

## Six Flags

### Background

- Like many other marketers, Six Flags uses marketing mix modeling -- a complex analytics system that compares detailed sales data with the company's advertising expenditures to measure the return on investment (ROI).
- Each time Six Flags has looked at its media choices through this lens, radio has proved its ability to deliver great value.
- Through a partnership between Six Flags, the marketing mix modeling division of Universal McCann and Arbitron, Six Flags participated in a test to determine the impact of replacing the Diary information previously used in the models with PPM data. The result of adding the more granular data (average quarter hour data vs. full day averages) was an increase in radio's ROI by more than 28%.

Based on the confidence that this new data provided, Six Flags focused the entire 2011 marketing budget for Fright Fest (the park's annual Halloween event) on radio.

### Objectives

- Reach the core target audiences of moms and teens in a meaningful way beyond just advertising.
- Drive awareness quickly.
- Drive attendance, revenue and season pass sales for and surrounding Six Flag's annual Fright Fest Halloween-themed event.
- Create relevant brand buzz and excitement.



### Solution

- Fright Fest at Six Flags: Where the parks raise the dead for the most frightening fest in each market. In addition to the world-class line-up of thrill rides, the theme parks were transformed into a "scream park" with additional themed shows and attractions.
- Each theme park was involved in the marketing decisions made to promote the Fright Fest event with the participating radio stations in each market.
- Radio plans in each market included:
  - Traditional spot buy.
  - Brand activation on premise at Six Flags, e.g. Cockroach eating contest (radio talent took part), WBAT Fright Fest Radio Cat Walk for Kids in Texas, etc.
  - Digital integration on station websites.
  - Online gaming on partner radio station websites.
  - Six Flags partner integration (e.g. Coca-Cola, Snickers) with special offers promoted across radio platforms.

### Results

- Six Flags achieved:
  - Record attendance and revenue for the event.
  - Record season pass sales for that time of year.
  - Significant increases in both web traffic and social media buzz.