



CASH 'N' CAR CASE STUDY

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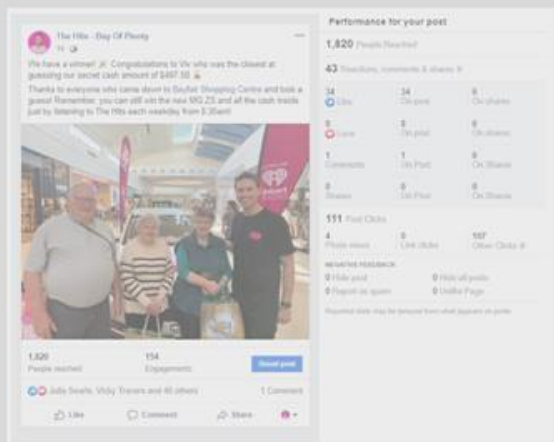
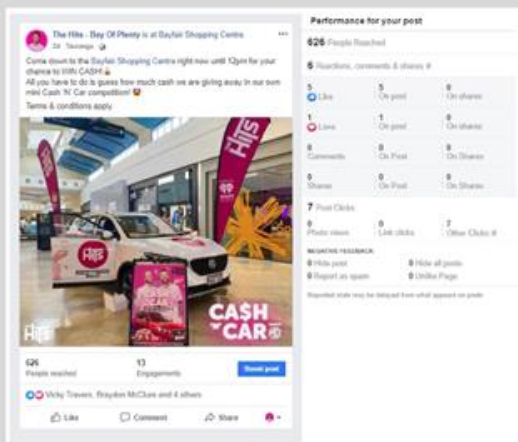
OVERVIEW

In May 2021, across six massive weeks, The Hits gave listeners a chance to win a brand new MG ZS Essence 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.

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PROMOTION SUCCESS:

561,129

TOTAL CALLS TO THE STATION DURING THE SIX WEEK CAMPAIGN

47,351

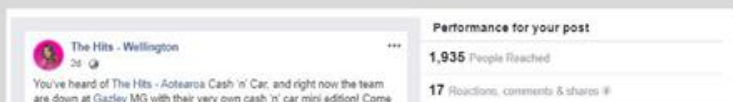
WEBPAGE VISITS

320,411

SOCIAL REACH

19,349

AVERAGE DAILY CALLS TO THE STATION



CASE STUDY THE HITS CASH 'N' CAR CASE STUDY
CAMPAIGN DATES: MAY 2021

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CLIENT RESULTS:

As part of the campaign, The Hits Street team ran several onsite events 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”

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