

PROVEN WINNERS 2011 RADIO CAMPAIGN



WRBQ-FM Tampa

Campaign dates: Weeks of: 3/28, 4/4, 4/11, 4/18, 4/25, 5/2, 5/9
Length of campaign: 7 weeks
Number of commercials: 31 spots per week, 217 spots total

Endorsement Spots and Gardening Promotion:

All spots in the above schedule will be endorsements done by Nikki Cruz promoting Proven Winners and the gardening promotion for Proven Winners.

In addition to the endorsement spot schedule outlined above, Proven Winners will also have a gardening promotion that will take place for the 7 week duration of the radio schedule. During the promotion, Proven Winners will provide WRBQ-FM with the plants needed for Nikki 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 7 weeks and post them on the WRBQ website for viewers to observe.

Online:

The WRBQ 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.

Online Game/Trivia Element:

Over six weeks of the schedule, WRBQ will run an online Survey/Scavenger hunt in order to build Proven Winners' online database and website traffic. WRBQ will run a list building survey for three weeks during the first month on-air.

Consumers will earn points by taking a custom survey that identifies their needs or interest in Proven Winners products. A list of consumers who are qualified and opt-in are given to Proven Winners each week. During the second month, WRBQ will run a three week online trivia campaign. Traffic will be directed to the Proven Winners web site to answer trivia questions.



PROVEN WINNERS 2011 RADIO ADS & SCHEDULE

104.7 WRBQ-FM

Tampa, FL

Date	728x90 Banner Ad
03/28	Supertunia® Vista Bubblegum
04/04	Supertunia® Pretty Much Picasso®
04/11	Bloomerang®
04/18	Snow Princess®
04/25	Diamond Frost®
05/02	The Gardener's Idea Book
05/09	Invincibelle® Spirit



728x90 shown at 50%

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

