

Make it Rain...with Snow!

KDEC FM 100.5.....for people who love music. And snowmen.



Mission: Use the immediacy of radio to attract listeners and generate revenue.

The problems

- 1) Long term schedules/contracts are essential.
But we often forget to look at the short term,
keeping things fresh for our clients AND for our
listeners.
- 2) Winter is a cold, heartless b....usy time of
year.
- 3)..... Snow days make everyone crazy.....

The solution

Take a snow day and make it:

- 1) A smart investment for a client.
- 2) Profitable for the station.
- 3) Good PR for the station.
- 4) FUN for our audience...old and new!



Snowman Challenge!!!

with KDEC FM 100.5
And Decorah Culver's

Basics

Plan in place with local Culver's for first snow day with good, packing snow. As soon as school canceled, the promotion went into effect.

Included radio chat in all dayparts, social media and website promotion.

No produced ads. But lots of live spots.

Encouraged kids and adults to get out and play in the snow! Make your best snowman/creature and email your picture to us and you could win!

Basics

Everyone that participated got a free scoop of creamy Culver's custard...even Mom and Dad!

Winners received a family 4 pack of tickets to Adventureland and Adventure Bay Water Park for summer!





And our winners.....



Results

Over 150 entries in one day from all 3 states in our listening area.

Parents, grandparents & caregivers thrilled that their kids “weren’t watching tv all day!”

An incredibly engaging promotion both on air with our jocks and on social media and our website.

Culver’s was THRILLED to attract the positive attention and to get families doing things together.

An easy \$800 for one day, zero ads, happy client, excited audience, new audience & one of the best PR campaigns we’ve ever done. We basically got paid for doing something we would have done anyway!