



**Task Title: Read A Product Brochure**

OALCF Cover Sheet – Practitioner 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:

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

Answer:

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

Answer:

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**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:

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## Answers

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

Answer: Any two of the following:

- Registration on first time use
- Personalized URL's if you know your Database
- As each key can be linked to an individual, so you can have tailored discounts and campaigns

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

Answer: The unique ID allows you to track the behaviour and analyse responses of users.

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

Answer: The device launches you directly to a designated web address that is installed on the controller chip.

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

Answer: By allowing you to carry out market research at the same time as a promotion, providing invaluable demographic data.

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

Answer: Each one can be tracked, monitored and analysed

### Performance Descriptors

Levels	Performance Descriptors	Needs Work	Completes task with support from practitioner	Completes task independently
A1.2	scans text to locate information			
	locates multiple pieces of information in simple texts			
	makes low-level inferences			
	makes connections between sentences and between paragraphs in a single text			
	begins to identify sources and evaluate information			

This task: Was successfully completed  Needs to be tried again

Learner Comments:

Instructor (print):

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Learner (print):

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