(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
14 August 2003 (14.08.2003)

PCT

(10) International Publication Number
WO 2003/067393 A3

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number:
PCT/US2003/003637

(22) International Filing Date: 6 February 2003 (06.02.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10/072,647 6 February 2002 (06.02.2002) US

(71) Applicant and
(72) Inventor: CHEN, Timothy, T. [US/US]; 149 Morton Avenue, Apt. 3, Athens, GA 30605-1469 (US).

(74) Agent: HEIDLEBERGER, Louis, M.; Reed Smitth, LLP, 2500 One Liberty Place, 1650 Market Street, Philadelphia, PA 19103 (US).

(81) Designated States *(national)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

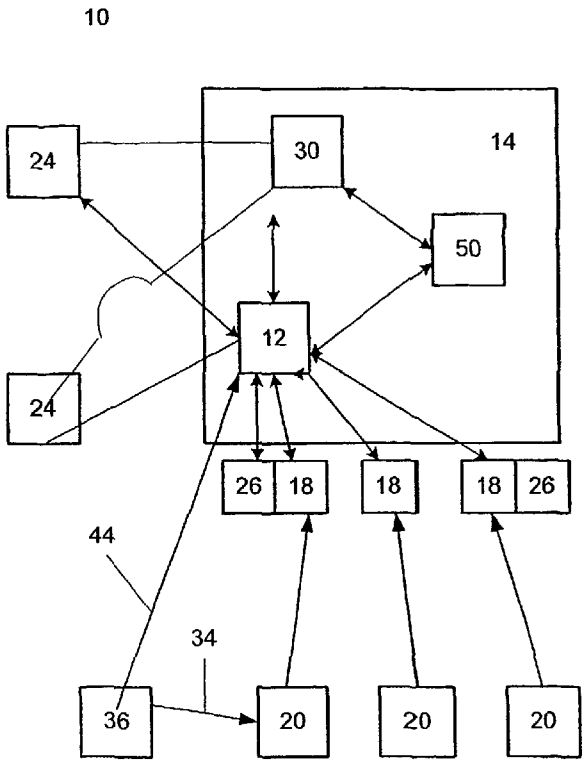
(84) Designated States *(regional)*: ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
22 April 2004

[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR TARGETED MARKETING



(57) Abstract: A method of distributing advertisements to at least two potential respondents, and a system (12) for providing an advertising program, are disclosed. The method includes recruiting at least one retailer to provide a plurality of advertisements, recording at least one profile of two potential respondents, providing at least one saver card to each potential respondent, targeting advertisements to a targeted at least one of the two potential respondents, and providing at least one transaction to the at least one targeted potential respondent upon response of the at least one targeted potential respondent to the targeted at least one advertisement. The system includes a program administrator (14) in communication with at least one retailer (20), wherein the program administrator receives a recorded profile (30) from at least one potential respondent to the advertising program, a message generator communicatively connected to the program administrator and to at least one of the at least potential respondents, and a plurality of saver cards (36), wherein at least one of the saver cards is distributed to each of the at least one potential respondents.

WO 2003/067393 A3

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.