

RADIO case study

Dunkin' Hot Spots Sweepstakes

Background

- HOT 96.9 in Boston, MA was tasked with finding new, creative ideas to drive revenue and database growth for their station.
- To make a greater impact on revenue goals, they set out to design an annual campaign to drive recurring revenue throughout the year.

Objectives

- Increase revenue for HOT 96.9.
- Grow the HOT 96.9 email database.
- Drive app downloads and business results for advertising sponsor(s).

Strategy

- Create a sustainable campaign that leverages all radio station touch points.
- Identify and secure advertising partners to sponsor the program on an annual basis.

Solution

- The HOT 96.9 team developed and produced a monthly travel contest to "HOT" spots including San Diego, Miami, and New Orleans
 - HOT 96.9's programming team chooses the monthly destination and the station procures \$1,000 travel vouchers from a local travel agent each month.
- Dunkin' Donuts signed on as the exclusive title sponsor which includes:
 - Prominent branding for the contest each month and official coffee of "The Get Up Crew" morning show. On-air mentions and spots in high frequency.
 - Access to the database of email opt-ins.
 - Frequent posts on social media.
- All contest entrants receive a thank-you email with a link directing them to download the Dunkin' Donuts mobile app

Results

- Achieved \$400,000 incremental revenue to the station over four years.
- Consistently driving over 80% opt-in rate for the contest, station and Dunkin' Donuts.

