



WMYD Detroit Drives Traffic & Tune In With TV Lotto!

This March, Incentive Plus Network, working in concert with Odds On Promotions, helped Granite Broadcasting MNT affiliate WMYD Detroit (DMA 11) run a free viewer lottery game with an unusual twist: instead of using numbers in the drawing, the game featured the station's shows, names of show's stars and the station's own on-air talent, as well as an enticing \$150,000 grand prize, insured by Odds On Promotions.

How It Worked

To participate in the promotion, viewers needed to pick up a customized scratch card at that day's sponsor location, scratch off the card's six circles to reveal shows and names, and tune in during the 10 p.m. newscast to see if the six balls drawn, matched the six names on their card. If the names on the card matched all six balls, the card holder would win \$150,000, paid for by Odds On Promotions, or a variety of station sponsored prizes based on how many correct balls they matched.

Audience Participation

According to Damien Anderson with Odds On Promotions, "The promotion drove measurable traffic for participating sponsors because viewers had to visit a participating location in order to pick up a customized scratch card. It also generated measurable results for the station. Not only did the viewers need to dial in to find out where to pick up their cards, once viewers had the card, they needed to tune-in nightly during the 10 p.m. newscast to see if the names on their scratch card matched the names drawn."

OVERVIEW

Objectives:

Drive traffic to sponsor locations.
Increase viewer familiarity with station line-up.

Results:

Increased traffic and visibility for sponsors.
Positive feedback from viewers, sponsors and station.

Station Information:

WMYD is the MyNetworkTV-affiliated television station for Southeast Michigan licensed to Detroit.

Location:

Southfield, Mich.





The Ultimate TV Station Contest

According to Pat Pattison with Incentive Plus Network, "We work with over 350 TV stations nationally, and the TV Lotto contest we put together with WMYD and Odds On was one of the best ever. The station saw a lot of excitement generated for their advertisers and viewers while promoting their on-air line up. It's the perfect TV station contest!"



“This promotion can be easily expanded to enhance the station’s and sponsor’s social media program. For example, a station could announce where to pick up the cards on their Twitter or Facebook accounts and offer a bonus prize to those viewers who “check-in” at the sponsor’s location when they pick up their card.”

Damien Anderson, Internet Business Development Manager



VIEW VIDEO

Read more at TV News Check:

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