Connecticut VS. National Seat Belt Use

Get all the details and enter to win here >> Help/1xu1k3y

You and your car can be featured in a commercial with KID FRESH!
for the best #BuckleUpCT cheer, song, or rap to feature on-air. Send us
Hot 93.7 and CT DOT want to give the slate to buckle up, and we are looking

July 20 at 3:35 pm - 46

Hot 93.7 with Connecticut Highway Safety

(80,400+ Facebook followers and 28,700+ Twitter followers)
on Hot 93.7's web page
Social Media tags - Over 100 Facebook and Twitter Posts

#BuckleUpCTContest
All WZMN community appearances!

BuckleUpContest Info Cards! Given away at radio station and commercial stations.

Commercial Version One:

Commercial Version Two:

Winner Commercials

#BuckleUpContest
with me, kid Fresh! featured in a commercial and win a chance to be buckle up at Hot937.com DOT. Let us know who you Countdown driven by the CT Now for the Hot 898 Hot937.com/buckleupct Enter at #Buckleupct Shout Out. We want to hear your you by the Countdown DOT. The Ride at 5 is brought to

RIDE 95 and HOT 898
TARGET MARKET

LET'S TALK ABOUT IMPACT

Source: Nielsen August 2017

Impressions: 2,152,800

Frequency: 4.4x

Persons Reached: 88,100

Market Reach: 62%

MEN 18-34

Contest Promos
Performance took place at UConn Men's Basketball Game February 2017

Recruited Dance teams and participants
Created a #BuckleyPlct song

The Flash Mob

Game, remember to #BuckleyPlct
Please save you don't have a traveling violin on your way to Longhors
Featured song in commercials

Posted video on Facebook in conjunction with Hot Jam concert
Captured camera shots and video footage to create: 30 and 90 videos
City of Hartford July 4th Festival
Staged "second" flash mob at Food Truck Festival in conjunction with
Plan B After The Flash Mob

#BuckleUpCT
Pre-roll is 66.2%. This campaign exceeded the average by 17%.

According to the IAB (Interactive Advertising Bureau), 2016 Advanced Video Report, the average completion rate for mobile video is 43.3%. 

<table>
<thead>
<tr>
<th>43,386</th>
<th>7/28/17</th>
<th>7/21/17</th>
<th>Concert</th>
</tr>
</thead>
<tbody>
<tr>
<td>DELIVERED</td>
<td>END DATE</td>
<td>LAUNCH DATE</td>
<td>geo-Fence/geo-frm hot jam</td>
</tr>
<tr>
<td>IMPRESSIONS</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

77%  

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Flash Mob Music Video Distribution

<table>
<thead>
<tr>
<th>33,219</th>
<th>38,525</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATE%</td>
<td>VIDEO COMPLETION</td>
</tr>
<tr>
<td>100% VIEWED</td>
<td>25% VIEWED</td>
</tr>
</tbody>
</table>
According to Medialink, the highest average engagement rate for videos is 3.3%.

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Reach</th>
<th>Engagement Rate</th>
<th>Video Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,828</td>
<td>80,991</td>
<td>7.2%</td>
<td>80,991</td>
</tr>
</tbody>
</table>

Campaign Target: Adults 18-34 in Hartford/New Haven DMA

Hot Jam Facebook Posts #BuckleyPot
share via social media

buttons on page to

video

hosted #buckleupct

exposure

100% total advertising

dedicated landing page

cT dot #buckleupct
Delivered thru first 4 months:
Campaign total delivery goal: 700,000 impressions

- Yard goats baseball game
- Motor speedway event
- Hot jam concert
- Food truck festival
- Winter holiday season
- Three (3) UConn football home games

Target men 18-34.
Delivers over 330,000 Gross Impressions to Men 18-34

- On-site signage helped increase branding/messaging
- Get lost in commercial breaks
- Sponsorship created branding and message that did not
- During his show
- Local on-air personality did live promotional mentions
- Were reminded to #BuckleyPCl
- Via 300 recorded promotional announcements, listeners
- Creatively utilized on-air sponsorship to push messaging

Sponsor

Friday Night Football and Basketball Title
Geo-fence event targeting males 18-34, delivering 100,000+ video impressions

Guests will be encouraged to tag @CTDOT_Statewide in posts

Logo/text link to website on concert webpage - HOT93.7.com

In backdrop at selfie station

Sponsorship of selfie area featuring life-size cutouts of artists for guests to pose with logo inclusion

Deliverables

Plus more artists

Migos

To be announced

Attendees have a chance to "click" photo platforms as guests post their photos

Provides major exposure on social media

Broadcast

Located right next to Hot 93.7's Live

Click a Selfie

Capacity: 30,000
The Xfinity Theater
May 18, 2018

Hot Jam 2018
Name mention in 80 promotional announcements

Geo-fence event targeting Men 18-34, delivering 150,000 video impressions

Stage announcements at event

Facebook and Twitter posts

Logo on events page

Booth on-site

Banners at event

Deliverables

RIVERFRONT FOOD TRUCK FESTIVAL
Movie Theaters

#BuckeyePort

Views 400,000 times in seat estimated over

or Ticket

4 Weeks during Click It across the State

18 Movie Theaters

DELIVERABLES:
Thank you