

# CREDIT, DEBIT, LOYALTY AND INSURANCE CRITICAL CARD PROGRAMS

# COMPANY OVERVIEW

IMS Ideas issues and prints Promotional Visa/MC Programs including Card Printing, Personalization, Retail Packaging, Direct Mail Marketing Programs, Retail Gift Cards, Membership, Loyalty and Insurance Card Programs. This includes overall marketing program concept, integration with banks and financial processors for many large customers in the United States and Internationally.

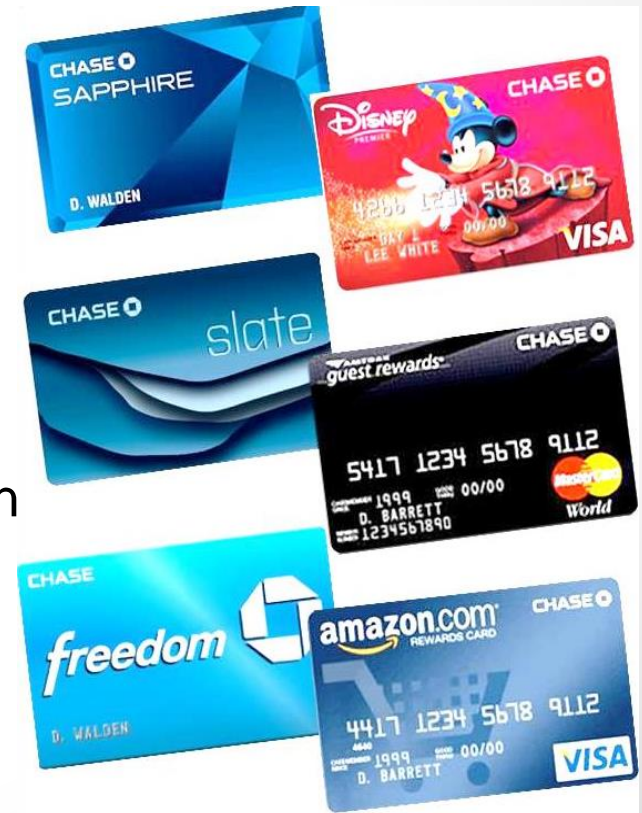
Our specialty is launching new programs and products and upgrading existing programs to enable our clients to acquire and retain the most important thing, great long-term customers.



# TYPES OF CARD PROGRAMS

IMS Ideas can help you launch or upgrade any type of Gift Card Program, Retail Point-of-Sale Program, Closed Loop Store Branded or Visa/MC Open Loop Gift Cards.

- Program concept and design, testing, implementation, card and packaging manufacturing, numbering and distribution
- Coordinate retailers, banks, processors, insurance companies and Visa/MC
- Special imprint programs for franchisees and retailers with small batch customization
- On-line ordering, proofing, file transfer and tracking



# VISA AND MASTERCARD

IMS Ideas is a provider of Visa and MasterCard for many banks, retailers, associations and financial processors. These include Promotional Rewards Cards, Payroll and GPR programs.

- IMS Ideas can provide turn-key programs including bank and Visa/MC approvals and processor integration
- Many secure packaging designs available to fit any retail environment
- We can design custom promotional incentive and rewards programs utilizing secure cards for greater response rates





# SECURE CARD PACKAGING



# INSURANCE CARD PROGRAMS

IMS Ideas provides Insurance Cards for many of the largest health card organizations in North America such as Blue Cross Blue Shield. This can be large reissues or critical same day mailing for daily membership files which can have a multitude of different logos, co-pays and contact information on both card front and back.

- IMS Ideas is HIPAA compliant as is required for all health insurance card issuers
- Our camera matching systems and digital match archive eliminate the possibility of a mismatch between card and recipient
- One to four family matching cards can be affixed to each letter





# LOYALTY CARD PROGRAMS

IMS Ideas can assist retailers, associations and membership organizations in launching or upgrading their loyalty programs to reward and retain their best customers.

- Loyalty software and processing available with no large upfront developmental expenses
- Special Elite Level programs developed for a company's best customers such as the Hilton Honors Program.
- Many benefits are available that can be added to the card allowing it to stand out from the others in the market and that can be provided free or charged to the customer, adding to your revenue



# CARD AND KEYTAG STYLES





# UNIQUE DIRECT MAIL IDEAS

IMS Ideas is constantly developing new and innovative concepts for direct mail all with a purpose to greatly increase response rates from your customers.

- Visa/MC/Discover Rewards Cards which instantly are activated upon consumer response
- Product sampling mailings such as drug or shampoo packets
- Attention getting outer packaging such as printed boxes or clear wrapped product brochures



# CONTACT INFORMATION



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