



RFI

REQUEST FOR INFORMATION

If you are looking to engage TV viewers, capture new customers or strengthen an existing relationship, there's nothing more powerful than Canoe's ITV Solutions.

RFI is an in-ad, interactive application that enhances traditional advertising and lets marketers actively engage viewers with compelling invitations to receive brand and product information. Consumers can instantly request coupons, samples, brochures and other information simply by using their remote control. RFI opens a dialogue between your brand and the viewer. And there's proof that it increases brand metrics among all viewers, whether they selected the offer or not.

Engages Viewers

- RFI enables viewers to instantly and directly respond to advertiser offers with simple selections using their existing remote; offers are fulfilled without additional action such as visiting a website or calling an 800 number.
- 82% of viewers say they would like to be exposed to additional interactive television advertising.*
- By creating greater viewer interest, RFI supports continued viewer engagement during commercial breaks, elevating the total viewing experience.

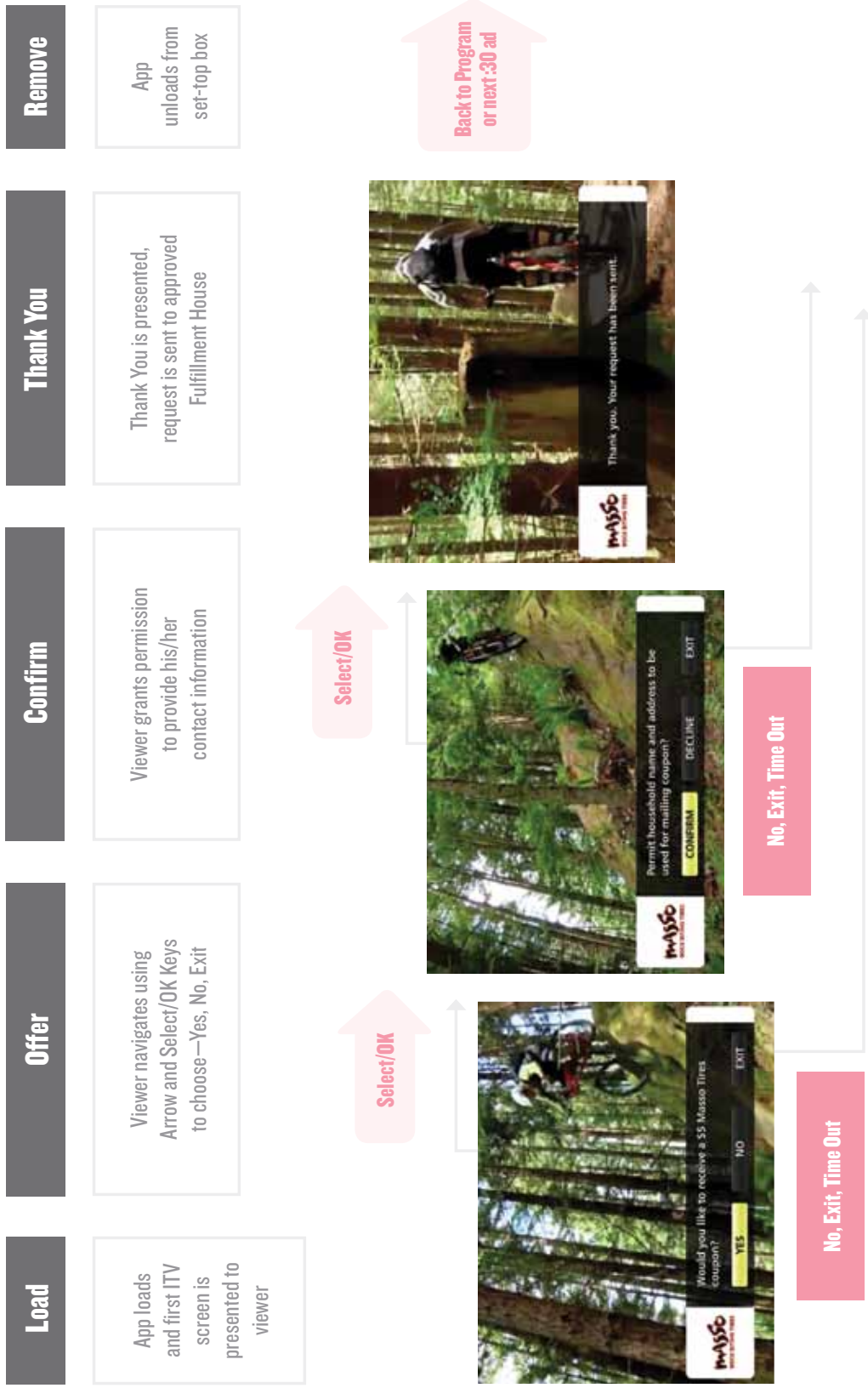
Connects Consumers Directly With Your Brand

- RFI turbo-charges brand and direct marketing strategies. It is proven to increase brand recall, positively influence brand perception and drive viewers closer to purchase. On average across multiple Canoe-enabled RFI campaigns, advertisers realized a lift in core brand metrics:**
 - 23% increase in unaided brand awareness
 - 26% increase in unaided ad awareness
 - 16% increase in brand opinion
 - 28% increase in purchase intent
- RFI increases the value of advertisers' national television media investment with solutions that are easy to add to existing buys and can be tied to preexisting creative.

* Ad Effectiveness Test, July 2010

**RFI Brand Impact, Canoe /E-Poll Aggregate Studies

RFI User Flow



Technical spec sheets and detailed implementation procedures are available upon request. Call Canoe Ventures at 212-364-3600 or find us at www.canoventures.com and we'll show you how you can take your advertising to the next digital level today.

