

RADIO case study

Free Rent for a Year Sweepstakes

Background

KNDE-FM in College Station, TX was looking to open up new revenue streams from potential advertisers in their market.

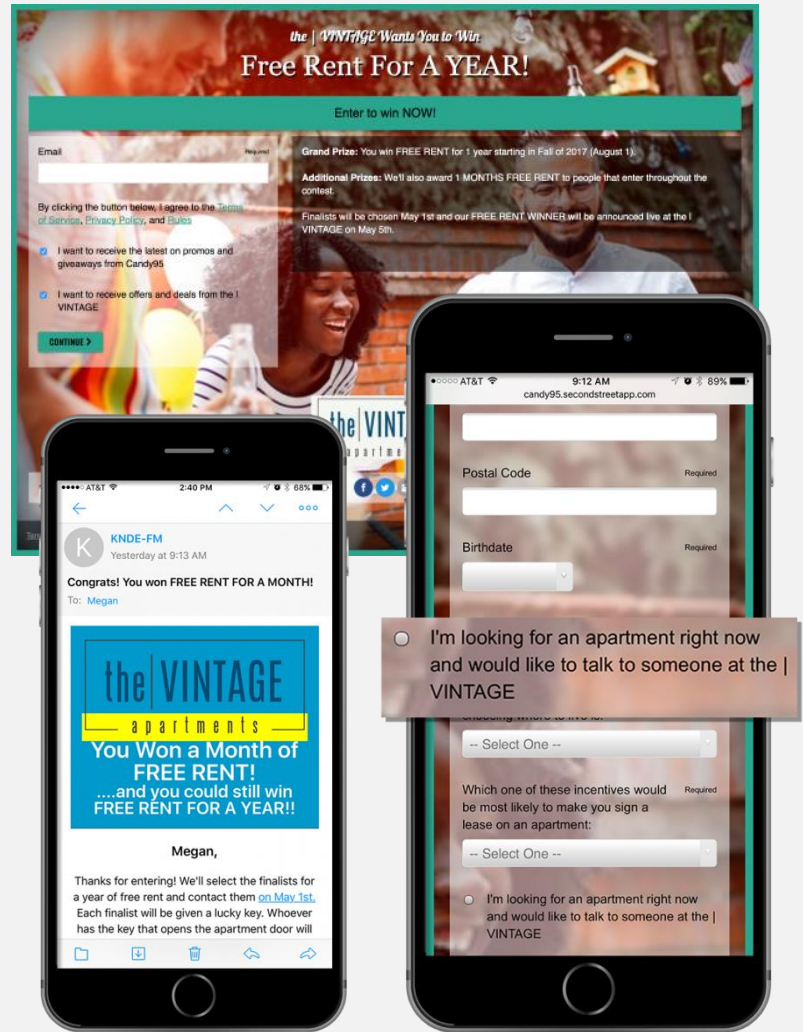
They reached out to the|VINTAGE Apartments, a local rental community. Based on their customer needs analysis (CNA) meeting, KNDE came up with a creative idea to drive measurable results and achieve the advertiser's goals.

Objectives

- Station was looking for new revenue
- Apartment complex wanted to target local college students, identify potential hot leads, and secure new leases for their rentals.

Solution

- To ensure they were attracting qualified leads, so the|VINTAGE Apartments offered up a grand prize of a year of free rent – a \$9,000 value
- We included two survey questions to help the advertiser understand their potential clients
- We also included a question asking if the user wanted to be contacted by someone at the|VINTAGE Apartments
- We also included an email opt-in for the apartment complex to grow their database
- To help drive even more business for the apartment complex, every entrant was emailed a bounceback coupon for a free month of rent if they signed up for a year lease
- Based on the results, 50 finalists were selected to come to an on-site event where mystery keys would unlock the apartment door for the grand prize winner
- The big event was aired live from KNDE-FM



Results

- 5 year-long leases from the sweepstakes – that's \$77,000+ revenue for the|VINTAGE Apartments
- 110 asked to be contacted by the apartment complex & 277 people were added to the apartment complex's email database
- KNDE-FM secured \$3,500 in revenue from this promotion, and many other local apartment complexes are asking to sign up for contests of their own