



DIVERGENT SERIES : INSURGENT

PROMOTION RECAP
MARCH 9TH - MARCH 13TH 2015

LIONS GATE FILMS AND IHEARTMEDIA

Campaign Recap

March 9th – March 13th 2015, iHeartMedia Dallas executed digital & on-air elements to promote the premiere of “Divergent Series : Insurgent”! All stations hosted a custom web contest page where listeners registered to win a pair of reserved passes to the advance screening on March 16th @ Alamo Drafthouse! The customs were supported by :15 promotional mentions and “Insurgent” received a combo of 100x live & recorded promos.

Campaign Included :

- 3/9 – 3/13 Custom contest page on LONESTAR925.com, KEGL.com, KDGE.com, 1029NOW.com, & 1061KISSFM.com
- Social Media posts on KDGE, KDMX, and KHKS Twitter pages

Total Promotional Value = KDGE \$11,000; KDMX \$23,000; KEGL \$ 8,000; KHKS \$15,000 & KZPS \$9,500



ON-AIR MENTIONS



Promotional Spots



				
:15 PROMO	:15 PROMO	:15 PROMO	:15 PROMO	:15 PROMO

FEATURED TWEET ON KDGE TWITTER PAGE TO 14K FOLLOWERS

Social Media



FEATURED TWEET ON KDMX TWITTER PAGE TO 9,264 FOLLOWERS

Social Media



TWEETS 13.5K FOLLOWING 489 FOLLOWERS 9,083 FAVORITES 48

Following

102.9
@1029NOW
Music var
the world!
Dallas
1029n
Joined

 102.9 NOW @1029NOW · Mar 9

Want to go to an advance screening of
@Divergent #Insurgent? Register to win
passes to the screening March 16th
ow.ly/K6EWA

  1  

11 Fol



148 Photos and videos



#Globalization. Listen online:
1029now.com/listen

102.9 NOW @1029NOW · 3h
Coming up @OnAirWithRyan today we're getting to know former Vine sensation + rising superstar @ShawnMendes. Listen:

- Bill Cosby
- #LoveTheatre
- #apprentice
- #CallMeCam
- #MTVStars
- Starter Pack
- #AaliyahMovie
- Charles Manson
- Lunch Money

