

Semper Fidelis All American Bowl Sunday January 5th 2014



LIVE

Campaign Goals



Primary:

Increase attendance of the 2014 Semper Fidelis All American Bowl on Sunday January 5th by 2,000 people over last year's attendance, with a goal of 9,000 attendees.

Secondary:

Generate prospective leads throughout the campaign for recruiting purposes



WHERE
HIPHOP
LIVES

Campaign Strategy Digital



In order to create excitement for the Semper Fidelis All American Bowl, Power 106 highlighted local players selected to play in the Semper Fi Bowl from the Los Angeles area high schools and featured a video of them on power106.com/marines where listeners were encouraged to watch the video and download their ticket.

This effort was supported through on-air, and digital ads as well as social media throughout the campaign.



**WHERE
HIPHOP
LIVES**

Campaign Strategy High School Football



Power 106 went on an 8 game high school football tour mainly consisting of schools in which local players were selected to play In the Semper Fidelis All American Bowl.

While there, Power 106 promoted the Semper Fi Bowl and passed out tickets which would allow listeners to register to win Valentine's Crush tickets at the game by submitting tickets at the Power106 booth.

In order to meet the secondary goal of generating prospect leads, Power 106 gave listeners a chance to win 2013 Cali Christmas tickets by filling out entry forms which included an opt in to explore opportunities with the United States Marine Corps.



WHERE
HIPHOP
LIVES

Recap Table of Contents



- High School Football Game Tour
- Customized Landing Page
- Social Media
- 300x250 banner ad
- 960x60 banner ad
- Video of local player highlights
- Homepage takeover
- Cali Christmas Program Guide
- Power 106 in the Fan Zone
- Results



**WHERE
HIPHOP
LIVES**

High School Football Tour



**WHERE
HIPHOP
LIVES**



High School Football Tour



HIPHOP
LIVES



High School Football Tour



WHILE
HIPHOP
LIVES



High School Football Tour



WHILE
HIPHOP
LIVES

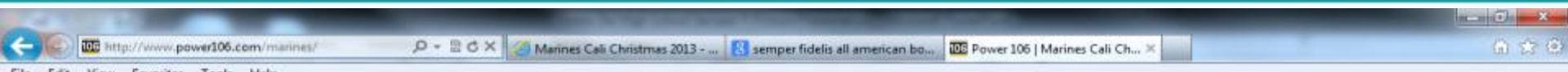


High School Football Tour



HIP HOP
LIVES

Customized Landing Page



POWER 106 FM WHERE HIP-HOP LIVES

LISTEN LIVE CLICK HERE

10-49AM Eminem Feat. Rihanna
10-10AM Cali Swag District "Teach"
10-11AM Far East Movement "The

HOME STATION MUSIC MEDIA BLOGS LIFESTYLE WIN POWER CONCERTS

SEARCH

AIS SURPRISE YOUR VALENTINE SWEETHEART BY GOING BACKSTAGE AT POWER 106'S VALENTINE'S CRUSH!!

POWER 106'S VALENTINE'S CRUSH

RT @Jay2theCee: My mornings require @KrystalBee @RikkiMartinez & @BigBoy on @Power106LA constantly.

THE SEMPER FIDELIS ALL-AMERICAN BOWL®

JANUARY 5, 2014 | 6 P.M. PST

LEARN MORE

FREE ADMISSION

Semperfidels_Video_

THE SEMPER FIDELIS ALL-AMERICAN BOWL®

JANUARY 5, 2014 | 6 P.M. PST

LEARN MORE

FREE ADMISSION

LIVES

Social Media



Power 106 Los Angeles
January 3

Come out +see the best high school football players in the country at the Semper Fidelis All American Bowl this Sunday January 5th at Stub Hub Center in Carson. Admission is free, but if you print your ticket out here <http://bit.ly/1cOhYwr> and present it to Power 106 at the game, you will be registered to win #ValentinesCrush tickets!



Like · Comment · Share 2

Diana Gomez, Rosslyn Jimenez, Jose Alberto Lopez Molina and 86 others like this.



Isaac Maldonado We can VOTE NOW!! VOTE FOR VIBE ONCE EVERY 24 HOURS FOR THE NEXT 8 DAYS... CLICK the link and scroll down and type Vibe and VOTE..I appreciate the love <http://whosnext.power106.com/#page=1>



Who's Next Contest - 2014
whosnext.power106.com

Top Tweets ?

