

RADIO case study

Football Fan Quiz: Are You the Best or a Pest?

Background

KCLR-FM in Columbia, MO is always looking for creative ways to reach new advertisers and help them achieve their goals.

Steve's Pest Control, Inc. wanted a promotion that would align them with the local college football team while also driving in leads for potential new clients for their services.

Objectives

- Identify new clients for the pest control company
- Align the sponsor with local college football team
- Grow the sponsor's email database
- Drive new revenue for KCLR-FM

Solution

- KCLR created this football fan quiz "Are You the Best or a Pest?" quiz - this was a creative way to incorporate the advertiser
- The sponsor offered a prize of a 2 tickets to a Mizzou college football game and a huge swag bag of tailgate-themed items branded with the Steve's Pest Control, Inc. logo
- After the quiz, users were presented with multiple survey questions about homeowner status, current pest issues, and whether or not the user had a current pest control provider
- The registration page included an opt-in for Steve's Pest Control, Inc. and an opt-in for the station

WHAT KIND OF FOOTBALL FAN ARE YOU?
ARE YOU THE BEST OR A PEST?

Clear99 Steve's Pest Control, Inc.
Today's Best Country Professional Pest and Struggle Elimination Services

WIN MIZZOU FOOTBALL TICKETS AND SWAG!

Question 1 of 9

What do you normally wear to football games?

A team jersey

War paint on my face

Terms of Service

Do you own your home? Required

-- Select One --

Do you worry about (or currently have problems with) the following: (check all that apply)

Termites

Spiders

Mice / Rodents

Cockroaches

Flies / Wasps

Fleas / Mosquitos

None of the above

Do you have a current pest control provider? Required

-- Select One --

SUBMIT

Results

- 24 new clients for pest control company
- \$9,000+ revenue for sponsor from new clients
- 240+ people requested more info from the sponsor
- 136 people were homeowners and 77 of those do not currently have a pest control provider
- 350+ people signed up for KCLR-FM's database
- \$2,500 new revenue for the station