

Living the Life (style): Feb 6, 2008

Is your radio station living the lifestyle of its listeners? It's one more way for your station to set itself apart from the other audio options out there and strengthen its bond with your listeners.

ROCK 107/WEZX/Scranton, PA is a heritage rock radio station in Northeast P-A. One of their most recent successful promotions stemmed from a hallway conversation asking, 'who here likes to smoke cigars?' After many positive answers that led to the rooftop smokers' lounge, the promotion wheel began to turn. Among the staff cigar aficionados were morning hosts, Daniels and Webster. The next idea became, 'the station should host a cigar night. But let's make it more than a bunch of guys at a cigar store in the mall. Let's make it an event and package it as a must attend night out. Besides the cigars, what else will drive station cume to this event? Men and their cigars would probably enjoy some cold beer. If a meal could be thrown in, that just might nail it down. Now there's a meal, cold beer, cigars, and many listeners that will need a location to host the promotion.

Send the account execs to the streets to tie it all together. A local cigar store jumped at the opportunity to be on board. One of the area's major hotel and conference centers became the hosting place providing the meal. The area's beer distributor stepped in with the beer bar plus Sam Adams samplings.

How did it all come together? ROCK 107's Daniels & Webster Cigar Night was born. It was promoted through all dayparts with each of the clients getting mentions. D&W also had each of the clients involved stop by the morning show to promote the event. Only a limited number of tickets were sold. Ticketholders were entitled to a seven course meal. They also received seven cigars to go with each of the meal's courses. Seven rounds of Sam Adams various special brews were also served with the meal. There was also a bar of Coors Light on tap for the entire evening. Ticket price per person: \$100.

ROCK 107 has done two cigar nights so far. Each one has been a slam dunk for everyone. The clients get the on-air mentions, plus the sampling of their products. The listeners get to hang out in an intimate setting with their favorite morning show. All in attendance take part in a night of cigar smoking, eating, and drinking that produces many stories that carry over to those that were not there (recycling cume). The radio station makes money...and some new friends that also enjoy living the lifestyle.

Look for ways for your station to continue to be part of the fabric of your listeners' lifestyles. The ideas may be floating around in the hallways of your station any day of the week. What do you think? I welcome your thoughts.