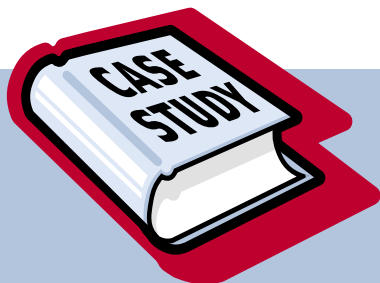




DICE ROLL



WHO: 99.9 KISS Country/Clear Channel

WHAT: Dice Roll

WHERE: Asheville, NC

OBJECTIVE: Listen to Win

RESULT: Successful Promotion



COST:

Dice Roll packages start at \$540 and include FREE shipping and a complimentary custom 11" x 17" promotional sign.

According to Jeff Davis, Operations Manager of Clear Channel Asheville, successful radio promotions are about planning, good consolation prizes, and what he affectionately calls ear candy...a large attention-grabbing prize. Davis knew just who to call when he wanted a million-dollar promotion...

Million Dollar Opportunity

"My GM had done this promotion before in another market. We began by deciding what we wanted to give away and then identified a target list of clients that matched our promotional needs and that would have potential interest," explained Davis.

Listen to Win

For 10 weeks, between 6 a.m. and noon, listeners waited for their chance to be the designated caller to the station for a chance to guess the "Million Dollar Mystery Voice". If the caller identified the voice, they won \$99 and got to attend a lavish listener appreciation party and a chance to roll six dice for a \$1,000,000 prize.

Big Turn Out, Big Night

"The party was amazing. In addition to the 99 qualifiers who each brought three guests, we had roughly 100 staff and clients so there were about 400 people there. For our listeners, this was a real night on the town," Davis noted.

Big, Big Prizes

While no one rolled the million-dollar grand prize combination of station logos, every qualifier walked away with their \$99 in cash. And, the station awarded a hefty \$40,000 in sponsored consolation prizes, including \$5,000 in exercise equipment provided by Arby's promoting their new "Low Carbys" campaign, \$5,000 in camping equipment, \$7,000 in Harley merchandise, and \$9,000 in his and hers rings from a local jewelry store.

Winning Promotion

According to Davis, "This was a win, win, win for the station, the listeners and the sponsors. I am still getting positive feedback from listeners, clients and staff. Being able to advertise a \$1,000,000 promotion for 10 weeks was worth every penny we invested."



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Jeff Davis,
Operations Manager,
Clear Channel Asheville