

American Family Fitness Had a Great Turn Out Thanks To WMXB Mix 103.7!

The Problem:

American Family Fitness' goal was to double participants in the 10K run and 5K walk in 2005. This is a charity they have been involved with for years and really wanted to step it up for 2005.

The Plan:

WMXB had the agency in to do some brainstorming and came up with an idea to have one of WMXB's main personalities to solicit teams for each station. It would be a 6 week long promotion and would be promoted on-air, website and streaming.

The Process:

During the 6 weeks of promotion, each station's personality did a call out to get individuals to sign up for the 10K run or 5K walk. This gave American Family a ton of exposure. We also had promos running outside of their dayparts as well, to increase exposure. We would get updates on how the numbers were looking and came on stronger at the end of the promotion.

The Performance:

American Family Fitness and The Children's Hospital had the biggest turn out they have ever had. They more than doubled their participants from 2004 and are looking forward to partnering with WMXB in 2006. They were very impressed by the turnout and believe that it was our strong partnership that made it happen.