More...

TWEET

TWEETS



@power106la Power 106 ● 149K followers

Come see the best high school football players at the Semper Fidelis All American Bowl @SabiSoundz will b performing! <http://bit.ly/1cOhYwr>

Jan 3 2014 7:31pm EST (2 days ago)

Reply Retweet Favorite

7



@power106la Power 106 ● 149K followers

Come see the best high school football players at the Semper Fidelis All American Bowl tmrw. Admission is free! <http://bit.ly/1cOhYwr>

Jan 4 2014 6:02pm EST (19 hours ago)

Reply Retweet Favorite

2



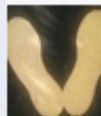
@prepextra LJS Prep Extra ● 1K followers

Southeast's Foster to play in Semper Fidelis All-American Bowl: Nebraska football recruit and Lincoln... <http://bit.ly/1e1FjBW> #nebpreps

Jan 3 2014 8:22pm EST (2 days ago)

Reply Retweet Favorite

9



@mcrd_sd Marine SD Depot ● 1K followers

Semper Fidelis Football Program 2014... <http://fb.me/2k1y1fvMh>

Dec 20 2013 4:14pm EST (16 days ago)

Reply Retweet Favorite

1

300x250 Banner Ads



WHERE HIP-HOP LIVES

POWER 106
CALI CHRISTMAS
PRESENTED BY FOOTACTION
DECEMBER 14 HONDA CENTER

LISTEN LIVE CLICK HERE

6:59AM Sage The Gemini Feat.
6:53AM Mann "Buzzer"

HOME STATION MUSIC MEDIA BLOGS LIFESTYLE WIN CALI CHRISTMAS

SEARCH



WRAP IT BEFORE YOU TAP IT
ENTER TO WIN CALI CHRISTMAS TICKETS

POWER 106
CALI CHRISTMAS
PRESENTED BY FOOTACTION

PERSONALITIES / POWERMUSICBLOG

POWERMUSICBLOG



JOINPOWERPOINTS

Drake To Premiere 5 New Songs Before 2014

Posted by: [Ashleyhollabakk](#) - November, 25 2013

DISCUSS 0



Santa Drake is coming early this year!!!! The Toronto rapper/singer, who is still riding the massive wave of his latest LP Nothing Was The Same, plans to dump a handful of songs from the stash ...

[READ MORE](#)

[Like](#)

0

[Tweet](#)

25

THE SEMPER FIDELIS ALL-AMERICAN BOWL®
JANUARY 5, 2014 | 6 P.M. PST
[LEARN MORE](#)
FREE ADMISSION

FEATURED CONCERT

960 x 60 Banner Ads



WHERE HIP-HOP LIVES

BUY YOUR TICKETS NOW!!

LISTEN LIVE CLICK HERE

106.1 *Dj E-Man - Mickey
6:50AM Sage The Gemini Feat.
8:05AM Mann "Buzzer"

CALI CHRISTMAS
PRESENTED BY FOOTACTION
DECEMBER 14 HONDA CENTER

HOME STATION MUSIC MEDIA BLOGS LIFESTYLE WIN CALI CHRISTMAS

SEARCH



THE SEMPER FIDELIS ALL-AMERICAN BOWL®

JANUARY 5, 2014 | 6 P.M. PST
FREE ADMISSION

LEARN MORE



Cuddle season is here!!! What are the best and worst things about cuddling? SPEAK ON IT! <http://t.co/3LjeGuxT8Z> <http://t.co/mK4C1S9vL>

POWER 106

CALI CHRISTMAS
PRESENTED BY FOOTACTION

SELFIE CONTEST
WIN TICKETS TO CALI CHRISTMAS!



