

K98.3's "Grab Your Bag"

Build your Mobile Club - Sweepstakes Contesting

CASE STUDY



OBJECTIVE

- To grow their station Mobile Club, which they use to set appointment listening by announcing contesting opportunities on a weekly basis.

SOLUTION

- K98.3 gave away designer handbags to excited listeners as part of the station's "big contest."
- K98.3 partnered with a local retail establishment (Lord & Taylor), and included bags by top designers, such as Michael Kors, Kate Spade, Lucky Brand, Cole Haan, and Louis Vuitton.
- Over a span of four weeks in October, station enticed listeners to text code words, 3 times each weekday, to 51879 as entry method.
- Live and pre-recorded on-air promos, messages to the station Mobile Club, social media postings and email database marketing.

CALL TO ACTION

- Here's your chance to win a Michael Kors bag! Text the word PHONE to 67664 for your chance to win! It's "Grab Your Bag" from K98.3!

MESSAGES SENT TO STATION MOBILE CLUB

- "Today's K-98.3 "Grab Your Bag" is a Michael Kors! Listen 2 win between 1-2pm. Enter for a LOUIS: bit.ly/19Eo52L"
- "Today's K-98.3 "Grab Your Bag" is a Michael Kors! Qualify to win it at 3:20pm! See the bag here: bit.ly/19Eo52L"
- "Thanks! You're qualified to win today's hot bag, with K-98.3 "Grab Your Bag!" Reply JOIN to join our Text Club."

MEASUREMENT OF SUCCESS

- 13,604 text entries received
- The station Mobile Club grew by an additional 27% (over 1,300 new joins)

CASE STUDY SNAPSHOT

Entity: Connoisseur Media

Market: Long Island, NY

Format: AC

Client: K98.3 and Lord & Taylor

Industry: Retail

