

# ZM

with  
**save my bacon**

# \$100,000 SECRET SOUND

**CASE STUDY**



## CASE STUDY

ZM'S \$100,000 SECRET SOUND

CAMPAIGN DATES: 22 JANUARY - 20 MARCH 2020

## OVERVIEW

In January 2020, ZM brought back New Zealand's favourite radio competition and the biggest jackpot EVER – **\$100,000**, thanks to Save My Bacon. Over the course of 7 weeks ZM listeners agonised over the Secret Sound.

Six times per day, listeners called in to guess the sound and Sound Keeper Gary gave out additional clues. Save My Bacon were also given additional clues to share on their social accounts.

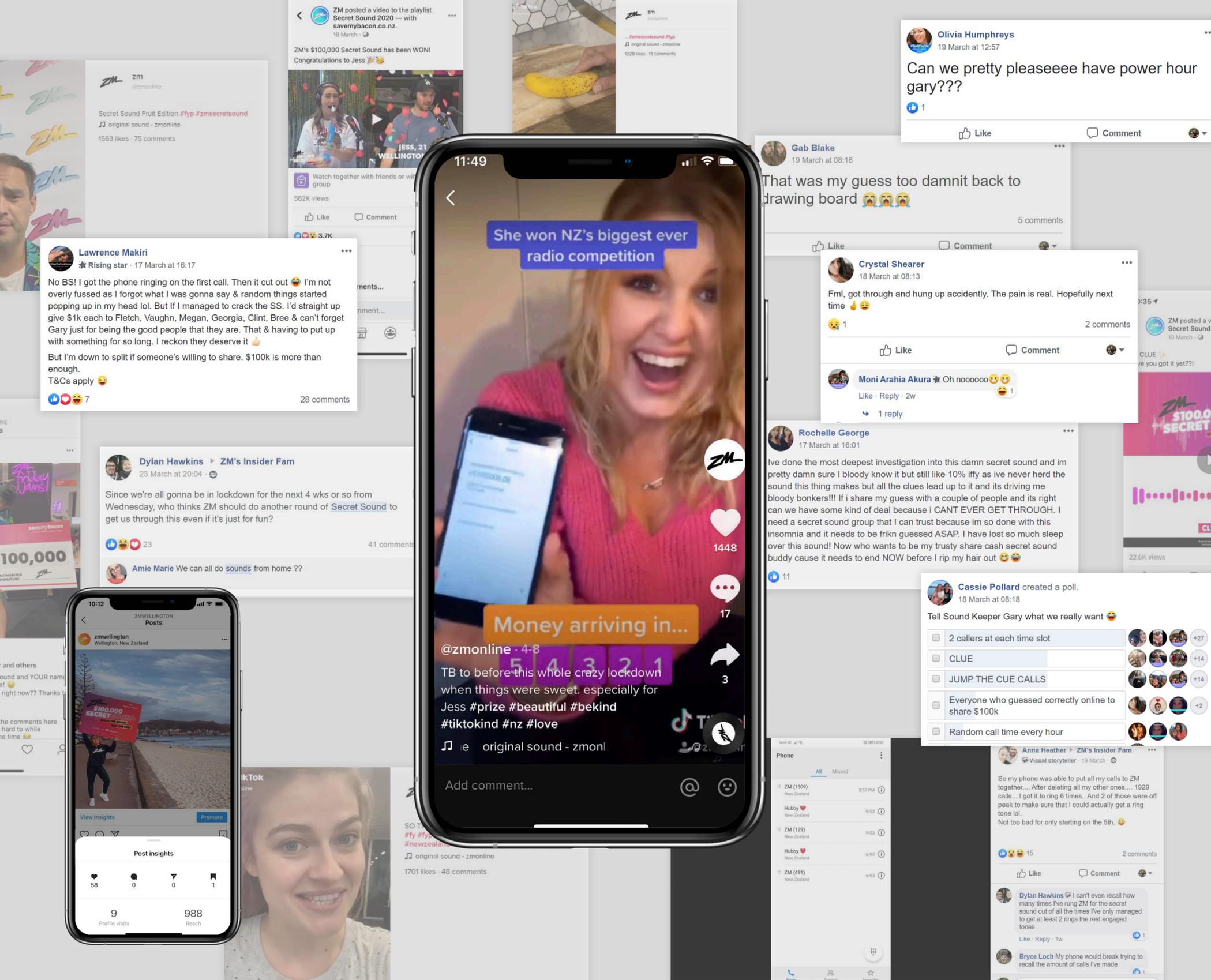
The sound was finally guessed – a champagne bottle opening - by grand prize winner Jess who took home the \$100,000 jackpot.

Throughout the 7 week campaign, Save My Bacon was integrated into the Secret Sound through on-air, online, print, OOH, TV and social platforms.

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NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

**BE SEEN. BE HEARD. EVERYONE'S HERE.**





**PROMOTION SUCCESS:**

**398,242**

PHONE CALLS

**5.9 MILLION**

SOCIAL IMPRESSIONS

**110,515**

VIEWS OF THE VIDEO CLUE AT ZM ONLINE

**187,716**

PAGE VIEWS

**69%**

INCREASE IN ONLINE GUESSES

**382**

SOCIAL POSTS OR STORIES BY ZM

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## CLIENT RESULTS

Save My Bacon used this exposure to deliver a series of partner posts throughout the Secret Sound campaign to increase brand awareness. With the campaign going gang-busters, the numbers were too and Save My Bacon started to see incredible results:

**DOUBLED**

THEIR INSTAGRAM FOLLOWERS  
ON THEIR NEW ACCOUNT

**65%**

INCREASE IN REFERRAL TRAFFIC  
FROM THE ZM ONLINE SITE

**TRIPLED**

THEIR REACH ON INSTAGRAM WITH  
THEIR SECRET SOUND CLUE

WHEN THEY POSTED A CLUE THEY  
SAW A SPIKE IN WEBSITE VISITORS OF

**230%**

“

**save my bacon**

LUCY COLGRAVE - PROGRAMME MANAGER & MARKETING SPECIALIST AT SAVE MY BACON SAID:

**“ZM were on it with communication, open to ideas, the assets looked fab! The additional content for social was awesome, and we felt connected to the promo on multiple channels. The results speak for themselves!”**



<https://vimeo.com/414633146/83dad96fc0>

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