



Entercom Management Awards Finalists – Big Pool Program of 2007

Best Big Pool Program of 2007	Nomination Rationale:
<p>Scott and White Health Plan Austin</p>	<p>2007 Revenue: \$226,000</p> <p><u>Program Overview:</u> Scott & White Health Plan became the first sponsor of the Balance Program (concept developed in Portland). Balance is designed to be a resource for women to create balance in their lives - spanning four different sections, including Health & Wellness, Career & Finance, Diet & Fitness and Family & Relationships. The content and concept was right on strategy for Scott & White Health Plan's message to its customers.</p> <p><u>Core target:</u> Time starved, active women, many with kids at home who are seeking ways to get more balance in their busy lives.</p> <p><u>Marketing objective:</u> Branding Scott & White Health Plan name to distinguish from Scott & White hospital and ultimately increasing plan sales by getting into all hospitals around Central Texas and expanding the health coverage.</p> <p><u>Creative & Digital Strategy:</u> On air tips, teasers, and promos featuring real women Central Texas women with insights and solutions from women to drive the listener to the custom website and main hub of the program - www.balanceaustin.com. The program is supported by events and an expo, all digital media including a custom published e-newsletter.</p> <p><u>Results:</u> Client and agency satisfied with brand association with the cause and all the dynamic elements and supporting tactics.</p>
<p>Shaw's Boston</p>	<p>2007 Revenue: \$650,708</p> <p><u>Program Overview:</u> Shaw's Naming Rights to the Red Sox Radio Network: Shaw's is the official supermarket of the Red Sox Radio Network.</p> <p><u>Target Customer:</u> Women 25-54.</p> <p><u>Marketing Objective:</u> Get around exclusivity agreement between Red Sox and Stop n Shop and secure placement in the Red Sox franchise. Increase sales of Shaw's private label brand groceries in a saturated marketplace.</p> <p><u>Creative & Digital Execution:</u> In game commercials that direct consumers to Shaw's for the Money Can't Buy Dream Sweepstakes and chance to win a Junior Broadcaster experience in WEEI broadcast booth. Campaign integration into Shaw's weekly circular, in-store radio with online features highlighting Shaw's Brand Item of the Week leading back to Shaw's circular.</p> <p><u>2007 Results:</u> Store manager incentive promotion with Shaw's featured Brand Item drove a 38% increase in the product sales for the winning store. Client states that this program is outperforming Shaw's Patriot's deal and is far better overall due to Entercom's media and ability to activate the sponsorship.</p>

