



Task Title: Read A Product Brochure

OALCF Cover Sheet – Learner Copy

Learner Name: _____

Date Started: _____

Date Completed: _____

Successful Completion: Yes No

Goal Path: Employment Apprenticeship

Secondary School Post Secondary Independence

Task Description: Read a brochure to learn about a product.

Main Competency/Task Group/Level Indicator:

- Find and Use Information/Read continuous text/A1.2

Materials Required:

- Pen/pencil and paper and/or digital device

Learner Information

Employees are often given new equipment to use on the job. In order to understand a new product, they must read brochures or inserts that explain the benefits of the equipment and how it works.

Scan the brochure from Amstore Innovations about a new product (Digital Key).

Digital Key

What is a Digital Key?

- A USB device that when inserted into a computer, directly connects the end user from an offline world to an online world.
- Digital Keys can be produced in a customised USB shape, as a classic mode or fused into print.
- Digital Keys have no Flash Memory - when inserted into a PC or MAC, the device launches you directly to a designated web address that is installed on the controller chip.
- Each Digital Key has a individual ID which means each one can be tracked, monitored and analysed. This provides dynamic marketing information in real time.



What makes it unique?

- Digital Key uses patented technology that has no compatibility or security issues and takes the user directly to a website without "clicks".
- Each key has a unique ID, allowing:
 - Registration on first time use (also used to Opt-In for future e-mailing)
 - Personalised URLs if you know your Database
 - As each key can be linked to an individual, so you can have tailored discounts and campaigns
- The comprehensive back-end CMS (Content Management System), allows you to monitor, measure and update your campaigns. This is an extremely powerful feature.
- The unique ID allows you to track the behaviour and analyse responses of users.
- Typical response rates on direct mail can increase from <3% to over 45%.
- Digital Key helps you understand your client by allowing you to carry out market research at the same time as a promotion, providing invaluable demographic data.

Work Sheet

Task 1: List 2 things that the Unique ID allows a Digital Key to do.

Answer:

Task 2: What does the unique ID allow you to track and analyse?

Answer:

Task 3: What happens when a Digital Key is inserted into a MAC or PC?

Answer:

Task 4: How does a Digital Key help you understand your client?

Answer:

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Task 5: List the 3 things the individual ID can do for each Digital Key to provide dynamic marketing information.

Answer:
