

CASE STUDY

Nissan

Industry: Human Resources

Vehicle: Handout

Products: Music Download Card

Features: Custom Card, Custom
Promo Landing Page

Nissan offered Music Download Cards as a handout to students at technical/mechanical schools as a way of collecting resumes for building their staff.



NISSAN

INSPIRATION. IN OVERDRIVE.



YOU'LL GET IT WHEN YOU GET HERE.



At Nissan, great ideas set the rhythm of each day. Fresh, creative thinking echoes through the halls. Each note moves us closer to success on the road from inspiration to reality. Feeling inspired? Then **submit your resume.**

Your card entitles you to FREE music from TrueTrax. You can choose from nearly three million songs, spanning every possible genre.

Once you download your song, you can listen to it on your computer, burn it onto a CD, or play it on most MP3 portable players.

What is needed?

1. First time users have to set up a TrueTrax account, which requires you to type in an email address and create a password.
2. A box will appear to enter the PIN code from the back of your card. You will be required to enter this PIN to redeem your free music.
3. Choose your song and place it into your cart. Once you checkout you must then download the True Trax download manager. Now you are ready to start downloading the music you have chosen. It's as simple as that!

System Requirements: Windows 98 SE/Me/XP/2000 (SP3 or above) and partial MAC compatibility.



REDEEM HERE!