

RADIO case study

21st Birthday Bike Giveaway Campaign

Background

WRBR-FM in Mishawaka, IN was celebrating its station's 21st birthday. The station has run a lot of digital promotions, but was hoping to create something unique to celebrate this anniversary.

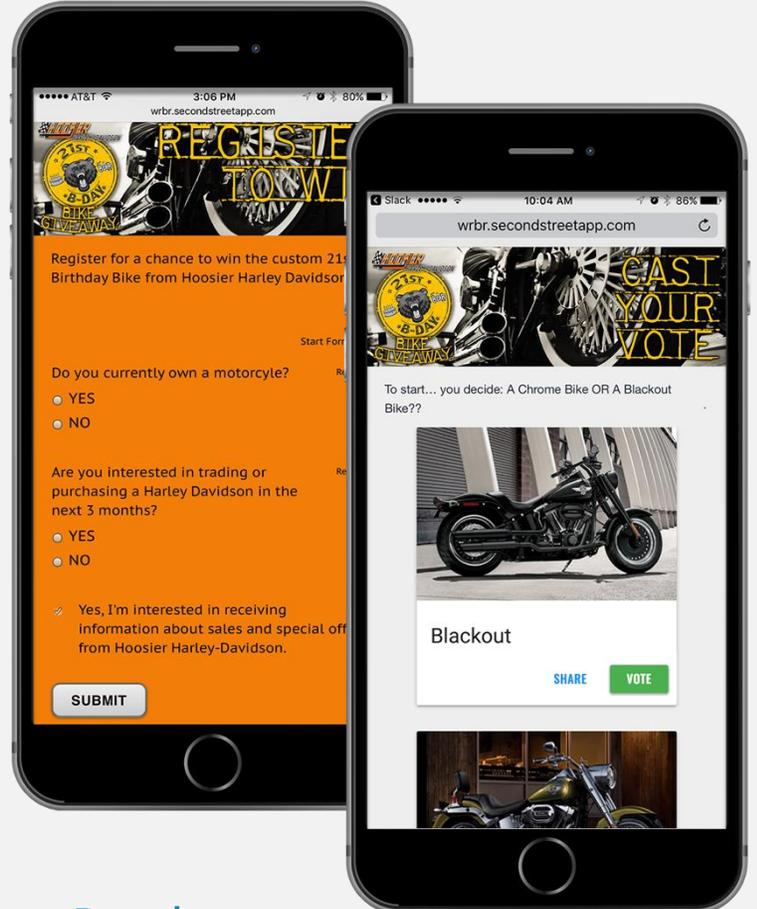
Looking to bring in new advertisers to their station, WRBR reached out to Hoosier Harley Davidson, a local motorcycle shop. After talking to the advertiser, the station knew they had a winning promotion idea on their hands.

Objectives

- Station was looking for new advertisers and new revenue opportunities
- Motorcycle shop wanted to grow their email database and identify hot, qualified leads for potential sales

Solution

- The station created a custom campaign all about the advertiser where the audience would design a custom motorcycle and one lucky grand prize winner would receive the \$15,000 bike
- Campaign started with 3 custom ballots where users picked out various styles of the motorcycle
- We then had a sweepstakes where users could enter to win this custom designed motorcycle
- The sweepstakes included survey questions for Hoosier Harley Davidson asking about whether the user owns a motorcycle or would be interested in buying or trading one soon
- The sweepstakes and all 3 ballots included email opt-ins for the advertiser as well
- To top it all off, the winner was announced at a live event hosted by WRBR at the advertiser's shop



Results

- Hoosier Harley Davidson identified more than 330 people looking to purchase or trade their motorcycle
- The motorcycle shop added over 850 people to their email database
- WRBR-FM earned \$1,500 in sponsorship revenue for the campaign (plus, the advertiser covered the cost of the \$15,000 prize motorcycle)
- The station added over 1,000 people to their own email database
- WRBR's audience loved following along with the live event and winner announcement on the station's Facebook Page