



Gogo Promo launches innovative marketing Web site.

For marketing professionals that need to launch a new product, it helps to offer free promotional goods to eager consumers. But most traditional promotion methods require much time and effort to reach a limited audience. Now, with the Internet, marketers can reach the homes of millions, leveraging the interactive,

multisensory medium to motivate target audiences with unprecedented efficiency. Consequently, more and more promotions marketers are turning to the Web to promote their goods with free contests and product samples, and consumers are actively seeking to participate in these opportunities. With the debut of www.gogopromo.com.au, both marketers and consumers have found a mutual meeting place.

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*– Tabitha Burke, Site Architect,
Gogo Promotions Pty Ltd.*

Application	Online promotions marketing Web site
Business Benefits	100% payback in three months; 50% reduction in production cycles; 30% reduction in Web development and maintenance costs
Software	IBM WebSphere™ Application Server, Standard Edition IBM DB2® Universal Database™ for Windows NT®
Hardware	IBM Netfinity®
Business Partner	Bold Entertainment Technologies Pty Ltd.



Enthusiastic Web surfers are now earning big gogo dollars just for entering promotional contests online.



The brainchild of Australian promotions marketing company Gogo Promotions Pty Ltd., the Gogo Promo Web site allows businesses to effectively extend promotions marketing campaigns to Internet users. Powered by IBM WebSphere Application Server, Standard Edition, the Gogo Promo Web site simplifies the management of these campaigns. And for Internet users, it's an easy way to get lots of free merchandise!

Currently, companies such as Nestlé and Gillette are hosting contests for prizes valued at more than \$100,000 with Gogo Promo. The company's customer base has grown steadily to nearly 30 percent of Australia's promotions marketing industry. The result: "We achieved 100 percent payback from our WebSphere Application Server solution in only three months," says Tabitha Burke, site architect at Gogo Promo. "We've also been able to reduce development and maintenance costs by 30 percent."

An innovative approach to marketing

Earlier this year, Sydney-based Gogo Promo noticed an increase in the number of Web sites dedicated to hosting contests. So, the company created a Web site to consolidate such contests and to give consumers incentives to return to the Web site often. When users enter a contest, they receive a membership at Gogo Promo and begin earning "gogo dollars"—points that can be accumulated from each contest entry and redeemed for products from Gogo Promo's catalog of gift and novelty items. "From both the sponsors' and the consumers' perspective," says Burke, "this is a win-win situation." The Web-based solution complements printed contest materials. It also maintains a record of registered end users. This gives sponsors a detailed profile of their customers and an easy way of contacting them.

IBM WebSphere Application Server offers room for growth

The Web site was designed by IBM Business Partner Bold Entertainment Technologies, which also evaluated Web application servers such as BEA WebLogic and Allaire ColdFusion. "WebSphere Application Server was the only solution that could support the traffic we anticipate," says Thaddeus Robertson, Gogo Promo's technical director. "And as part of the Application Framework for e-business, it allows us to deploy solutions that are extensible and platform-independent."

Hosted on an IBM Netfinity 5000 server, the Web site stores all the information related to promotions in IBM DB2 Universal Database for Windows NT. WebSphere Application Server utilizes Java™ Database Connectivity (JDBC)—supported by DB2—to access data and dynamically present it on the Web pages. "DB2 integrates with WebSphere Application Server seamlessly to provide rich content for the site," notes Robertson.

JSPs shorten development time

Because WebSphere Application Server supports JavaServer Pages™ (JSPs), Bold Entertainment Technologies was able to quickly create Web pages with a unique look and feel. "Developing with WebSphere Application Server enabled us to reduce our original estimated production time by about 50 percent and deliver the site in only ten weeks," says Robertson.

Having made its mark on the promotions marketing industry, Gogo Promo will soon provide innovative, Web-based marketing services to the direct marketing industry in other regional markets. "There is no reason we can't reuse this technology to expand our market well beyond Australia," says Burke. "Certainly, WebSphere Application Server is robust enough for the task."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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For more information about Gogo Promotions Pty Ltd. and Bold Entertainment Technologies Pty Ltd., visit:
www.gogopromo.com.au
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Software Group
Route 100
Somers, New York 10589

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