



MAIN STREET'S GROWTH ENGINE

STATION:



Remote Recap – National



Client: Castrol

Location:3225 Towne Center Blvd Lansing

Date: 4/22/17

Station/DJ Host: WMMQ w/ Duran

Time: 12p-2p

DJ Daypart: 10a-3p

Minimum of 2 Air checks of Call-ins sent with this recap :

Minimum of 3 Air checks of Promos leading up to event sent with this recap:

Number of Attendees:

Number of Attendees Registering to Win:

Register to Win Prize(s):

Our WMMQ remote set up was located directly in front of the store and next to the free hot dogs and music that was set up for the WalMart Earth Day Celebration.

A great day filled with sunshine and lots of interested listeners about our presence and the specials for oil change deals that we had been promoting throughout the course of the week.

OSC Paul had the table filled with promotional giveaways that included WMMQ t-shirts and various other station freebies. We also had large quantities of Castrol hats, pens and flashlights that were given.

Overall, we entertained a surprising amount of visitors (well over 50) during our two hour remote broadcast. A great success considering it was the first nice day we've had in a while. Many there knew why we were there and one customer drove a great distance to get her oil changed because we were going to be there.

Overall, a great day and turnout for the event!

-Duran



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Photo Recap!

Event Photos :

