

CASHSTAR DEMO VIDEO

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<p>CLOSER ON THE THREE PURCHASE CHOICES.</p> <p>HIGHLIGHT "EGIFT CARDS..."</p>		<p>Designed for maximum conversion rates, the platform is all about choice.</p> <p>Shoppers can send eGift cards right to the recipient's email...</p>
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<p>...THEN "TRADITIONAL GIFT CARDS..."</p> <p>...THEN "BULK GIFT CARDS."</p> <p>CURSOR GOES UP, CLICKS ON "BUY A GIFT CARD."</p>		<p>...or traditional gift cards through traditional mail.</p> <p>And, by offering bulk orders, the platform lets brands take advantage of the \$42 billion B2B market.</p>
<p>"WHO IS THE GIFT CARD FOR?" PAGE</p> <p>CURSOR HOVERS OVER "A FRIEND," THEN "FOR ME" – CLICKS ON "A FRIEND."</p> <p>CURSOR IN "THEIR NAME" FIELD, TYPES "BUDDY."</p> <p>CURSOR ENTERS "YOUR NAME" FIELD, TYPES "ME."</p> <p>CURSOR CLICKS ON "PICK A GIFT CARD."</p>		<p>In any case, ordering is easy, beginning with a choice between gifting or self-use pathways.</p> <p>Gifting leads to more personalization options; self-use is more streamlined.</p>
<p>"WHAT KIND OF GIFT CARD DO YOU WANT?" PAGE</p> <p>CURSOR MOVES OVER "SEND A DIGITAL CARD," THEN "SEND A PHYSICAL CARD, THEN CLICKS ON "SEND A DIGITAL CARD."</p>		<p>Shoppers then confirm the kind of gift card they want – digital or physical.</p>
<p>"CHOOSE YOUR GIFT CARD DESIGN" PAGE</p> <p>THE FIRST DESIGN HAS A CHECKMARK IN A GREEN CIRCLE. THE CURSOR MOVES TO ANOTHER DESIGN – "DRINK HAPPY THOUGHTS" – AND CLICKS. NOW THAT ONE HAS THE CHECKMARK.</p> <p>THE CURSOR GOES TO "HOW MUCH?," CLICKS.</p>		<p>They can also choose from a variety of gift card designs, a great opportunity for brands to test and optimize your design selection.</p> <p>For a more personalized gift, shoppers can add a photo or video – from their desktop, Facebook or Instagram.</p>

<p>“HOW MUCH IS IT FOR?” PAGE</p> <p>CURSOR MOVES TO THE “\$25” SET AMOUNT BUTTON, AND CLICKS – “\$25” APPEARS IN THE VALUE FIELD AREA.</p> <p>THEN THE CURSOR CHANGES IT TO “\$30.”</p> <p>CURSOR MOVES DOWN TO “ADD A MESSAGE” BUTTON AND CLICKS.</p>		<p>How much is this card for? Shoppers can use one of the set gift card amounts – controlled by your brand – or enter a custom amount.</p>
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<p>“ADD A PERSONALIZED MESSAGE” PAGE</p> <p>CURSOR MOVES OVER “GET INSPIRED,” CLICKS. MESSAGES DISPLAY ON A PULL-DOWN MENU.</p> <p>CURSOR MOVES DOWN TO “CONGRATULATIONS, SIP, SIP, HOORAY!” AND CLICKS. THIS MESSAGE APPEARS IN THE “YOUR MESSAGE” FIELD ABOVE.</p> <p>CURSOR MOVES DOWN TO “WHERE IS IT GOING?” BUTTON AND CLICKS.</p>		<p>They can also add a personal message.</p> <p>And if they’re not sure what to say, you can provide a little inspiration.</p>
<p>“WHERE IS IT GOING?” PAGE</p> <p>CURSOR MOVES INTO THE “BUDDY’S EMAIL” FIELD AND ENTERS “MYBUDDY@YAHOO.COM.”</p> <p>CURSOR MOVES DOWN TO HOVER OVER “SEND BUDDY AN SMS,” THEN MOVES DOWN INTO THE “WHEN SHOULD IT BE SENT?” FIELD.</p> <p>IT GOES TO THE CALENDAR ICON, AND CLICKS.</p> <p>WHEN CALENDAR APPEARS, THE CURSOR GOES TO A DATE, AND CLICKS THAT DATE. APPEARS IN THE “WHEN SHOULD IT BE SENT?” FIELD.</p> <p>CURSOR MOVES TO “ADD TO CART” AND CLICKS.</p>		<p>Next? The delivery details.</p> <p>Digital gift cards can be sent in an email or an SMS.</p> <p>Plus, eGifts can be sent now, or can be scheduled for future delivery.</p>
<p>“REVIEW YOUR CART” PAGE</p> <p>USER SCROLLS DOWN THE PAGE, UNTIL THE CURSOR MOVES DOWN TO “CHECKOUT” BUTTON AND CLICKS.</p>		<p>Here, shoppers can review their order and start the check-out process.</p>

<p>“CHOOSE YOUR PAYMENT” PAGE</p> <p>CURSOR MOVES TO “YES/NO” SEND-MORE-INFO BUTTON AND CLICKS. BUTTON SLIDES TO “YES.”</p> <p>THEN CURSOR MOVES TO “CREDIT/DEBIT” BUTTON AND CLICKS.</p>		<p>The CashStar platform allows for a variety of payment options, including all major credit cards, PayPal and Apple Pay.</p> <p>This is also where shoppers can opt-in to receive your special offers, promotions and news.</p>
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<p>“CHECKOUT” PAGE</p> <p>CURSOR MOVES TO “CREDIT CARD NUMBER” FIELD AND SITS THERE.</p> <p>THEN CURSOR MOVES DOWN TO “PLACE MY ORDER” BUTTON AND HOVERS.</p> <p>FINALLY, “PLACE MY ORDER” BUTTON IS CLICKED.</p>		<p>Once they click “Place My Order,” Blackhawk Network goes to work in the background.</p> <p>Thanks to our industry-leading transaction risk analysis, we approve 98% of all orders – up to 40% more than other providers.</p>
<p>GREEN GRID SEQUENCE BEGINS</p> <p>STOCK VIDEO AND/OR IMAGES:</p> <p>A MAN ON A STREET, LOOKS AT PHONE, SMILES</p> <p>RECIPIENT'S “HERE'S YOUR JAMBA EGIFT CARD” SCREEN ON SMARTPHONE</p> <p>BACK TO HIM WORKING HIS PHONE</p>		<p>That means, in most cases, the recipient gets his gift in three seconds or less.</p> <p>But his experience doesn't end there.</p> <p>He can use that gift online or in-store, send a thank-you note – even re-load his card –</p>
<p>CUT TO THE SAME MAN WALKING INTO A NON-DESCRIPT STORE</p> <p>SHOTS OF JUICING MACHINES, REGISTER, ETC.</p> <p>GREEN GRID SEQUENCE ENDS</p>		<p>– all of which helps brands by bringing in new customers, deepening relationships and driving overspend.</p>
<p>STOCK VIDEO:</p> <p>BACK TO THE WOMAN JAMBA SHOPPER COMPLETING HER TRANSACTION, LOOKING HAPPY</p>		<p>That's the Blackhawk Network Digital Gifting Experience – a powerful experience for shoppers and recipients, a powerful customer engagement tool for brands.</p>
<p>BLACKHAWK NETWORK LOGO BlackhawkNetwork.com 833.302.5745</p>		