

# PROVEN WINNERS 2011 RADIO CAMPAIGN



## WDVD-FM Detroit

Campaign dates: Weeks of: 4/25, 5/2, 5/9, 5/16, 5/23, 5/30

Length of campaign: 6 weeks

Number of commercials: 53 spots per week, 318 spots total



**Endorsement Spots and Gardening Promotion:** All spots in the above schedule will be endorsements done by WDVD's Morning Show, Blaine, Dana and Allyson 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 6 week duration of the radio schedule. During the promotion Proven Winner will provide WDVD-FM with the plants needed for Blaine, Dana and Allyson to plant a garden at the Fisher Building. While they plants the garden they will take photos of the progress and stream a live web cam of their gardening over the 6 weeks and post them on the WDVD website for viewers to observe. The WDVD 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.

**Live Appearance:** WDVD and the Morning Show will also host a station appearance at a retail location of our choice. (1x two hour appearance and 20 recorded live promos).

**Email Blast:** 1x and goes out to over 30,000 WDVD Listeners Club

**Dedicated "Here's the Proof WDVD Morning show's Proven Winners Gardening Page"** for the duration of the campaign to include video of the planting, weekly updates via video, pictures, webcam and blogs. Space for Proven Winners to provide weekly gardening tips.

**Streaming Program:** Proven Winners digital program on [www.963WDVD.com](http://www.963WDVD.com) includes the following:

- 180x :15 streaming ads on 963wdvd.com
- Placement in the 963WDVD.com online stream pre-roll gateway (Minimum of 60x during campaign to air M-F 6a-6p.
- Minimum of 180x 30-second commercials to air M-F 6a-12m online. 300x250 display ad with a link to the Proven Winners' website on the stream player synchronized to show when the Proven Winners commercial airs.
- A 120x90 impact tile ad with link added to the rotation on 963WDVD.com

**Memorial Day Weekend Sponsor:** Proven Winners will be the "WDVD Weekend Sponsor" for Memorial Day Weekend (5/27-5/29) and receive: (28x) recorded :10 Sponsorship mentions airing Friday from 4pm through Sunday at 12am.

**Allyson's Hollywood Dish:** Each week Allyson gives the listeners the "Hollywood Dish" over a three minute period on the morning show. Proven Winners will be the sponsor of "Allyson's Hollywood Dish" the week of 4/25 and receive: (1x) Live :10 Sponsorship mention each day Monday through Friday.

**Blaine's Brain Buster:** Each weekday morning, Blaine asks a "lifestyle" trivia question, Blaine takes listener calls until he gets the correct answer. As the Prize Sponsor the week of 5/9 Proven Winners will receive the following in the 7am hour:

- (2) Promotional mentions each day Monday through Friday during the morning show each week.
- Proven Winners will provide a gift card for \$50 for Proven Winners products for each giveaway. Total of (5) \$50 gift cards.



# PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

## 96.3 WDVD-FM

## Detroit, MI

| Date  | 300x250 Banner Ad                | 120x90 Banner Ad                 |
|-------|----------------------------------|----------------------------------|
| 04/25 | Supertunia® Vista Bubblegum      | Snow Princess®                   |
| 05/02 | Supertunia® Pretty Much Picasso® | Diamond Frost®                   |
| 05/09 | Incrediball®                     | Gardener's Idea Book             |
| 05/16 | Snow Princess®                   | Supertunia® Vista Bubblegum      |
| 05/23 | Diamond Frost®                   | Supertunia® Pretty Much Picasso® |
| 05/30 | Gardeners Idea Book              | Invincibelle® Spirit             |

The below varieties will be featured online and mentioned on-air during the campaign.



120x90 shown at 75%



300x250 shown at 75%

