

RADIO case study

Post Pebbles

Background

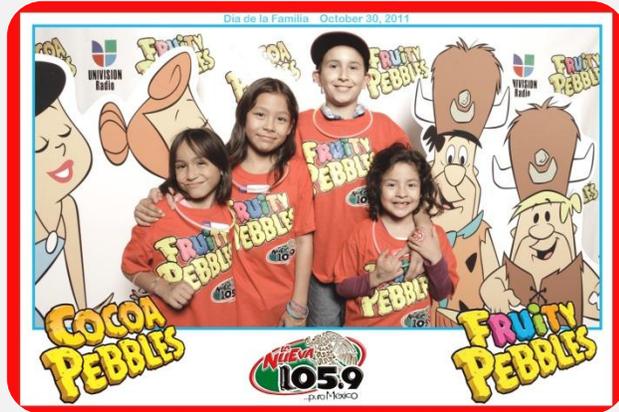
- Once ubiquitous, the humble cereal-box toy has nearly disappeared from the aisles of grocery stores around the world because of concerns with regard to choking hazards, germs and more.
- The toy inside the cereal box was not only a sales driver and a point of differentiation for cereal brands, but it was beloved among kids and mom – the thrill and delight of reaching in for the toy created lasting childhood memories.

Objectives

- Drive sales of Fruity and Cocoa Pebbles brand cereals.
- Reinforce the value of enjoying time with family.
- Create sampling opportunities for Pebbles cereal.

Solution: Dia de la Familia

- Univision Radio partnered with Pump it Up, and a Dallas Recreation Center to create an interactive, family oriented Hispanic VIP event featuring educational activities, games, contests and all things Post Cereal! Tickets were available at retail activations and by registering online.
- Each listener who attended was given a Pebbles T-shirt to wear during the event. Backpacks, cereal bowls and water bottles were packaged as giveaways for each child to take home. Stations also gave away trinkets, tickets, and other prizes.
- Since breakfast isn't the only time for fun, Univision Radio helped promote Wilma's Kitchen by creating recipe cards to distribute in both English and Spanish.
- Pebbles branded pre- and post-event messaging ran online via banners and feature units
 - Pre event messages drove event registration.
 - Post event messages clicked through to a photo gallery from each event.



Solution (cont.)

- Pre- and post-event Pebbles branded splash pages were created for listeners to register for the events.
- On-air promotional announcements drove traffic to retail activations as well as the online registration site.
- Traditional schedules of media ran on-air and online.

Results

- Dollar growth increased 10-25% in the markets where Dia del la Familia ran.
- 2K plus event attendance
- 3K Online page views with a .18% CTR
- 6.3MM On-air impressions
- 537K Online impressions
- Program renewed for 2nd consecutive year

“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



Pebbles: Dia de la Familia

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