

# PROVEN WINNERS 2011 RADIO CAMPAIGN



## WMJX-FM Boston

Campaign dates: Weeks of: 4/18, 4/25, 5/2, 5/9, 5/16, 5/23, 5/30, 6/6  
Length of campaign: 8 weeks  
Number of commercials: 35 spots per week, 280 spots total

### Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Candy O'Terry promoting Proven Winners and the gardening promotion for Proven Winners. In addition to the endorsement spot schedule outline above Proven Winners will also have a gardening promotion that will take place for the 8 week duration of the radio schedule. During the promotion Proven Winner will provide WMJX-FM with the plants needed for Candy O'Terry's home garden. Candy participated last year and planted a garden at her home. This year's video will show her planting and replacing the Proven Winners plants as well as maintaining the existing ones. While she plants the garden she will take photos of the progress of her gardening over the 8 weeks and post them on the WMJX website. The WMJX website will also have the Proven Winners logo, a link to their website and various gardening tips throughout the promotion that will help viewers with their Proven Winners gardens.

**Contest: "Nominate the Every Day Exceptional Woman":** Over four weeks, April 18-May 15, WMJX will direct listeners to nominate their every day Exceptional Woman at the participating Proven Winners locations or on-line at [www.magic1067.com/ProvenWinners](http://www.magic1067.com/ProvenWinners). Every Wednesday, WMJX will surprise the Exceptional Women with a Proven Winners plant/hanging basket from a participating Proven Winners retailer.

**Garden Centers/Retailers:** WMJX will feature the Proven Winners garden centers and participating retailers for an exclusive in-store register-to-win promotion (locations TBD by Proven Winners). Via a separate bank of promotional announcements, WMJX will direct listeners to go to the participating Proven Winners locations and register-to-win VIP tickets to the hottest theatre show and a Proven Winners gift card to the garden center/retailer.

### Exceptional Women Awards Sponsorship: May 6th-Westin Waterfront

- Name inclusion in 40x promotional announcements beginning March 7, 2011
- Half Page advertisement in the EW 2011 program guide
- Custom display in reception area; a 10x10 footprint outside the grand ballroom where event attendees register, network and socialize prior to the awards ceremony.
- Option to put one of PW signature products or branded premium in the gift bag that each attendee receives at their seat (Proven Winners- The Gardener's Idea Book)
- VIP Entertainment including four tickets to the Exceptional Women Awards, as well as tickets to the VIP After Party (location to be determined)
- Text name inclusion in two Exceptional Women e-mail that is sent to WMJX's (40,000) database beginning March 7, 2011.
  - Logo and link inclusion in the dedicated Exceptional Women webpage featuring a recap of last year's event, honoree information, and a link to purchase tickets.
- Charity alignment with American Cancer Society and opportunity for inclusion in "Ticket For A Cure" raffle featuring a prize giveaway of your choice