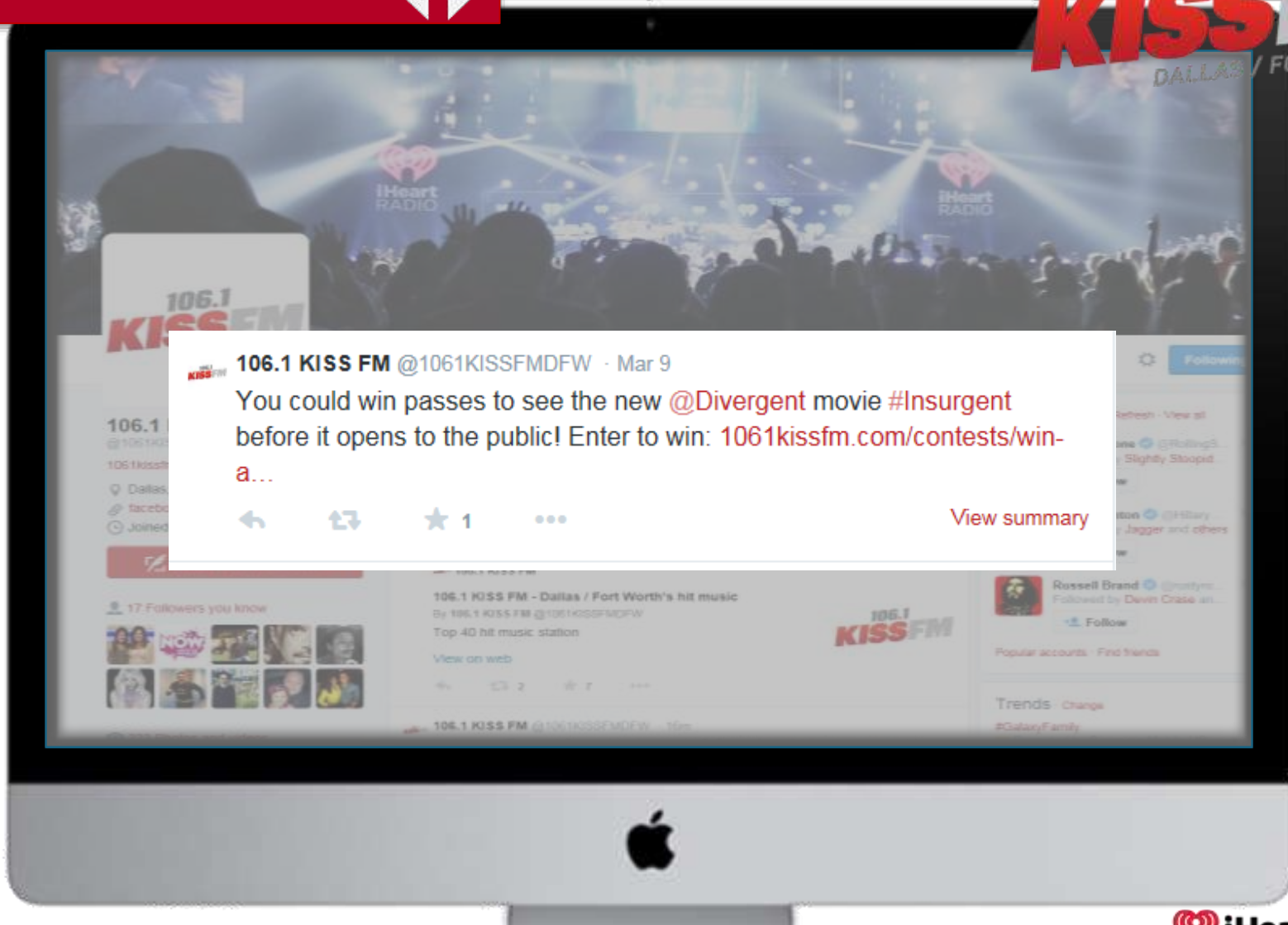


FEATURED TWEETS ON KHKS TWITTER PAGE TO 23K FOLLOWERS

Social Media



106.1
KISS FM
DALLAS / FORT WORTH



FEATURED PROMOTION ON KZPS' HOMEPAGE

Web Mention



Featured promotions



Win Advance Passes to see Divergent

Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Drafthouse)

FEATURED PROMOTION ON KEGL'S HOMEPAGE

Web Mention



Featured promotions



Win Advance Passes to see Divergent

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FEATURED PROMOTION ON KDGE'S HOMEPAGE

Web Mention



Featured promotions



Win Advance Passes to see Divergent

Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Drafthouse)

The Fewer, The PROUDER. The U.S. Lady Marines

Tardis Toothbrush Cat FTW!

Featured Promotions

Win Advance Screening Passes to see Insurgent

Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Drafthouse)

DPW Auto Show

FEATURED PROMOTION ON KEGL'S HOMEPAGE

Web Mention



The screenshot shows the NOW 102.9 website homepage. At the top, there is a navigation bar with links for 'Blogs', 'Music', 'Photos', 'Info', and 'Win'. Below this is a search bar and a 'Listen Live' button. A banner for 'Pay Your Bills' is visible. The main content area features a 'Featured promotions' section. A red box highlights a promotion for 'Win Advance Passes to see Divergent'. Below this, there are sections for 'year older this month!', 'Concerts', and 'WATCH: Flight Attendant Dances To 'Uptown Funk!'. A smaller version of the 'Featured Promotions' box is also visible in the bottom right corner of the screenshot.

Featured promotions

Win Advance Passes to see Divergent

Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Drafthouse)

year older this month!

Concerts

WATCH: Flight Attendant Dances To 'Uptown Funk!'

