



case study: 95 triple x MONEY BAGS

RADIO STATION



- WHO:** 95 Triple X
- WHAT:** Million Dollar Payday Song
- WHERE:** University Mall, Burlington, Vermont
- OBJECTIVE:** Boost Participation and Listenership
- RESULTS:** 40% Increase in Participation

One of the busiest shopping days of the year was even bigger this year at the University Mall in Burlington, Vermont, when radio station 95 Triple X gave a listener the chance to win a million dollars, courtesy of Odds On.

Listen to Win

When Mandi O'Dell of 95 Triple X contacted Odds On Promotions she was in search of a promotion that would give listeners a lucrative reason to tune in daily. The result: 95 Triple X's Million Dollar Payday Contest.

Be the 15th Caller

Using a Song of the Day contest, the station qualified approximately one listener per air shift during the 10-week promotion. In order to qualify, listeners had to be the 15th caller whenever they heard the Million Dollar Payday Song. Successful callers not only qualified for the chance to win big at the Million Dollar Payday Party, they also won \$100 cash.

The Big Day

On the day of the party, the station set up 10 wrapped "presents" and 100 Money Bags in a large display at the University Mall. Nine of the "presents" contained CDs from the station's prize vault. The tenth contained the CDs and the chance to select from 100 Money

Bags, one of which contained one million dollars...to be paid by Odds On.

The Semifinalists

All the qualifier's names were placed in a box and 10 semifinalists were drawn out. Each of these semifinalists selected a wrapped "present".

Kelly Kreissle of Grand Isle, Vermont, received the chance to select from the 100 bags. Although Kreissle didn't win the million, she did win big...taking home a 4-night trip for two to Cancun, Mexico.



Results

According to O'Dell, response to the promotion was exceptional from start to finish. "The phone lines lit up every time the qualification songs were played. People were so excited to call in to win. Our turnout at the event was much bigger than normal. We usually see 50-75%, but for this promotion 298 of the 330 qualifiers came to the event. I really love the Money Bags Odds On provided. They made the promotion look huge!"

"It was one of the most successful promotions we've ever had. I'd love to continue using Odds On for any promotions we have in the future," stated O'Dell.



Bags of Prizes at the Mall

Million Dollar Payday pays off for 95 Triple X.



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