

RADIOcase study

Leadville, Colorado & Southern Railroad Company

Objective:

- To promote Summer train tours to families in the Denver, Colorado market.



Solution: TRAIN TOUR WITH KELLY FORD

- KYGO in Denver, Colorado, created an eight week campaign that ran during the months of July and August.
- Listeners were offered the chance to win a VIP Train Tour experience for a family of four as promoted by KYGO on-air personality Kelly Ford.
- On-air commercials advertised Leadville Colorado & Southern Railroad tours and drove listeners to a custom built feature page on the station's website.
- The feature page included:
 - Video promoting the tours hosted by a popular on-air personality.
 - Pictures and information about the different tour options like a photography tour, night time tour, etc.
 - Visitors could register to win the VIP experience, a day trip and download a coupon.

Results

- Leadville, Colorado & Southern Railroad Company saw a large influx of business and traffic to their website during and after the campaign.
- They reported a double digit growth in sales over the previous year.
- Upon purchasing tickets from Southern Railroad, customers reported watching the videos with the radio personality.
- Leadville, Colorado & Southern Railroad Company devotes 100% of their advertising budget to KYGO as a result of the successes they achieved.

