



# case study: Clear Channel Ashtabula LUCKY ENVELOPES

## Radio Station/Auto Dealer

According to Michelle Baird, new business director with Clear Channel Ashtabula, WREO Star 97 had a rockin' promotion this summer.

A promotion which delighted advertisers, generated valuable demographic data and awarded Wendy Rockenfelder with a brand new 2004 Buick Rendezvous, paid for by Odds On.

### Rendezvous at the Renaissance Faire...

Baird contacted Odds On to build a unique co-sponsored promotion: Rendezvous at the Renaissance. The 6-week promotion was designed to increase attendance at the Great Lakes Medieval Faire while providing key demographic data for the fair's operators and provide visibility and advertising value for Leikin Motor Companies in Willoughby, Ohio.

### How it Worked:

To participate, contestants completed an entry form and guessed the weight of a giant rock which was displayed at the entrance of the fair.

"Each year we do a new medieval theme. This year we had them guess the weight of an 'Excalibur' stone. The contestant who came closest to guessing the weight (966 pounds) received a chance to win the Buick," explained Baird.

Wendy Rockenfelder of North Canton, Ohio hit the mark guessing 966 pounds

giving herself the chance to select from 97 envelopes to win the Buick.

### Winning Moment Caught Live

"It took Wendy a while to select one because she was looking for envelope with the number 50 on it because the following week was her fiftieth birthday," explained Baird.

After selecting her "lucky envelope" Rockenfelder handed it to deejay Mark Slota who was providing an on-air play by play. He opened it and read the contents: Rockenfelder had chosen correctly winning the Buick Rendezvous.

### It Rocked!

According to Eric Edison, Clear Channel Ashtabula's director of non-traditional revenue, both clients were exceptionally pleased with the results.

The vehicle (and dealership logo) was seen by the over 100,000 people who attended the fair. And, over 5,000 people participated in the promotion giving the Great Lakes Renaissance Faire operators their much needed demographic data.

### Winning Weekend

In addition to awarding the Buick Rendezvous, Clear Channel used the event to award prizes for several station promotions including a trip for two to the Excalibur in Las Vegas for a "Phrase that Pays" contest.



**WHO:** Leikin Motors & Clear Channel Ashtabula

**WHAT:** Lucky Envelopes

**WHERE:** Great Lakes Renaissance Faire

**OBJECTIVE:** Generate traffic

**RESULT:** 100,000 attendees in 6 days



### Rendezvous at the Renaissance

A promotion that rocked for all participants.



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