

Promotion Case Study

Suzuki XFM Manchester



Win a brand new Suzuki Swift

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Suzuki Greater Manchester Dealers are the brand spanking shiny new sponsors of the XFM Breakfast Show and to celebrate this beautiful union they've given us one heck of a prize to give away – a brand new Suzuki Swift!

From winning this fantastic little runner? Thought you might, find out how you could win below.

Suzuki believe in living life to the full and take pride in themselves as a brand that offers fun and excitement to ensure their customers live their lives the way they want.

Their range is certain to have a personality to suit yours from the cute compact Alto, the sporty Swift, right to the fun and feisty 4x4 Grand Vitara.

Plus, right now your local Suzuki Greater Manchester dealer has "parked" the VAT popular Alto and Swift models meaning you get your hands on a brand new Suzuki Alto S12 for an unbelievable £499 or brand new Suzuki Swift S12 from an amazing £6495.

Why not contact your local dealer for more information at:
 MCC Suzuki, Myriad Street, Bolton
 Colin Appleyard Cars, Cavendish Street, Ashton-Under-Lyne
 Manchester Suzuki, Bury New Road
 Hockdale Suzuki, Crawford Street
 B&B Suzuki, Knoss Street, Stockport



Or visit www.greatermanchester.suzuki.co.uk for latest offers and dealer details.

Win a Suzuki Swift!

You could be the proud owner of a brand new Suzuki Swift and it couldn't be easier to get involved. Simply enter your details below and if you're one of the lucky ones we're going to be bringing you to air at breakfast for your chance to win \$10!



Two lucky listeners will be brought to air every morning 10-16 September and pitted against one another with the winning 5 listeners going into an extra special event happening at the Manchester Fort shopping park. All 5 winners will be seated in the car with the driver answering questions, as questions are answered incorrectly the final five will rotate clockwise with the new driver being put in the proverbial hotseat. It's all happening over a two hour period with the winner being the contestant with the most correct answers after a grueling 3 hour quiz.

Think you've got the smarts to win? Enter below. Good luck!



- The aim was to raise awareness of the Suzuki Swift, and drive footfall to five showrooms in Greater Manchester.
- During a five-day pre-promotion period, listeners were encouraged to register online or via the station street team for their chance to win a new Suzuki Swift.
- During competition week, each day in breakfast two listeners were chosen at random from online and street team registered entrants.
- Each day xfm 'test drove' the knowledge of the two entrants, with listeners having to answer as many questions as 'swiftly' as they could. The caller with the most correct answers made the final.
- A co-branded car was at Manchester Fort on the Saturday of the Grand Final and the five finalists were sat in the car.
- The person in the driver's seat was asked the first question. Across the day xfm asked a total of 300 questions to the contestants.
- The listeners had to move seat if they got a question wrong, and the person in the driver's seat that got the 300th question correct won the car.

The results:

- Great stand out for Suzuki amongst their core ABC1 Male 25-54 target audience, with all five dealership addresses on rotate throughout.