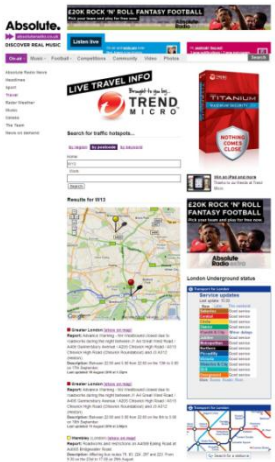
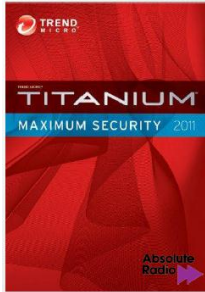


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Sponsorship Case Study Trend Micro Absolute Radio



- Trend Micro wanted to be positioned as a safe and secure internet security solution , creating a world where it is absolutely safe to exchange digital information without “slowing you down”.
- To achieve Trend Micro’s objectives we ran a 13 week traffic & travel sponsorship across the Absolute Radio platforms, launching the sponsorship with a one day promotion, with on-air competition executions across all day-parts, plus 2 x 2 week bursts of supporting standard airtime. We also ran an on-line competition on Absolute Radio’s website for the duration of the sponsorship.
The results were exceptional...
- Absolute delivered an extra **1.5 million** impacts on the one day promotion, and created engaging and humorous editorial.
- **5,090** listeners entered the on-line IPAD give away competition which ran for 3 weeks and **6,111** listeners entered the Trend Micro on-line software packages give away which ran for the remaining 10 weeks.
- The 13 week traffic & travel sponsorship over-delivered an extra **8 million** impacts with the traffic and travel page receiving over **22,000** page views.
- Trend Micro re-booked the traffic & travel sponsorship for 26 weeks in 2011 which was also a great success with highlights being Noel Gallagher and David Tennant reading the traffic & travel bulletins.