

RADIO case study

Mutt Madness Contest

Background

KIX 102.5 out of Joplin, MO serves a large community – the Four States (Missouri, Arkansas, Oklahoma, and Kansas). With the March basketball bracket season approaching, the station was looking for a contest to tie into the hype and drive results for a local advertiser.

Objectives

- Increase the revenue for KIX 102.5
- Grow the KIX 102.5 email database
- Drive in measurable results (hot leads, revenue, opt-ins) for their sponsor

Solution

- The team landed on a creative top-dog style contest called Mutt Madness
- Since this would bring in a lot of local pet owners, the sales team pitched the sponsorship to a local veterinarian, Cornerstone Animal Hospital
- The contest was divided into multiple weekly rounds starting with the Scruffy 64, Half-Obedient 32, Snuggly 16, Alpha 8, and the Furry Four
- Listeners voted each week to determine which pups moved on to the next round
- To drive opt-ins, the registration form included an email opt-in for both Cornerstone and for KIX 102.5
- To identify qualified leads, we added two survey questions asking who their current veterinarian is and how often they visit the veterinarian's office
- Promotion of the contest was through email, website ads, on-air spots, and a heavy social media push from both KIX 102.5 and the sponsor



Enter to win \$200 to Cornerstone Animal Hospital!

Already Voted?

Vote Starting 3/8 @ 8:00am Central



Abbey Peacock

Even when you're having a sad or a bad day Abbey loves to snuggle right with you and makes everything brighter!!!

SHARE



Alakai

Never a dull moment with a

Who do you consider to be your primary veterinarian? Required

How many times per year do you make a visit to your veterinarian's office? Required

-- Select One --



Results

- \$20,000 increase in YOY monthly revenue for the sponsor
- 600+ new subscribers to sponsor's database
- Hot leads for veterinarian through survey questions
- \$2,500 sponsorship revenue for KIX 102.5
- 220+ photos submitted for contest
- 1,900+ users participated in contest