



# JET 2 HOLIDAYS & BAUER CITY NETWORK

Taking over breakfast across the network gave Jet2holidays an interactive promotion that was amplified by experiential activity

**THIS MECHANIC RAN DURING EACH HOUR OF THE BREAKFAST SHOW UNTIL WE HAD A WINNER, PROVIDING JET2HOLIDAYS WITH PROMINENT PLACEMENT**

Brand awareness/engagement • drive purchase/consideration • data acquisition



MEDIA GROUP



**RESULTS**

**5,800**

Data capture was really important for Jet2holidays. We had 5,800 entries and a huge opt-in rate of 46%.

**46%**

## THE CHALLENGE

We wanted to raise awareness of the Jet2holidays brand and put them at the front of people's minds when booking a family holiday or short break. We did this by building data capture and communicating that the company provides package holidays you can trust.

## OUR APPROACH

Focusing on stations in key Jet2holidays cities (Metro Radio, Key 103, Rock FM, Forth One, Clyde 1 and Radio Aire), we created branded content for Jet2holidays to ensure that not only would the brand stand out, but that would provide listeners across the Bauer City Network with both on- and off-air excitement. Developing a visual 'on-the-ground' brand awareness would also provide great talkability.

## THE IDEA

Each station ran a breakfast show 'takeover' promotion called 'Hot Seat to the Sun' with Jet2holidays. With each show lasting three hours, this gave the company a massive presence across each station. But this promotion wasn't just about radio airplay. There was also a visual 'on-the-ground' branded presence in each city, creating an eye-catching pop-up element to each competition.

## EXECUTION

In key locations in each city, we set up three real Jet2holidays in-flight seats. On air and through social media, we invited each station's listeners to get down to the 'hot seats', strap themselves in and answer three simple questions to win Jet2holidays. If they answered a question correctly, they earned another hour in the seat – but a wrong answer saw them being replaced by the next person in line. This mechanic ran each hour of the breakfast show until we had a winner, providing Jet2holidays with prominent placement. To show the choice of holiday locations, we gave away 30 amazing holidays to six different Jet2holidays destinations.

Viral activity online and across each station's Facebook page created huge excitement with listeners – making them aware of the 'hot seat' locations and updating them on the competition. Congratulating winners further highlighted Jet2holidays' destinations!

We also ran creative pages on each station's website, which added visual branding to the campaign and drove listeners through to the Jet2holidays site for further information and with links to purchase. We enhanced the on-air mechanics further by having a competition online to win a holiday to Croatia.

