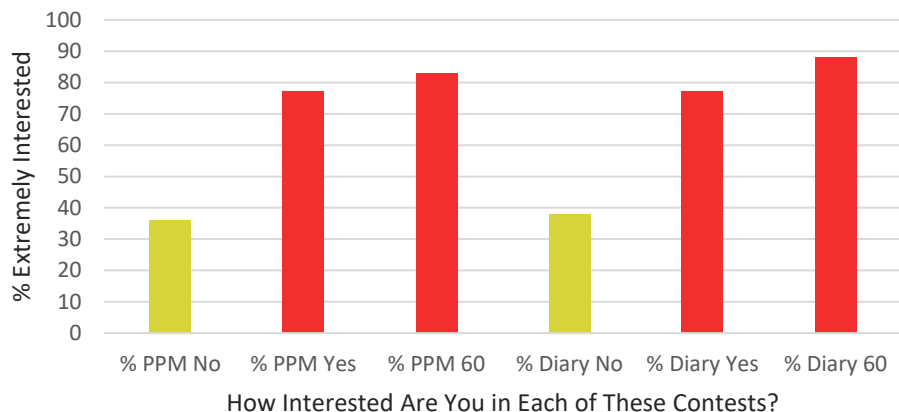


# \$25,000 BIRTHDAY CHALLENGE

Over a six-week period, offer up 90 opportunities for your listeners to win \$25,000 instantly. If a participant's birthday matches the randomly determined winning birthday inside a sealed envelope, NuVoodoo partner Million Dollar Media will write a check for \$25,000! 80% of likely ratings respondents show "extreme interest" in this promotion!

## NuVoodoo Study Results: \$25,000 Birthday Challenge



**Marketing Support:** In addition to the \$25,000 insured prize opportunity, NuVoodoo will deliver a 6-week digital display and video campaign, optimized for maximum impact on likely ratings participants. Based on our June 2020 Ratings Prospect Study, Facebook, Instagram, the Google Display Network and YouTube are the optimal ad channels.

### Six-Week Foundational Four Digital Marketing + Insured Prize Packages



Facebook Ads



Instagram Ads



Google Ads



YouTube Advertising

#### BIRTHDAY OPTION 1

## \$19,991

#### REACH

150,000 – 225,000

#### IMPRESSIONS

900,000 – 1,215,000

#### INCLUDED:

\$25,000 Insured Prize Package  
+ Digital Display Art Package

#### BIRTHDAY OPTION 2

## \$28,804

#### REACH

270,000 – 405,000

#### IMPRESSIONS

1,620,000 – 2,187,000

#### INCLUDED:

\$25,000 Insured Prize Package  
+ Digital Display Art Package

#### BIRTHDAY OPTION 3

## \$34,532

#### REACH

348,000 – 522,000

#### IMPRESSIONS

2,088,000 – 2,818,800

#### INCLUDED:

\$25,000 Insured Prize Package  
+ Digital Display Art Package

SECURE THE \$25,000 BIRTHDAY CHALLENGE FOR YOUR MARKET  
TELLMEMORE@NUVOODOO.COM

# \$25,000 BIRTHDAY CHALLENGE FAQ

**How Does it work?** For every \$25,000 Birthday Challenge contest attempt, a station personality first announces a winning birth month (e.g. March) and then solicits the correct caller (e.g. 25<sup>th</sup> caller) for a shot at the \$25,000 prize. The correct caller must be born in the same month as the one announced. The personality confirms and awards a station qualifying prize, such as \$100 cash. The personality then rips open the sealed envelope and the announces the winning birth day. If the caller matches both the month and day (e.g. March 17<sup>th</sup>), the station awards an optional month + day match prize (e.g. \$500). If the caller matches the month and day, the personality then reveals the winning year. Matching all three - month, day and year (e.g. March 17, 1989) to the winning birthday results in a \$25,000 instant win!

## What's included?

- NuVoodoo will perform a format zip code targeting analysis.
- Set up and manage a six-week digital media campaign based on its top testing Foundational Four ad channels – Facebook, Instagram & Audience Network, Google Display and Video ecosystem (Including YouTube).
- Provide bi-weekly metrics updates and daily campaign optimization.
- Display art design sized on up to fourteen (14) Facebook and Google complaint display ad units.
- NuVoodoo will perform a data analysis and create a lookalike audience from all first party data sources made available by the station (email addresses, browser cookies, mobile device ID, online engagements from likes, clicks and views, etc.)
- Million Dollar Media will underwrite a \$25,000 insurance policy covering the first successful month-day-year birthday match, up to ninety (90) winning birthday envelopes for each insured prize event and official rules for the contest.

## What's the station responsibility:

- Up to ninety (90) qualifying prizes for each insured contest event. Most stations offer \$100. Other stations offer lottery tickets, casino chips, Amazon gift cards or other sponsor provided prizes.
- Additionally, stations can self-insure payouts when the caller's birthday matches month and day, but not year (e.g. March 17<sup>th</sup>). Statistically, we expect an average of three month and day payouts over ninety (90) attempts, but we suggest budgeting for twice that number just in case.
- The station to provide Facebook & YouTube compliant videos to promote their contest under NuVoodoo's ongoing consultation about best practices.

**In addition to the insured contesting and marketing expense, what else do I have to budget?**

**Guaranteed Station Prizes:** Station WXYZ offers a guaranteed prize of \$100 each time the game is played (three times per day, five days a week for six weeks equals 90 total plays.) The station budgets \$9,000 for the guaranteed prizes (\$100 x 90 attempts). Or, the station trades out qualifying prizes with advertisers.

**Month + Day Match Prizes:** In addition, the station can offer a prize to any caller who matches the month and day (e.g. \$500 for a month and day match). We recommend budgeting for up to six potential month and day winners for the six-week program outlined above. Total optional prize budgeted cash outlay - \$3,000 (\$500 x 6 attempts).

**Insured Prize:** Million Dollar Media writes a check to the first exact month, day and year match in the amount of \$25,000. Additional prize insurance is available in the event of a grand prize winner.