<p>Geico Buffalo</p>	<p>2007 Revenue \$174,868</p> <p><u>Program Overview</u> Geico opened a new call/claim center in Buffalo in late 2005. After initial success, they were having trouble recruiting new hires and turned to newspaper. Note: Geico and The Buffalo News both owned by Warren Buffett, Entercom's cross platform recruiting program captured almost 100% of the papers.</p> <p><u>Core target</u> Passive job seeker Adults 20-40 College Grads.</p> <p><u>Marketing objective:</u> Fill 2-3 recruitment classes per month without exceeding the set cost per hire.</p> <p><u>Creative / Digital strategy:</u> Multiple creative themes on air using real employees and actors drove the heart of the campaign. A custom character. Troy the talking Camel, was also created with an entertaining and engaging personality voiced on air. Video pre roll was used to reinforce message. Campaign was also integrated into sponsorships of other on air programs.</p> <p><u>Results:</u> Over 700 new hires in 2007. Additional recruitment classes had to be added to handle influx of applications. Cost per hire maintained at approved level. Buffalo brought in more applicants than two of Geico's recruiting centers in much larger, growing cities. This campaign has been a smashing success and even more amazing when you compare Buffalo's size and down economy.</p> <p>Troy the talking Camel was so well received by the market Geico corporate requested that it be removed from the campaign as it was perceived competing with the national Cavemen campaign.</p>
<p>Scion Denver, Portland, Sacramento, Seattle</p>	<p>2007 Revenue: \$250,000</p> <p><u>Program/Platform Overview:</u> In 2007, Scion turned to Entercom in four markets for innovative marketing programs (a relationship established in Seattle that took hold in Portland and a concept in Sacramento that spread to Denver) including brand integration with bands and a first-ever customized digital application. All of the 2007 Scion programs were highly creative and unique and represented the power of cross platform promotional integration across Entercom entertainment assets and new digital entertainment applications.</p> <p><u>Target customer:</u> Young alternative 18-30 year old adults with core target as a 24-year-old urban male. Man who is cutting edge seeking out the newest, latest and hottest thing. He's into music, tech-savvy, creative, single and educated.</p> <p><u>Marketing Objective:</u> Connect the Scion brand to grass roots, in-the-street and up-and-coming experiences, music, new technology and the unexpected.</p> <p><u>Creative, Digital Strategy & Execution:</u> Several creative promotional programs were developed and executed in 2007 for Scion. This included ToneMaker DJ, which was localized and customized to the brand as <i>Customize your Ride-Customize Your Ringtone</i> with a custom audio application that was also integrated into the home page of the Scion dealer website with links back to Entercom sites. Scion was a primary sponsor of bootleg video music series in both Seattle and Portland which granted a chosen listener exclusive backstage access to record and share digital bootlegs from several shows presented by our stations and featured the Scion car at the events. Videos were featured on YouTube and station websites with Scion pre-roll video created by Entercom. Scion presented the Cover Art Contest (completed in Jan 08)</p>

where more than 400 listeners submitted original designs for a special edition Snow Patrol CD with the winning design featured on a special edition Scion car. All promotions above were supported with premium home page promotions and integration across all digital assets and on air to push users to participate.

(Scion continued)

Results: Pacific Northwest reports highest sales ratio in US and increase in N. California sales. Qualitative feedback from client who reported being extremely satisfied with delivering on the brand objective resulting in increased participation in 2008. Viral marketing impact from every bootleg video email blast and YouTube postings. National Media coverage: *Brandweek* and marketing industry blogs.

**State Petroleum/
Northeast Ethanol
Wilkes Barre**

2007 Revenue: \$391,500

Program/Platform Overview: As a rapidly expanding home heating oil company, State Petroleum was looking to gain share of the Pennsylvania market. The program developed provided simple total engagement across our assets for the new and existing customers which opened a new opportunity with the PR contract for Northeast Ethanol which is a related company, facing PR issues as it awaited approvals for construction.

Core Target Customer Description: 1) Home heating target was all oil heat users in Northeast Pa; 2) Ethanol target was citizens concerned with the construction and operation of a new Ethanol Plant, specifically those in the town of Mayfield.

Marketing Objective: State Petroleum objective: gain market share in the home heating oil business. Northeast Ethanol objective: Educate the public on the benefits of ethanol and break the negative stereotypes associated with the construction and operation of an ethanol plant in a community.

Creative-Digital Strategy & Execution: All market assets were used to build specific call-to-action commercials. This was coupled with long-term branding advertising integrated into all digital assets and platforms for State Petroleum. Additionally, we developed custom creative with a personal series of commercials featuring the experience as a customer. For Northeast Ethanol we acted as a full-service PR firm by setting up interviews with other media sources in the market, as well as a series of on-air interviews with their top officials.

Results delivered to client:

State Petroleum:

- Over several months averaged 100 new customers per week
- Grew from a very modest 2 truck operation to 24 truck operation in an 15 month period
- Customer base grew from 50 to 1200
- Gained credibility and is recognized as one of the largest home heating oil companies in the market

Northeast Ethanol

- Received accolades from the American Coalition of Ethanol on the quality and content in the series of 30 second commercials and the Plant received full approval for construction and re-zoning from the Mayfield City Council and Zoning Board.