

ZM

\$100,000 SECRET SOUND

CASE STUDY

In September 2022, ZM in partnership with Neon, launched its twelfth season of Secret Sound. Over the course of five weeks, Kiwis took their shot at guessing the sound for the chance to take home the big prize of \$100,000.

Over the campaign's 5-week duration clues were shared through both the ZM and Neon channels and listeners were given the opportunity to guess the sound six times throughout the workday.

In the fifth week, the sound was guessed – cracking an egg – and the big cash prize was won!

Throughout this campaign, Neon was put front of mind for listeners, and was integrated into Secret Sound through on-air, online, print, out of house media, TV and social platforms.

THANKS TO

NEON



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

ACROSS THE FIRST WEEK, WE GAVE EACH LISTENER WHO GUESSED ON-AIR A NEON SUBSCRIPTION, CEMENTING NEON AS OUR SPONSOR



ONE ZM SOLUS EDM



533 RUN OF STATION ANNOUNCER LINERS

CLUES WERE THEMED AROUND MOVIES AND TV SHOWS THAT WERE AVAILABLE TO STREAM ON NEON

THANKS TO
NEON



436 PROMOTIONAL TRAILERS



PROMOTIONAL GOALS AND EXPOSURE

When entering into this partnership, Neon had two main objectives:

- 1 Create mass awareness for their platform as NZ's favourite streaming service
- 2 Showcase the array of television series and movies available on Neon

Just like the last two seasons of Secret Sound with Neon, we made sure our key messaging had high reach and frequency across all touchpoints.



THE SECRET SOUND COULD ONLY BE GUESSED AT 7, 8, 9AM AND 3, 4, 5PM, DURING PEAK LISTENING TIMES



569 POSTS TO ZM'S SOCIAL CHANNELS (INCL. FLETCH, VAUGHAN & HAYLEY AND BREE & CLINT)



6 WEEKS ONLINE EXPOSURE AT ZMONLINE.CO.NZ



ANNOUNCERS REGULARLY TALKED ABOUT THEIR FAVOURITE CONTENT ON NEON

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NEON'S MESSAGING WAS HEARD BY OVER 860,000 LISTENERS AN AVERAGE OF 31 TIMES (81,952 MORE PEOPLE THAN LAST SEASON)



3,730
ONLINE GUESSES



126
ON-AIR GUESSES



THE SECRET SOUND PODCAST WAS DOWNLOADED OVER 57,000 TIMES AND WITH OVER 17,500 MONTHLY LISTENERS IT IS THE HIGHEST DEBUTING PODCAST SINCE THE TRITON PODCAST CHART BEGAN



PROMOTION SUCCESS

Media value promised:
\$1,247,790

Total media value delivered:
\$2,228,866.77

614,822
WEBPAGE VIEWS



Recent



143
MINI SWEEPERS

436
TRAILER PLAYS



2,538
'SECRET' TEXTS

Rakai Earle
Thank you NEON NZ
Like Reply 5w

3,256,480
SOCIAL REACH

61,886
SOCIAL ENGAGEMENTS

THANKS TO
NEON



WEEK	CALLS
WEEK 1	40,457
WEEK 2	52,636
WEEK 3	47,828
WEEK 4	75,889
WEEK 5 (GIVEN AWAY ON THE MONDAY)	7,069

223,879
PHONE CALLS



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CLIENT RESULTS

With this partnership, we were able to successfully complete Neon's key objectives and exceed expectations. Through this campaign:

- We drove mass reach while making Neon relevant within pop culture moments
- We facilitated a connection with Neon's audience and kept Neon's platform top of mind
- Neon saw a 79% increase in referral users on their website compared to the previous 6 week period
- Neon's overall sessions per user increased by a solid 58.5% compared to the past 6 weeks
- Paid social (on Neon's social channels) reached 485,379 unique users
- There were 33,908 post engagements based off 1.2M impressions – an engagement rate of 2.8%



“With this being the third time we sponsored ZM's Secret Sound, both parties were eager to elevate the competition while hero-ing our platform's exclusive content.

The \$100,000 Secret Sound became a fully integrated competition seamlessly blending ZM's signature banter, delivering a natural and authentic partnership for us at Neon. There was no stone left unturned in our task for ultimate engagement, with bespoke clues shared across Neon's own social media, webpage and eDMs. The ZM audience knew exactly which platform to get hooked into to stream great TV series and movies.

The successful partnership, saw us achieve mass reach to a targeted audience, ultimately propelling us to the forefront of ZM's listeners' minds when it comes to online streaming. And once Secret Sound was over, listeners were left with a plethora of series and movies to enjoy on Neon.”

Lisa Doherty
Neon Marketing Lead

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