

# WHO WANTS TO BE A MILLIONAIRE

## A Base Campaign

### Make referring fun again

Customer referrals can be pipeline gold. But they can also be sporadic or awkward to ask for. That's why the Millionaire Campaign for Base combines capturing customer referrals with a healthy dose of competition and fun.

This gameshow-themed campaign takes your program members through a series of Asks that mix fun with referrals, motivating them to earn points and win the grand prize. The best part? We've done all the creative work, so you don't have to!

### Your campaign includes:

1

#### Base "Asks"

All the creativity with none of the lift

This Millionaire Campaign comes with full scripting and detailed setup instructions for 19 creative Base "asks".

2

#### Branded Images

Customized imagery for a cohesive look

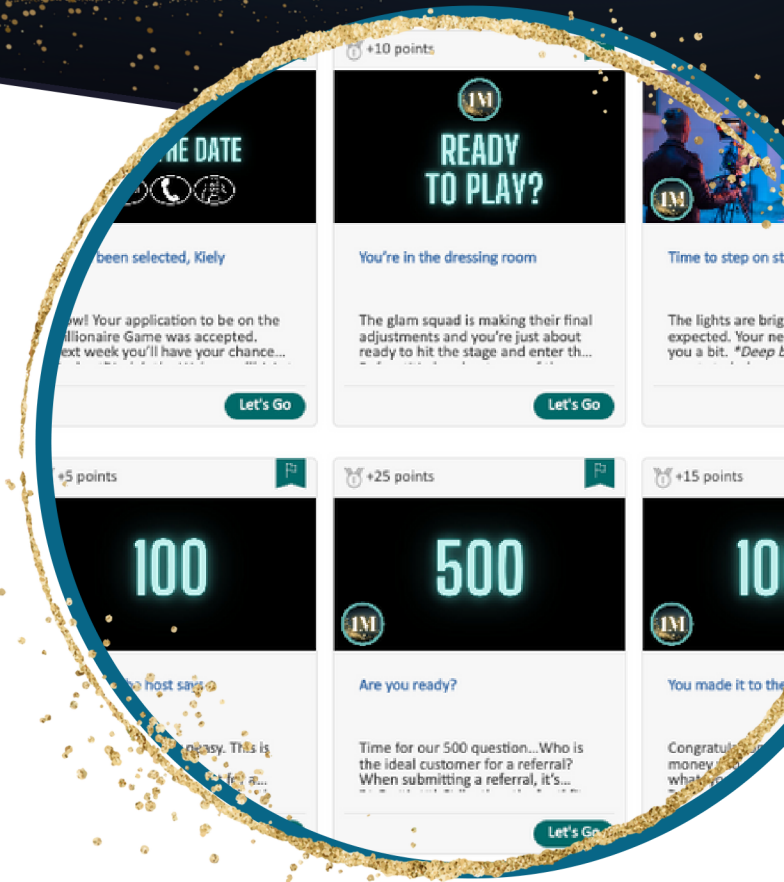
You'll receive a set of Millionaire Campaign images, customized to your program name and brand colors, making your "asks" even more engaging.

3

#### Campaign Guide

Step-by-step instructions for easy execution

You won't have any guesswork when it comes to implementing and launching your Millionaire Campaign. Our thorough Guide will walk you through each detail, from implementation to management to reporting!



Full campaign kit for

# \$350