

CASH'N' CAR DRIVEN BY CASE STUDY CASE STUDY





OVERVIEW

In May 2021, across six massive weeks, The Hits gave listeners a chance to win a brand new MG ZS Essense as well as the secret amount of cash stashed in the boot! Four times across the day, listeners could call the station to guess how much cash they thought was in the car. The Hits Cash Committee released clues periodically throughout the campaign to help listeners get closer to the winning amount.

The final amount of \$15,981.92 was correctly guessed by Lucy of Wellington during The Hits Drive with Stace, Mike and Anika. The campaign generated amazing results including over 560,000 calls to the station across the six weeks.



PROMOTIONAL ELEMENTS AND EXPOSURE:

MG received 6 weeks' worth of exposure across multiple touch-points, including:

- The Hits announcers talking about the campaign and crediting the sponsor in a natural way
- · Featured on thehits.co.nz
- . Mention in the updates in The Hits eNewsletter
- iHeartRadio in-app message and in-app push notifications
- The Hits social media posts on Facebook, Instagram and YouTube
- Comprehensive marketing campaign including TVC, YouTube TVC, online, print, social and OOH!, GoMedia, JCD, and Lumo billboards
- The Hits ads featured on mall doors
- Onsite activations AKL, WLG, TGA & NTL.
- Pre-recorded commercials scripted and voiced by The Hits radio talent
- Taking listeners to air to guess the amount of money in the back of the MG vehicle, filling a full voice break, and integrating the sponsor and key messaging point















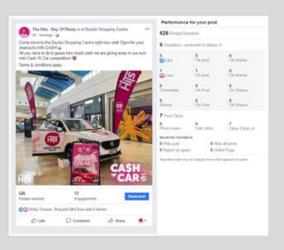


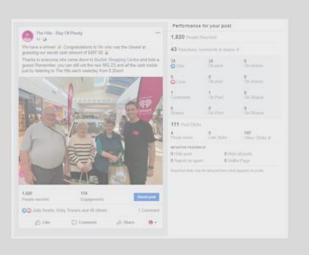






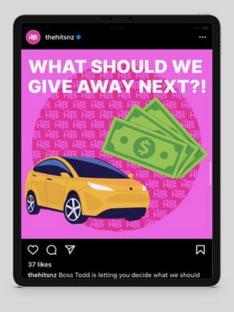








The Hits - Wellington



Performance for your post

1,935 People Reached







PROMOTION SUCCESS:

561,129

TOTAL CALLS TO THE STATION DURING THE SIX WEEK CAMPAIGN

47,351

WEBPAGE VISITS

320,411

SOCIAL REACH

19,349

AVERAGE DAILY CALLS TO THE STATION



You've heard of The Hits - Antearoa Cash 'n' Car, and right now the team are down at Gazley MG with their very own cash 'n' car mini edition! Come

CLIENT RESULTS:

As part of the campaign, The Hits Street team ran several onsites across the country. The onsite in Whangarei, Northland was so successful that the client requested the team back for the following weekend as they sold several vehicles from the onsite.







GARY MITCHELL, NORTHLAND MG

"It was great having The Hits team onsite to promote MG and the Cash n Car giveaway. We had a great weekend with lots of great leads including around the EV models that we had them return the following weekend for another onsite – we also had a MG ZST branded up to promote MG and the Cash n Car giveaway which they used around Whangarei. The combination of The Hits and MG was the perfect partnership for us here at Northland MG"

