



NAMA

National Automatic Merchandising Association

INDUSTRY GROWTH STRATEGY



The Vending Industry is changing and a huge New Consumer Effort was launched by **NAMA** with Great Success. Coming off the tremendous success of the Gratitude Tour, **NAMA** is seeking the help of those in the vending industry to help spread the word about other elements of the Industry Growth Strategy.

The next frontier is reaching millions of consumers who carry smart phones and use mobile games and apps while on-the-go.

In an effort to continue to change the image of Vending and Grow the Industry, **NAMA** is partnering with YouAreHollywood.com to design and develop a very exciting game for the iPhone and iPod Touch.

This game provides an additional vehicle to extend the reach of the IGS and further engage GenY (and other) consumers with positive messages about vending.

The Game

Snack WarZ - "The Vend is Near"

Unlikely heroes emerge in the fight to save humanity! In this single player game, the vending machine is now the hero that must save humanity from being consumed by a zombie apocalypse. Promoting fun in vending will build strong emotional connections with consumers.

Snack WarZ is a **FREE** single-player game for the iPhone and iPod Touch and will be available in the Apple App Store on the web at www.snackwarz.com.



Why Zombies?

Zombies have become a permanent fixture in pop culture as evidenced in mainstream media vehicles including feature films like: "28 Days Later," "I Am Legend," and "World WarZ;" Network television shows like "Zombie Land;" AMC's "The Walking Dead" features a weary band of survivors of the Zombie apocalypse. Last fall's premiere night garnered 11 Million viewers, more than any other scripted cable drama among young adults; and the New York Times best-selling publication "The Zombie Survival Guide."

Lately, Fortune 500 companies are boldly employing similar marketing strategies. Audi's "Vampire Party" commercial showcases what happens when a S7 shows up at a party of Vampires. The S7's headlights shine right into the crowd instantly turning them into ash. It's edgy, it's real and Audi is unapologetic in staying true to the lore of this genre. This clip aired during the 2012 Super Bowl with an estimated viewing audience of 90-100 million.

We Need Your Support . . .

The Object is Simple

Associate vending with fun and build strong emotional connections with consumers.

NAMA is asking every manufacturer in the vending industry to get involved in spreading the word about this consumer effort by including marketing messages about this game on product packaging.

Yes, I am interested in supporting **NAMA** and spreading the word about the Snack WarZ game among those that purchase our products.

Company Name: _____

Point of Contact Name: _____

Phone: _____

• How many impressions can you provide?

• How much lead time is required to make a change in packaging? _____

Special Offer

The heroes in our game use vending machine products to fight off the Zombie advance. But they need more ammo!!!

For every manufacturer that helps **NAMA** by placing messaging about the game on a product's packaging, we would like to offer in return the option to include a product in the game itself for a period of 6 months.

This is an opportunity to support **NAMA**, the industry and promote your brand/product to a growing market.

Yes, I'd like to have one of my products in the game.

Please complete the above requested information and e-mail Ted Smoot at teds@youarehollywood.com or telephone 571-345-5448.

www.YouAreHollywood.com
"SAVE PLANET EARTH!"
PLAY SNACK WARZ"



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The above packaging can give you a visual of the YouAreHollywood marketing message as it would appear on your packaging as per your location request.

Many suppliers have mentioned to **NAMA** that they want to support the Image Campaign by doing pack promotion. **NAMA** has joined partnership with YouAreHollywood to make it happen.

Join us in this exciting venture and assist us in changing the Image of Vending.

How The Game Works



Angry Birds Introduction

Use the unique powers of the Angry Birds to destroy the greedy pigs' defenses.

The survival of the Angry Birds is at stake. Dish out revenge on the greedy pigs who stole their eggs. Use the unique powers of each bird to destroy the pigs' defenses. Angry Birds features challenging physics-based gameplay and hours of replay value. Each level logic, skill and force to solve.

If you get stuck in the game, you can purchase the Mighty Eagle! Mighty Eagle is a one-time in app purchase in Angry Birds that gives unlimited use. This phenomenal creature will soar from the skies to wreak havoc and smash the pesky pigs into oblivion. There's just one catch: you can only use the aid of Mighty Eagle to pass a level once per hour. Mighty Eagle also includes all new gameplay goals and achievements!



SnackWarz Introduction

Use the unique powers of the [Vending Machines, our hero](#), to destroy [the sea of Zombie's attacking the Human Race](#).

The survival of the [Vending Machine and the Human Race](#) is at stake. Dish out revenge on the [creepy zombies](#) who [want to take over](#). Use the unique powers of each [of our favorite candy, prepackaged food, snack or beverage](#) to destroy the [zombie's attack](#). SnackWarz features challenging physics-based gameplay and hours of replay value. Each level requires logic, skill and force to solve.

If you get stuck in the game, you can purchase the [King Size Candy Bar!](#) [The King Sized Candy Bar](#) is a one-time in app purchase in [SnackWarz](#) that gives unlimited use. [The super power of the King Size Candy Bar](#) will soar from the skies to wreak havoc and smash the [attacking zombies](#) into oblivion. There's just one catch: you can only use the aid of [the King Size Candy Bar](#) to pass a level once per hour. [The King Size Candy Bar](#) also includes all new gameplay goals and achievements!