



# case study: 98.5 The Big Dawg & Harley-Davidson DICE ROLL

MEDIA



**WHO:** 98.5 The Big Dawg  
& Rocky Mount  
Harley-Davidson

**WHAT:** Dice Roll

**WHERE:** Radio Remote,  
Harley- Davidson  
Dealership

**OBJECTIVE:** Increase Awareness

**RESULTS:** 100+ People at Remote

A North Carolina woman recently drove home a winner after participating in a dice roll promotion sponsored by 98.5 The Big Dawg and Rocky Mount Harley-Davidson. The promotion, which was orchestrated by Christopher Sandy, owner of Custom Financial Strategies of Rocky Mount, North Carolina, paired a radio station and a Harley dealer together.

#### Lead Up

For three months prior to the remote, 98.5 The Big Dawg had listeners tuning in for a chance to qualify to participate in a dice roll for a chance to win the 2004 Harley. On the appointed day at the dealership during the remote, the station held a reverse raffle to narrow down the field of qualifiers down to one lucky finalist.

#### The Choice

When only Susan Ayers was left, she was given the choice: leave with \$985 (the amount-equal to the station's call numbers) or give up the cash to the second place finisher and roll the dice for a chance to win the motorcycle. With over 100 people looking on, Ayers opted to literally roll the dice.

#### The Roll

Ayers was given three attempts to roll the station's call numbers, 9-8-5, in order to win. On her third attempt, Ayers didn't crap out. She rolled the dice and won the Harley courtesy of 98.5 and Rocky Mount Harley-Davidson ... and paid for by Odds On.

#### Winning Promotion!

But the dealer, the station and Ayers weren't the only winners. Christopher Sandy explains, "I'm in the business of helping customers to grow and protect their assets. Promotions grow a business. I have added two new clients who are doing promotions as a result of this one. Odds On stays competitive with their pricing and when it was time to process the claim, you guys paid out!"



#### Big Dawg Hands Over Big Hog

Winning Dice Roll lands Susan Ayers a new Harley, courtesy of Odds On Promotions.



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