JOIN POWERPOINTS

POWER 106
CALI CHRISTMAS
PRESENTED BY FOOTACTION

WRAP IT BEFORE YOU TAP IT
ENTER TO WIN CALI CHRISTMAS TICKETS

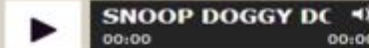


POWERVERS

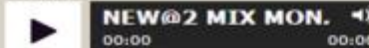


POWERMIXES

Mickey Fickey Mix



New@2



Power Party Mix at Noon

bedloo
Ciara Vs. Sean Kingston

LIVE

POWER106.COM

Homepage Takeover



WHERE HIP-HOP LIVES

LISTENLIVE [CLICK HERE](#)

... *"DJ E-Man - Mickey*

6:06AM Chris Brown Feat. Nicki

6:03AM J. Cole Ft. Miguel "Power

HOME STATION MUSIC MEDIA BLOGS LIFESTYLE WIN POWER CONCERTS

SEARCH



THE SEMPER FIDELIS
ALL-AMERICAN BOWL®

JANUARY 5, 2014 | 6 P.M. PST
FREE ADMISSION

LEARN MORE



RT @JCRUZ106: You got a good pic from #NYE? Show it to me!



POWER 106'S
VALENTINE'S
CRUSH

CLICK TO WIN

ENTER EVERY 5 MINUTES
FOR A CHANCE TO WIN!

- ENTER NOW -



JOINPOWERPOINTS

THE SEMPER FIDELIS
ALL-AMERICAN BOWL®

JANUARY 5, 2014 | 6 P.M. PST

LEARN MORE

FREE ADMISSION

POWERVERSOS



POWERMIXES

Mickey Fickey Mix



00:00

SN



14:17

Cali Christmas Program Guide



PAIN IS THE FIRST STOP ON THE ROAD TO VICTORY.

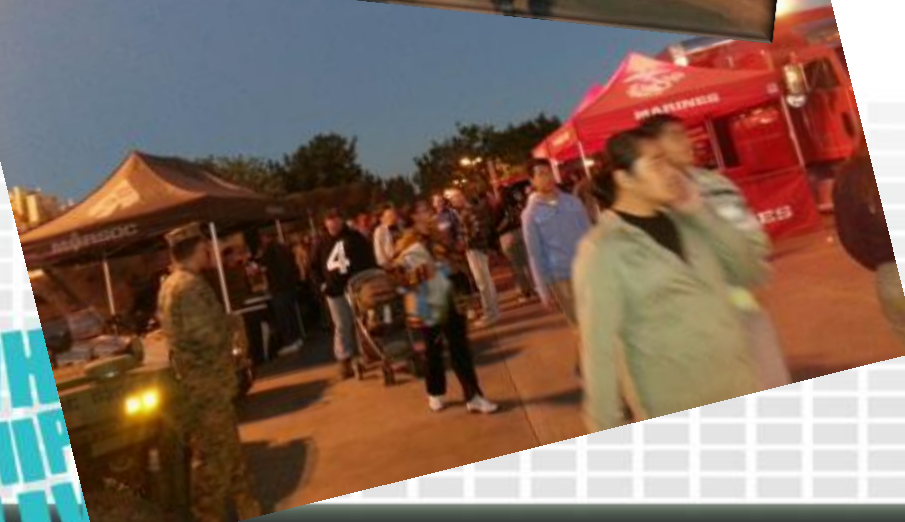
SEMPER FIDELIS ALL-AMERICAN BOWL
90 OF THE NATION'S ELITE HIGH SCHOOL FOOTBALL PLAYERS FACE OFF IN A TRADITIONAL EAST VERSUS WEST GRIDIRON MATCHUP.
SUNDAY, JANUARY 5, 2014 | 6 P.M. PST ON FOX SPORTS 1 | STUBHUB CENTER

FREE ADMISSION
www.SemperFidelisFootball.com
f /SemperFidelisFootball | #SemperFiBowl

POWER 106
CAI CHRISTMAS **SOLD OUT**
PRESENTED BY FOOTACTION

SAGE THE GEMINI

Semper Fi Fan Zone



WH
HI
LI

Results!



- Exceeded primary goal of 9,000 attendees with 10,300 in overall attendance.
- Generated almost 500 prospect leads
- Delivered almost 1500 click thrus with a click thru rate 4 times the national average through digital campaign.



WHEN
HIPHOP
LIVES

Thank You!



Maria Mallat
Marketing Specialist
Power 106 "Where Hip Hop Lives"

mmallat@power106.com

818-238-6643 direct

513-505-5378 cell

**WHERE
HIP HOP
LIVES**

POWER106.COM