Featured Promotions

Win Advance Seating Passes to see **Insurgent** Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Drafthouse)



FEATURED PROMOTION ON KHKS' HOMEPAGE

Web Mention



106.1
KISS FM
DALLAS / FORT WORTH

Featured promotions



Win Advance Passes to see Divergent

Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Drafthouse)

CUSTOM CONTEST PAGE ON LONESTAR925.COM

Web Mention



[Blogs](#) - [Photos](#) - [Win](#) - [Music](#) - [Info](#)

Listen Live
on iHeartRadio

Lone Star 92.5
Classic rock for Dallas / Fort Worth



On Air
Jeff K



WIN A NEW RIDING LAWN MOWER
OR
A TRIP TO ITALY, HAWAII
OR YELLOWSTONE



[Home](#) > [Contests](#) > [Win Advance Screening Passes to see Insurgent](#) > [Entry](#)

Win Advance Screening Passes to see Insurgent

Recommend Tweet Share Permalink

The Divergent Series: Insurgent raises the stakes for Tris as she searches for allies and answers in the ruins of a futuristic Chicago. Tris (Woodley) and Four (James) are now fugitives on the run, hunted by Jeanine (Winslet), the leader of the power-hungry Erudite Elite. Racing against time, they must find out what Tris' family sacrificed their lives to protect, and why the Erudite leaders will do anything to stop them. Haunted by her past choices but desperate to protect the ones she loves, Tris, with Four at her side, faces one impossible challenge after another as they unlock the truth about the past and ultimately the future of their world.

Register below to win a pair of passes to the advance screening of Insurgent



Presented by The Divergent Series: Insurgent. Experience it in IMAX 3D March 20th

Connect: [Facebook](#) | [Twitter](#) | [Instagram](#) | [Pinterest](#) | [Youtube](#)

SCREENING INFO - Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Dratthouse)

**All winners must be checked-in at the theater by 7:10 pm or they will lose their reserved seats. Winners do not have to wait in line, just go straight to the check in table at the theater.

Contest runs March 8 - 13
10 Winners
Value \$30

Enter your email address to continue:



