

PROVEN WINNERS 2011 RADIO CAMPAIGN



WRAL-FM Raleigh

Campaign dates: Weeks of: 3/28, 4/4, 4/11, 4/18, 4/25, 5/2
Length of campaign: 6 weeks
Number of commercials: 17 spots per week, 102 spots total
Website: <http://www.wralfm.com/morningshow/GardenwithVanna.aspx>

Endorsement Spots and Gardening Promotion: All spots in the above schedule will be endorsements done by Vanna Fox 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 WRAL-FM with the plants needed for Vanna Fox to plant a garden at her personal home. While she plants the garden she will take photos and blog of the progress of her gardening over the 6 weeks and post them on the WRAL website for viewers to observe.

Online: The WRAL 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.

A feature page called "Garden with Vanna" will be created for the campaign. This page can be accessed through the home page and the Morning Show page. Here Vanna can blog and post pictures about her gardening experience. WRAL will also host a customized pool, video and ads.

Social Media: WRAL-FM will post 3-4 Facebook Updates on their Fan page about Proven Winners. These posts will also be put on the station Twitter page.

On-line Contest: WRAL will run an on-line contest which can be accessed through Vanna's Garden page and the contest page. The contest will run for the entire 6 weeks. Each week a winner will be awarded a \$50 gift card for Proven Winners (6-\$50 gift cards total). Proven Winners will receive 20 live promotional announcements to support this contest.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

101.5 WRAL-FM

Raleigh, NC

Date	120x300 Banner Ad
03/28	Supertunia® Vista Bubblegum
04/04	Supertunia® Pretty Much Picasso®
04/11	Incrediball®
04/18	Snow Princess®
04/25	Diamond Frost®
05/02	The Gardener's Idea Book

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



120x300 shown at 100%

PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

101.5 WRAL-FM

Raleigh, NC



- Home**
- Listen Live**
 - MIX 101.5 WRAL-FM
 - WRAL-HD2
 - IPHONE APP
- Facebook**
- Twitter**
- Bill & Lynda**
 - BILL & LYNDA MAIN
 - WHATCHA THINKIN
 - PODCASTS
 - LINKS
 - VIDEOS
- On-Air**
 - STAFF
 - RECENT SONGS
 - DIANE RAMSEY
 - JIM KELLY
 - 80s MIX CAFE
 - JOHN TESH
 - RICK DEES
 - CORNERSTONE
 - HD RADIO
- Win Free Stuff!**
 - CONTESTS
 - JOIN or LOGIN
 - UPDATE ACCOUNT
- Calendars**
 - MIX EVENTS
 - COMMUNITY EVENTS, PSAs
 - CONCERTS
- Featured Sections**
 - GARDEN WITH VANNA
 - BREAST HEALTH BUDDY
 - WET NOSE WEDNESDAYS
 - RADIOTHON
 - MIRACLE HOME
 - LIPSTICK LUNCHEON
 - BACKPACK BUDDIES
 - GO GREEN
 - HEALTHY LIVING
- Photos**
- Contact us**

Garden With Vanna

SPONSORED BY

PROVEN WINNERS®
The #1 Plant Brand®

On-Air Now

DIANE RAMSEY
Weekdays 10am-3pm

Garden with Vanna

Happy Friday...
Posted 4/15/2011 11:21:00 AM

It is amazing outside in the Triangle today. Do not let this weekend pass without getting your Proven Winners plants in the ground. Imagine how they will love the Saturday rain the Fish says we'll have.

You'll want to plant them in the ground, of course. But, I'm having the most fun watching the ones in the containers beside my front door. Honest, they grow overnight. I water mine at 3:30 in the morning when I get up...so I start everyday surrounded by their beauty!

Check back Monday for updated pictures.....Happy Planting!!!

[\[Read full post \]](#)

Don't miss another April Shower
Posted 4/11/2011 9:11:00 AM

Man, were my Proven Winners plants ever happy with this weekend's rain. If you haven't planted yet...get to it. Honestly, I could almost see mine grow over the weekend.

Right now is the PERFECT time to make your neighbors envious, just plant what I did:
Snow Princess
Diamond Frost
Supertunias Vista Bubblegum
Superbells
.....and be sure to let me know how your's are doing!

[\[Read full post \]](#)

CLICK HERE TO WIN A
\$50 GIFT CARD

PROVEN WINNERS®
The #1 Plant Brand®

poll

Why do you garden?

- for a beautiful yard I can be proud of
- recreation, relaxation
- to enjoy being outdoors
- to enjoy an activity with family or significant other

[VOTE](#) [RESULTS](#)

Voting on this poll is restricted to one vote every 12 hour(s) .

Connect

Become A Fan
Share gardening tips and ideas

Follow Us
Learn about new plants and events in your area

Proven Winners Videos
See how Proven Winners actually works

Email Newsletter
Receive email news and offers from Proven Winners

Snow Princess

Video

0:00 / 0:00 [Watch later](#)

Tips

10 Easy Ways To Garden Green

- 1. Get rid of the grass and start planting**
Landscaping and gardens provide many resources that the earth needs as well as return oxygen to the air. By beautifying your yard through landscaping and gardening you can recycle natural resources and reduce the need for harmful toxins used in general lawn care. This will be beneficial not only to the well being of your yard but also for your family's health and wellness.
- 2. Go native**
Return to the use of indigenous plants in your area. Because these plants are already accustomed to the growing and climate conditions of your region, they will adapt much more easily, will require less fertilizer and water, and less effort in pest control.

[Click here to read the rest of the article at ProvenWinners.com](#)