

# RADIO case study

## IVF MD “Win A Baby”



### Background

- Big Mama is the host of the Big Mama And The WiLD Bunch Morning Show on B103.9 in Naples Florida.
- He and his wife, Sara, had been trying for years to add to their family and found their answer with IVF treatment.
- IVF MD in Naples, Florida was their partner in success and Big Mama wanted to bring this joy to his listeners.

### Objectives

- Drive awareness for IVF MD and their quality of care and successes.
- Provide qualified leads for IVF MD.

### Results

- Provided unprecedented lead generation to the client.
- Most successful contest in terms of voting activity than ANY other contest B103.9 has ever done on behalf of advertisers.
- Results were so great each year, they have renewed the contest.
- “This isn’t just the biggest giveaway I’ve done at B1039, this is the biggest giveaway I’ve done in 20 years of radio.” Big Mama, Host, B103.9

### Solution

#### WIN A BABY

- Beasley Media Group’s B103.9 in Naples, Florida partnered with IVF MD and S.M.P. Pharmacies to offer listeners the chance to win a round of in vitro fertilization treatment plus the necessary medications.
- The contest invited listeners to submit a 4 minute heartfelt and genuine video as to why they were in need for the IVF package.
- This was very personal to Big Mama who presented the contest and IVF MD endorsement spots with tremendous passion and got the entire morning team involved in the conversation.
- The campaign was promoted on-air, online, and through social media over a 7 week period.
  - Promo spots highlighting the details of the contest and its rules directed listeners to the featured promotion on the B103.9 website.
- Endorsement and promo spots ran to encourage listeners to vote for their favorite entry and was narrowed to the Top 5.
- Doctors from IVF MD met with each of the 5 finalists and selected the couple to receive the prize of IVF treatment.
- Winning couple was notified in studio, live on-air as a complete surprise.

