

RADIO case study

Post Honey Bunches of Oats



Background

- Post Food's Honey Bunches of Oats began to deepen its reach and commitment to the Hispanic community with a national campaign that aligns the brand's spirit of positivity with the uplifting power of music.

Objectives

- Align music, national media, digital, shopper marketing and community relations touch-points for greater reach and ROI for Post's Honey Bunches of Oats.
- Drive strong awareness for the brand and their celebrity connection with Prince Royce.
- Showcase the brand's positive and uplifting essence.

Solution

- Honey Bunches of Oats presents: Ring in the New Year with Prince Royce in New York City!
- Univision Radio utilized on air, online, TV and social media platforms to promote an unforgettable campaign that featured A-list Latin artist Prince Royce as he returned home to perform in an exclusive concert where tuning in, logging on or attending Univision Radio events was the only way to win tickets.
- In Houston, Los Angeles, Miami and New York, promotional teams promoted appearances at retail and used customized messaging to encourage listeners to purchase specially marked packages of Honey Bunches of Oats that gave them an chance to win a VIP trip to New York to meet Prince Royce!
- Honey Bunches of Oats became the presenting sponsor of X96.3's annual basketball game in NY where fans could win Prince Royce concert tickets. Over \$15K was raised for the Hispanic Federation and charities to benefit Hurricane Sandy victims.
- Audio and video streaming, email blasts, event listings and media banners connected users to a custom registration page within Univision.com to register for their chance to win a VIP trip to NYC and meet Prince Royce.

Solution (cont.)

- Participating stations, DJ endorsers, Stage 48 and Prince Royce took to their Facebook and Twitter pages to build buzz for the upcoming concert, increase registrations and create viral conversation that resulted in a total over 60K social media mentions, likes, comments, and shares.
- To kick off weekend, on December 30th, Stage 48 Lounge in New York City was transformed into a Honey Bunches of Oats experience with branding inside and outside the venue, signage, premiums and sampling including an intimate Prince Royce performance, a meet and greet, and a New Year countdown to prepare guests for 2013!

"Univision Radio has always been a critical part to our media plan; however, the latest creativity from the team has taken our partnership to the next level with custom events that have changed the game, delivered value to our Latina consumer and helped us drive dollar sales."

Mike Foley
Brand Manager US Hispanic and Export, Post Foods

Results

- 9.5% increase in National Dollar Growth and an even greater increase in NY of 30%.
- Program drove the entire cereal category growth for Post during the time period in which it ran.
- 1,960 On Air Announcements
- 1.6MM Online Impressions with a .10% CTR
- 60K+ Social Media Interactions
- 2.3K Sweepstakes Registrations
- 12 Retail Appearances
- 1,500+ Concert Attendance