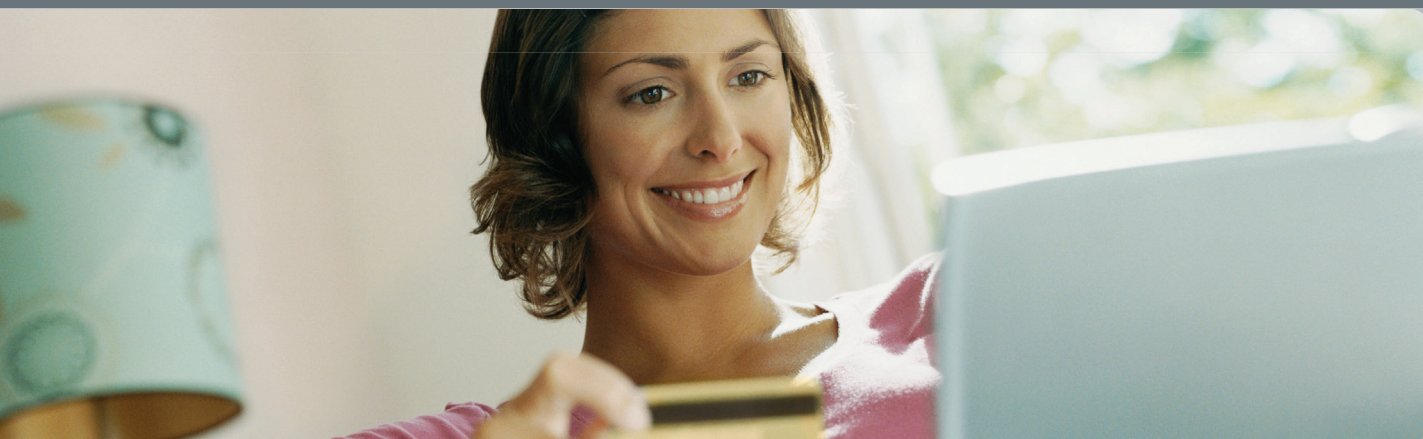


## smartOne Prepaid Solutions

Thomas J. Paul, Inc.—A Need for Speed, Customization and Integration



### THOMAS J. PAUL INC.

*Snack Food Marketer Chooses smartOne Prepaid Cards for Consumer Rewards*

- > **Client:** Thomas J. Paul, Inc.
- > **Challenge:** Agency had a client who needed to reward customers quickly
- > **Solution:** smartOne Prepaid Cards
- > **Results:** "smartOne produced thousands of customized cards for our client that ended up in the hands of winning consumers very quickly." - Lisa Corry-Godby, Strategic Plans Director

#### THE CHALLENGE

Shortly after marketing firm Thomas J. Paul, Inc. came up with the sweet idea to reward customers of a major snack food producer with prepaid cards, the search began for a prepaid partner. Requirements—including a short turnaround to produce customized cards for a summer 2009 campaign—were rigorous. A nationwide search led the team to the smartOne Prepaid Card experts at TSYS Merchant Solutions.

#### THE SOLUTION

Drawing on past experience with Thomas J. Paul, Inc. and the candy maker, TSYS Merchant Solutions' smartOne team was able to jump into the project.

The campaign will give candy customers the chance to win a \$50, \$100, \$250 or grand prize \$500 smartOne card.

To enter, specially marked candy wrappers will direct consumers to the campaign Web site where they will be asked to enter a code from the candy wrapper. Winners will be determined immediately and informed of their prize. smartOne Prepaid Cards are then produced with special campaign artwork and winners' names, and mailed to recipients.

Winners can use the cards to make purchases wherever Visa Debit Cards are accepted and the cards are covered by Visa's zero liability protection if it is lost or stolen.\*

The campaign builds on a similar promotion TSYS Merchant Solutions recently coordinated for Thomas J. Paul, Inc. and the candy maker. Built around Halloween, that campaign rewarded lucky customers with \$25, \$100 and \$1,000 smartOne cards. The campaign had similar entry and fulfillment processes.



**Thomas J. Paul, Inc.**

TSYS Merchant Solutions is a top 10 acquirer with more than 55 years of experience providing first-rate service and comprehensive end-to-end payment solutions to businesses accepting payments across North America. Our dedicated, experienced team of industry professionals provides innovative card-acceptance solutions unparalleled customer service every day to meet long-term needs of our customers.

**Client Quote:** *"This is a major nationwide campaign with lots of moving parts and pieces," said Lisa Corry-Godby of Thomas J. Paul, Inc. "For fulfillment alone, thousands of customized cards with very stringent branding standards are needed, and those cards must end up in the hands of winning consumers very quickly."*

TSYS Merchant Solutions is a wholly owned subsidiary of TSYS® (NYSE: TSS), subsidiary. TSYS delivers advanced technology and enhanced value to many of the world's leading companies, making it possible for hundreds of millions of consumers to use their credit, debit, commercial, private-label, prepaid and chip cards safely and securely.

\*Visa's Zero Liability policy covers U.S. - issued cards only and does not apply to ATM transactions, PIN transactions not processed by Visa, or certain commercial card transactions. Cardholder must notify issuer promptly of any unauthorized use. Consult issuer for additional details or visit [www.visa.com/security](http://www.visa.com/security).

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