CUSTOM CONTEST PAGE ON KEGL.COM

Web Mention



On the air Photos Music + more Win More info

Listen Live on iHeartRADIO



Now Playing on 97.1 the Eagle Highway Song by Blackfoot



On Air The Russ Martin Show



WIN A NEW RIDING LAWN MOWER OR A TRIP TO ITALY, HAWAII OR YELLOWSTONE



Home » Contests » Win Advance Screening Passes to see Insurgent » Entry

Win Advance Screening Passes to see Insurgent

Recommend Tweet Share Permalink

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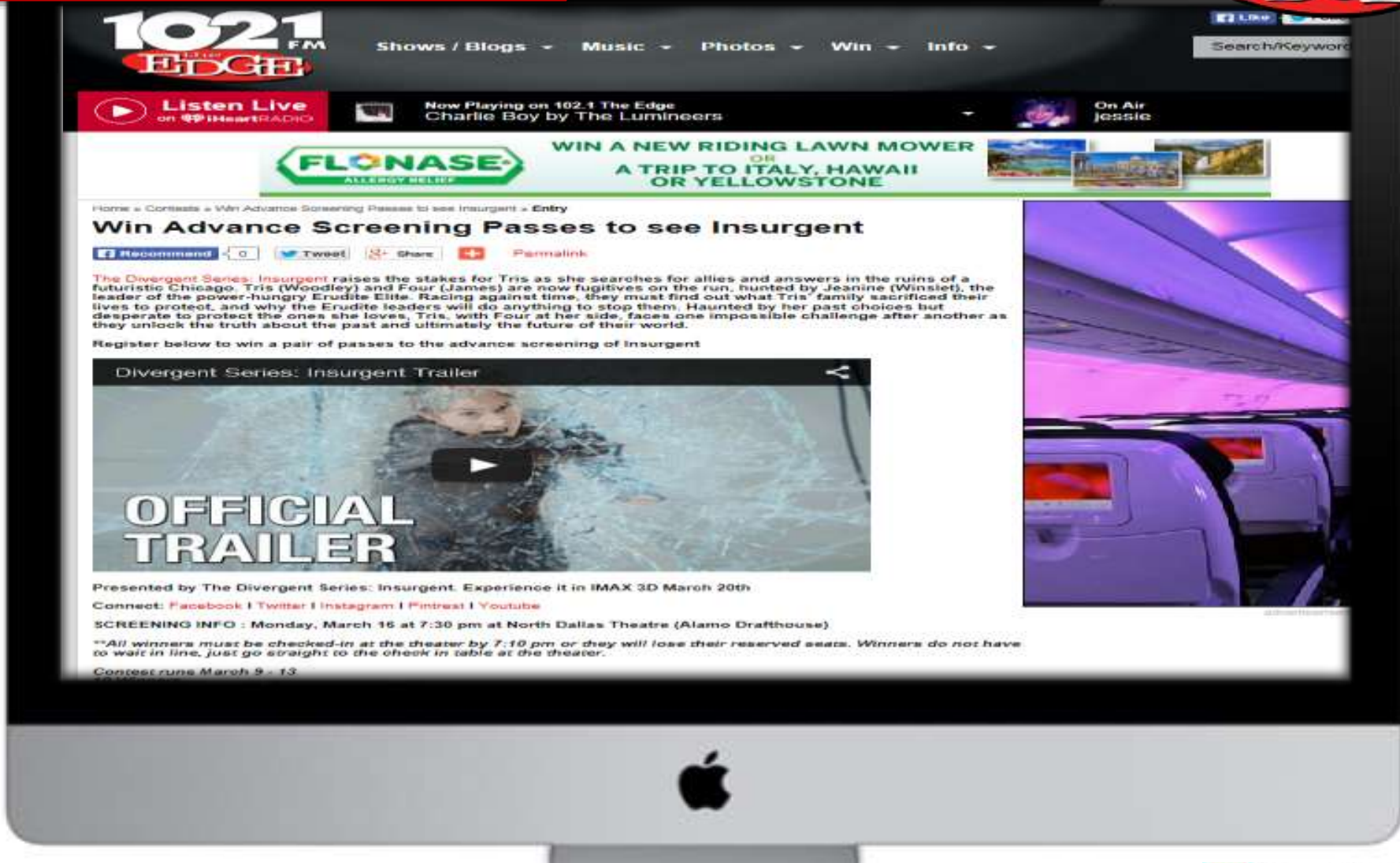
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CUSTOM CONTEST PAGE ON KDGE.COM



Web Mention



CUSTOM CONTEST PAGE ON 1029NOW.COM

Web Mention



[Blogs](#) [Music](#) [Photos](#) [Info](#) [Win](#)

Search/Keyword

Listen Live
on **iHeartRADIO**

102.9 NOW
Music Variety for Dallas/Ft.Worth



On Air
Ryan Seacrest



WIN A NEW RIDING LAWN MOWER
OR
A TRIP TO ITALY, HAWAII
OR YELLOWSTONE



Home » Contests » Win Advance Screening Passes to see Insurgent » Entry

Win Advance Screening Passes to see Insurgent

[Recommend](#) [0](#) [Tweet](#) [Share](#) [+](#) [Permalink](#)

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Register below to win a pair of passes to the advance screening of Insurgent

Divergent Series: Insurgent Trailer



Presented by The Divergent Series: Insurgent. Experience it in IMAX 3D March 20th

Connect: [Facebook](#) | [Twitter](#) | [Instagram](#) | [Pinterest](#) | [Youtube](#)

