

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.



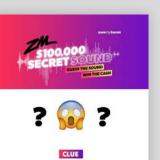
PROMOTIONAL ELEMENTS AND EXPOSURE:

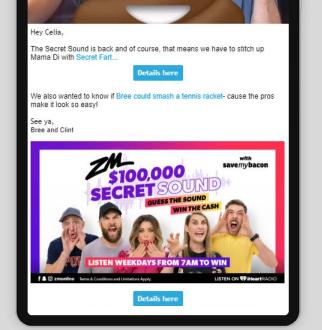
Save My Bacon received 7 week's worth of exposure across multiple touch-points, including:

- Integration of Save My Bacon into the logo for the campaign, which was used on all platforms
- ZM announcers talking about the campaign, and crediting the sponsor in a natural way
- Taking listeners to air to guess the sound, filling a full voicebreak and integrating the sponsor and key messaging point
- Pre-recorded commercials, scripted and voiced by station talent
- Microsite at ZMonline.com including banners
- Updates in the ZM eNewsletter
- Opt-in contestant database supplied
- ZM Facebook, Instagram & Tiktok posts and stories, with links, that SMB could share
- Local Street Activations in AKL, HAM, WEL, CHCH & DUN
- A comprehensive marketing campaign including TVC, online, print, social and OOH











You're on track I have seen the

Secret Sound





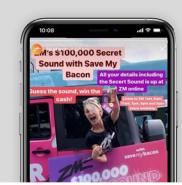




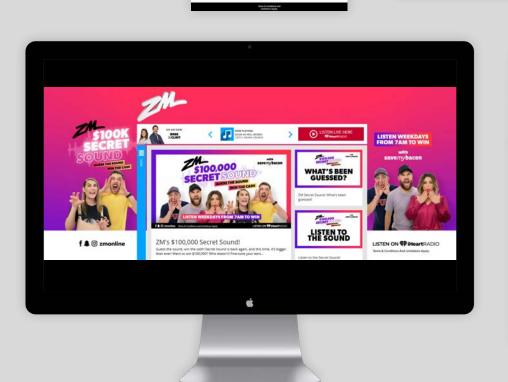


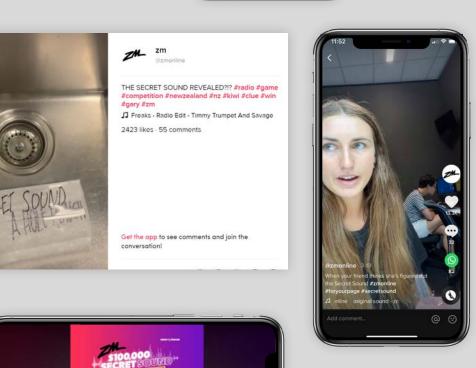














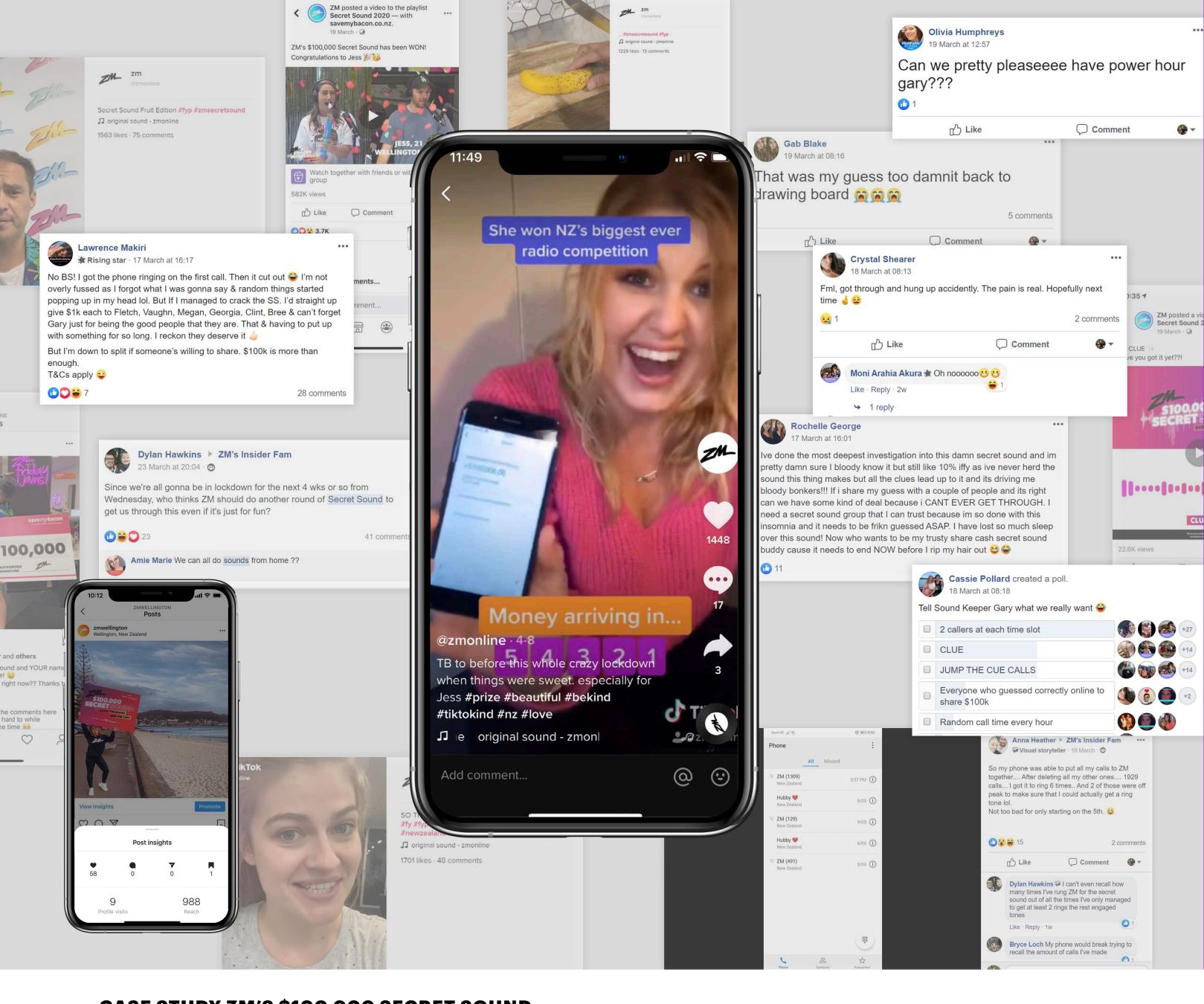






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PROMOTION SUCCESS:

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



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%



savemybacon

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

