

RADIO case study

Shasta



Objectives

- Shasta was looking for fun ways to support their winter 2013 campaign theme “Flavor & Fun” and highlight their wide variety of flavors.
- Raise overall awareness levels of Shasta and the multitude of available flavors.
- Drive traffic to retail partner locations (Albertsons and Associated Foods).
- Increase Shasta Facebook “Likes” and traffic to the Shasta Facebook page.

Solution (continued)

- Select local station website homepages were taken over by Shasta, driving users to the Shasta Facebook page.
- In addition, select local radio stations and station personalities shared the promotion through their social media networks.
- Local radio stations also brought the “Flavor & Fun” direct to shoppers, setting up in Albertsons and Associated Food locations with Shasta sampling, couponing, and prizes.



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Results

After just three weeks:

- Over 7,000 unique entries were generated.
- More than half of the unique entries chose to share the Shasta Facebook page with their social network.
- There were more than 52,000 page views on the contest site, and over 4,000 new “Shasta Likes” on Shasta’s Facebook page.
- During one, two-hour in-store appearance in particular, over 60 cases of Shasta were sold.

Solution

- Katz Marketing Solutions worked with Shasta to create a multi-tiered radio/online/promotional sweepstakes effort utilizing a “like-gated” promotional microsite, and a chance for consumers to win their choice of six “flavorful vacations.”

