



involve

Accelerate Affinity

Sandbox Identity • 8-25-16



Sandbox is the new coalition loyalty rewards program that's inviting retailers and consumers to come together to rediscover the pure joy of shopping and rewards. As innovative as it is playful, Sandbox leverages real-time rewards and POS technology to make shopping instantly gratifying and more exciting. At the same time, it builds community and emphasizes the deeper, more meaningful connection that comes from bringing people together to share in creating something new. Defined as "a box for holding sand, large enough for children to play in," Sandbox speaks to the inspirational power of collaborative play, which is the gateway to innovation and the immense satisfaction that comes from building something better together.

The Sandbox brand is built to be innovative and revolutionary, yet inviting, joyful and carefree. When Sandbox speaks, people want to listen. It's fun, friendly and smart, inspiring retailers and consumers to get into the neighborhood sandbox and see what they can create by playing together. When they dig in with us, they delight in a richer, more satisfying rewards experience. Sandbox is all about collaborative success built through a playful, shared experience.

A welcome addition to the coalition loyalty space, the excitement of the Sandbox brand will quickly grow and gain traction among retailers and consumers alike. Let's come together and build a more meaningful and enjoyable rewards experience.

So, join us in the Sandbox—it's time to play.



1. Playing together is the gateway to innovation, opening up hearts and minds to the potential of creating something better together.
2. We believe in strength in numbers and the power of play. We can do more good, build greater value and create more joyful opportunities by bringing people together to work toward common goals.
3. We believe in honest, simple and instant gratification. Rewards programs are more satisfying when they are in the moment, without strings attached or hoops to jump through.
4. We believe in connecting in more meaningful ways. Going deeper than the surface to understand what customers want and need is the key to delivering richer, more relevant and more satisfying shopping and rewards experiences.
5. We believe in giving more. A coalition rewards program can complement individual loyalty programs to deliver greater joy and nurture even stronger relationships between retailers and their consumers.
6. We believe in meaningful innovation. Smart, easy-to-implement retail technologies can empower more joyful and carefree rewards experiences.

**BRAND VOICE**

Personality



Sandbox is....

Fun, but not juvenile

Playful, but not silly

Joyful, but not fanatical

Carefree, but not careless

Creative, but not abstract

Smart, but not superior

Collaborative, but not partisan

Innovative, but not complicated

Forward-thinking, but not out-of-touch

Aspirational, but not naive



Sandbox Rewards

Imagine. Build. Play.

Sandbox Rewards

Build more, playfully.

Sandbox Rewards

Build more with us.

Imagine more with us.

Create more with us.

Sandbox Rewards

It's time to play.



CREATIVE ASSETS

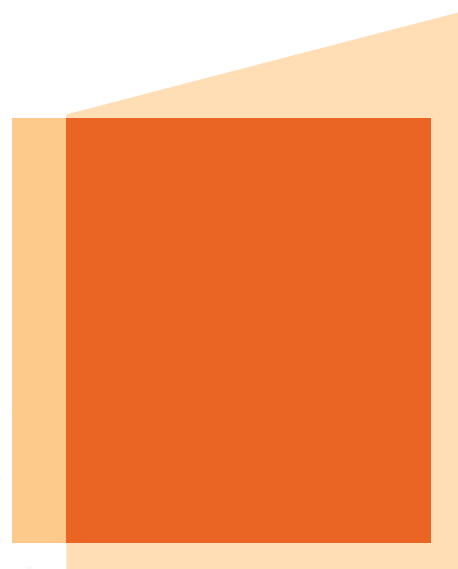
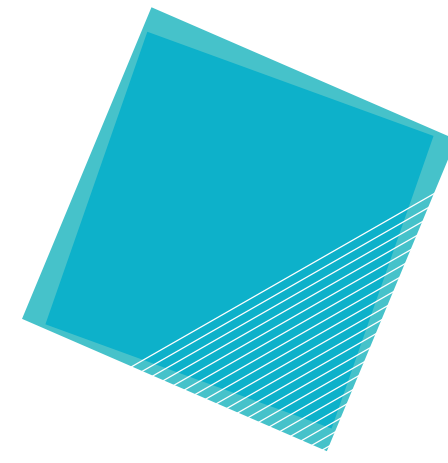
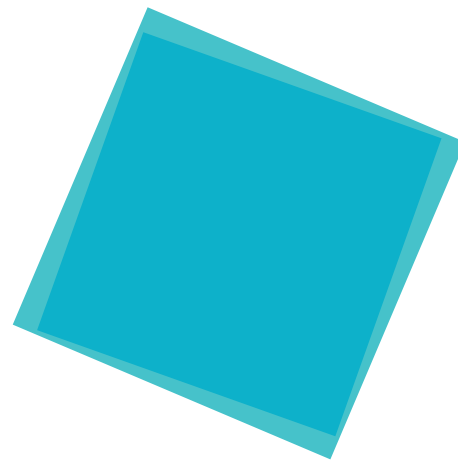