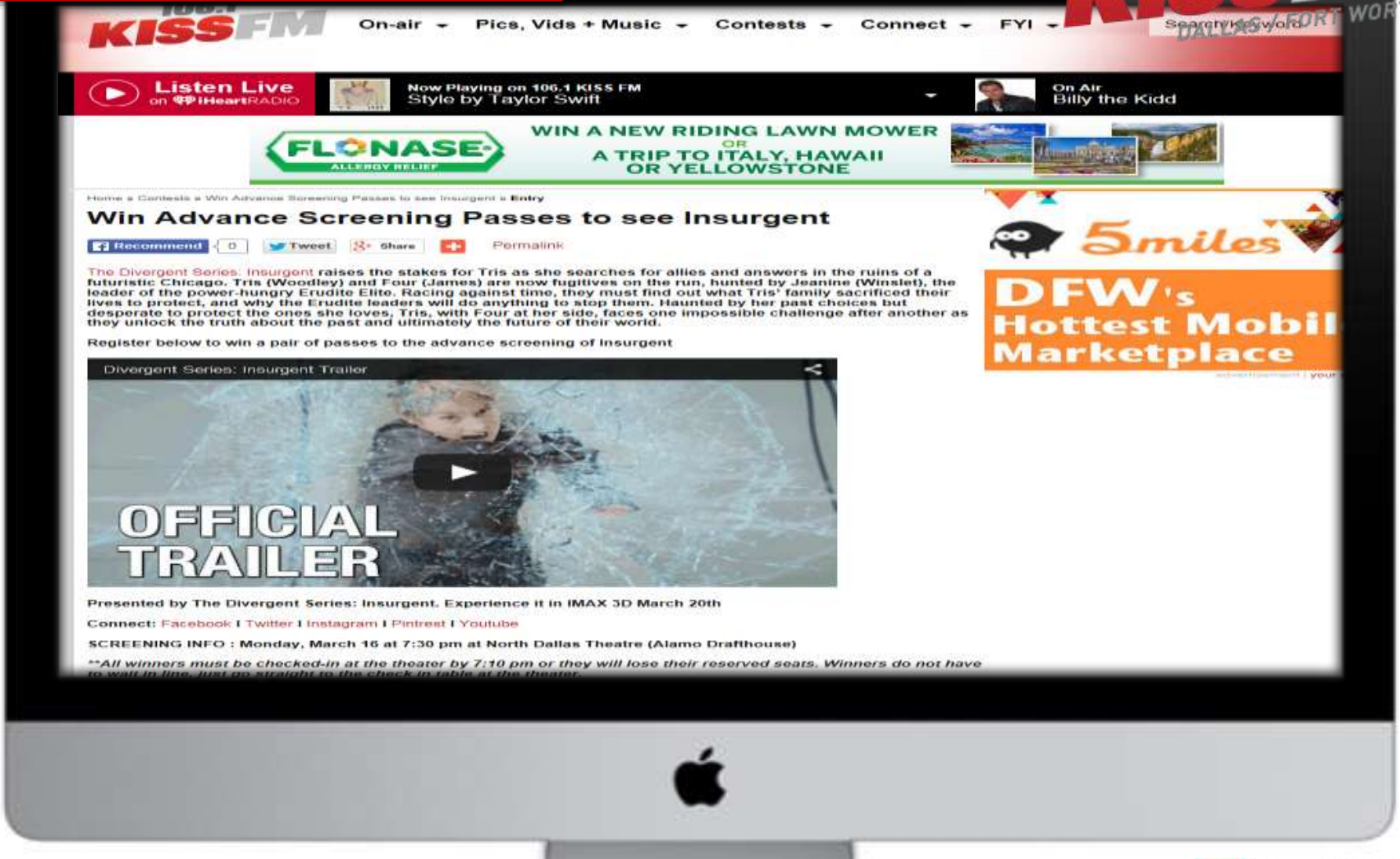
SCREENING INFO : Monday, March 16 at 7:30 pm at North Dallas Theatre (Alamo Drafthouse)

Publishers Clearing House
WIN \$7,000.00
a week
FOR LIFE!
Enter Now!
Prize Event Winner Announced April 30th on NBC!



CUSTOM CONTEST PAGE ON 1061KISSFM.COM

Web Mention



THANK YOU!

