

THIS SHARE GROWING US MARINE CORP PROGRAM SUCCEEDED BY HARNESSING THE POWER OF CLEAR CHANNEL MEDIA + ENTERTAINMENT ASSETS

With the strategy of targeting African-Americans 18-24, 18-29 & 35+, we turned on the megaphone across WQUE-FM and WYLD-FM, their websites and Bayou Classic events in New Orleans to reach more than 200,000 people with a US Marine Corp focused message.

Campaign:



- 11/4-11/30: ROS Display Ads on q93.com and wyldfm.com
- 11/25-11/30: (2) e-blasts WQUE & WYLD-FM
- 11/4-11/30: (4) Facebook posts on WQUE & WYLD-FM
- 11/4-11/29: Endorsements on WQUE with DJ Slab One & WYLD-FM with AD Berry
- 11/4-11/30: on-air and iHeart broadcast support on WQUE & WYLD-FM



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Click here to see what The United States Marine Corps will be doing at Bayou Classic



The United States Marine Corps Presence at 40th annual Bayou Classic
www.wyldfm.com

The United States Marine Corps presence at 40th Annual Bayou Classic includes: Bayou Classic Thanksgiving Day Parade on Thursday, November

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Boost Post



Q93 shared a link. 2 seconds ago

Click here to see what The United States Marine Corps will be doing at Bayou Classic
http://www.q93.com/event_portal/view/calendar/event.html?event_id=344471



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Campaign:




- INTEGRATE THE US MARINE CORPS INTO THE BAYOU CLASSIC THROUGH CLEAR CHANNEL, NEW ORLEANS' BY CREATING A UNIQUE RECRUITMENT PROMOTION WITH LOCAL TALENT... WQUE'S DJ SLAB ONE AND WYLD-FM'S AD BERRY.
 - The Promotions comes to life as each talent endorses the benefits of joining the Marines.
 - Through multiple media platforms, we will build excitements and direct listeners to marines.com to learn more about becoming a Marine.
- CCM+E endorsements are more than a "PLUG" as the personality gets behind the message and provides a platform for engagement on-air that not only elevates your message but makes it an event.
 - DJ SLAB ONE AND AD BERRY ARE HOUSEHOLD NAMES IN NEW ORLEANS.
 - Your message stand out among the audience when you tap into a huge, local fan base of radio's biggest celebrities!



WQUE E-Blasts.....

YOUR HIP HOP AND R&B STATION




Listen to Q93
iHeartRadio.com

BAYOU CLASSIC FAN FEST


Bayou Classic Fan Fest, click below for all the info!
Bayou Classic Parade Route and Info. <<CLICK HERE>>
 -Friday, November 29, 2013
 NOON-6PM
 -Saturday, November 30, 2013
 10AM-4PM
 For all the info
[Go HERE >](#)

KEVIN HART- RED CARPET CELEBRITY BASH



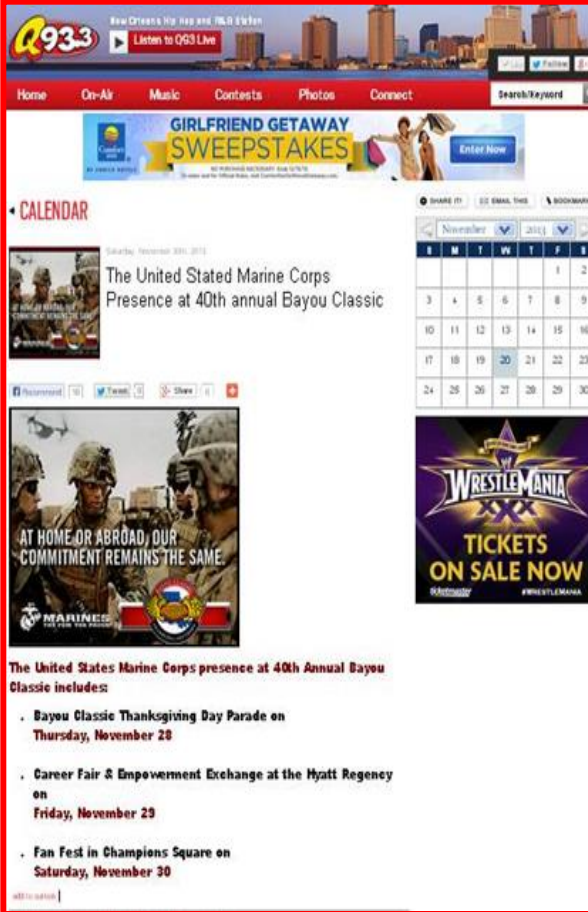
Kevin Harts Red Carpet Celebrity Bash. The official Bayou Classic Afterparty. Get your tickets now!
 For all the info
[Go HERE >](#)

THE UNITED STATES MARINE CORPS



The United States Marine Corps presence at 40th Annual Bayou Classic includes:
 - Bayou Classic Thanksgiving Day Parade on Thursday, November 28
 - Career Fair & Empowerment Exchange at the Hyatt Regency on Friday, November 29
 - Fan Fest in Champions Square on Saturday, November 30
 For all the info
[Go HERE >](#)

WQUE & WYLD-FM WEB PLACEMENT




GIRLFRIEND GETAWAY SWEEPSTAKES

CALENDAR
 Saturday, November 30, 2013
 The United States Marine Corps Presence at 40th annual Bayou Classic

WRESTLEMANIA XXX
 TICKETS ON SALE NOW

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With up to 11 scans for domestic Priority Mail® delivery.

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Campaign:



- The stations will use their digital assets to extend the powerful endorsement message from on-air to on-line, where even more engagement happens on the desk-top, tablet, and smart phone. Your message is everywhere our listeners are! The stations will showcase the US Marine Corps as our partner through co-branded, high impact Ads, banners, and social media.

- US MARINE CORPS RECEIVED 100 BANNER ADS FOR (4) WEEKS ON EACH STATIONS' WEBSITES WITH A CLICK-THROUGH TO <http://www.marines.com/> TO VIEW INFORMATION ON THE MARINES.

- THESE CUSTOMIZED DISPLAY ADS BUILD BRAND AWARENESS, CONSUMER AFFINITY, AND BOOST SEARCH RESULTS. WEEKLY SPONSORSHIP OF THE WQUE & WYLD-FM E-BLASTS REINFORCES YOUR INTEGRATED CAMPAIGN WITH A UNIQUE OPPORTUNITY TO COMMUNICATE WITH OUR LISTENERS VIA EMAIL. WEEKLY FACEBOOK POSTS ON EACH STATIONS FACEBOOK PAGE.

Thank You for your business! We look forward to working with you for the 2014 Bayou Classic!!!