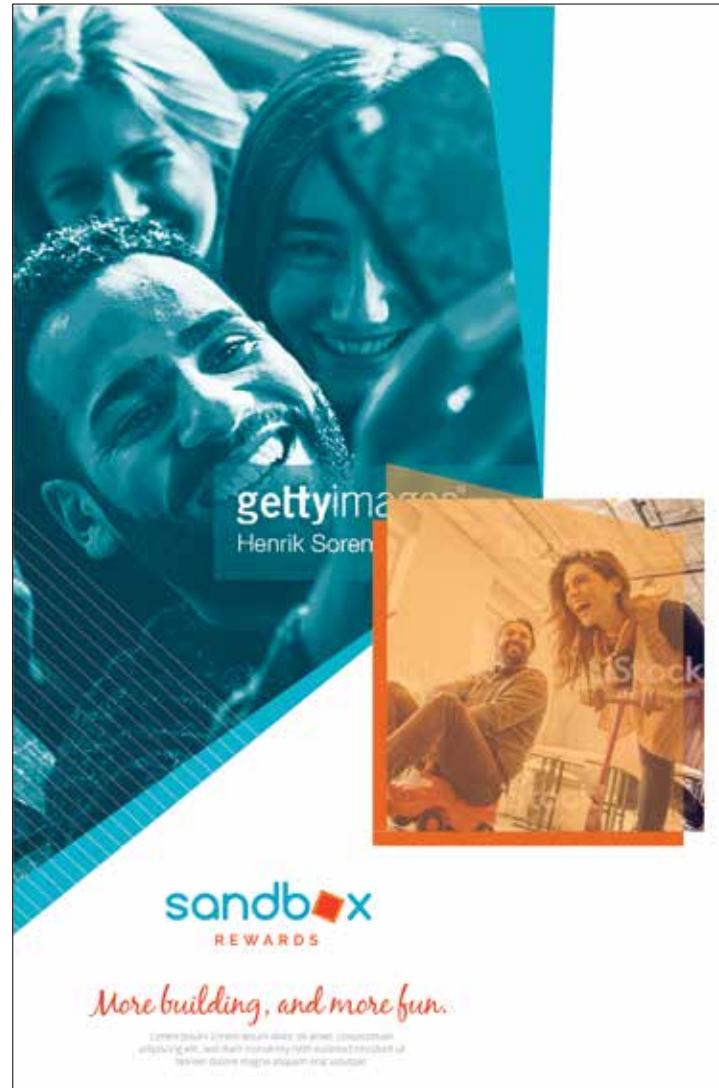


PHOTO APPLICATION ONE





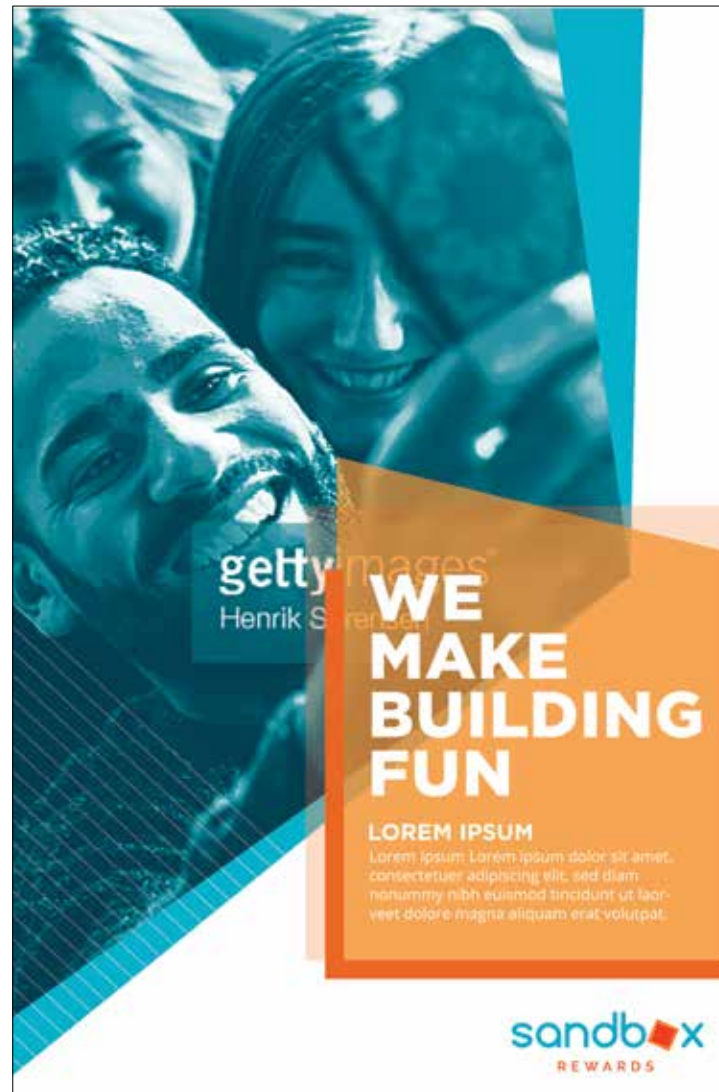
AD LIKE OBJECTS







AD LIKE OBJECTS





CREATIVE ASSETS

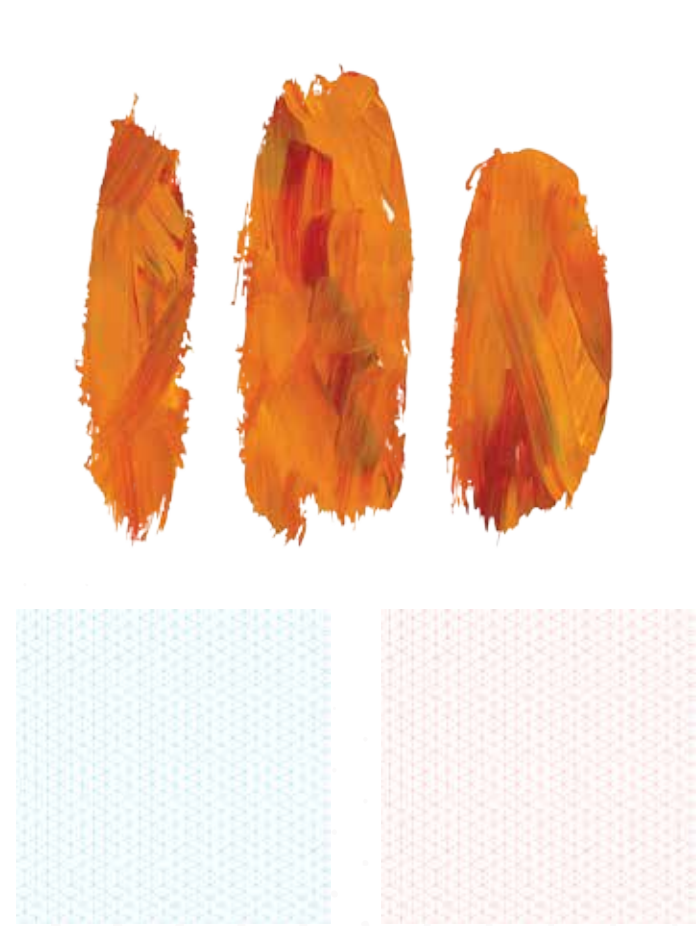




PHOTO APPLICATION ONE





PHOTO APPLICATION TWO





AD LIKE OBJECTS

IMAGINE. BUILD. PLAY.

## IT'S TIME TO PLAY

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IMAGINE. BUILD. PLAY.

## LET'S CREATE PLAY

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IMAGINE. BUILD. PLAY.

## REWARDS MADE FUN

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