

RADIO case study



Diet Pepsi

Objective:

- To promote the Diet Pepsi brand to women ages 35-54.



Solution: GIRL'S GETAWAY

- B103 FM in Rockford, IL partnered with Diet Pepsi (through the local distributor, Pepsi-Cola of Rockford) to put together a contest to give away a "Girls Getaway" package.
- The package included everything the winner would need to spend a fun weekend with three friends at the Mystique Casino in Dubuque, Iowa. Hotel rooms, gift certificates for food and slot play were all included.
- Listeners visited the station's website to describe what they like to do when they celebrate with their girlfriends.
- The station qualified ten of their favorite entries and picked the winner randomly from that selection. Each qualifier won a Diet Pepsi prize pack.
- The contest was promoted with on-air and in-stream promotions and online on the homepage, contest page, and in an e-newsletter to loyal listeners.

Results

- The contest report showed the client that they nailed the target demographic.
 - 96% of entrants were female and 94% were ages 35 and above.
- Participation spiked in conjunction with the e-newsletter.
- Program is in its 3rd consecutive renewal. This promotion has been a huge success and participation has grown each year.



"It's amazing to see the response we get from listeners! We've created a promotion that shows our audience we understand what they want. It's a win for everyone involved."

Erica Dreyer, Director of Interactive, Maverick Media.