



AND



An Integrated Marketing Strategy

Presented By:
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Sales/Business Goals

- To stimulate travel to destination hotel.
- Educate listeners to what the destination has to offer.
- Create a buzz about the destination hotel and its benefits



Online

- Online exposure helps achieve frequency at a lower cost, fills in additional details, and provides an immediate direct response mechanism
- Destination Hotel will receive:
 - Web Site Listing on www.pjandfriends.com
 - Web Site listing on www.news1radio.net
 - Detail destination information on Pj & Friends



Solution

- Promote the destination hotel on air.
 - .15 & .30 second commercials that will play in rotation.
 - Live reads on air during the Pj and Friends show.
 - Offer stays on the air to generate a buzz



ON-AIR

- On-air commercials intrusively grab consumers' attention.
- Destination Hotel will be partnering with one of the markets newest radio talk shows.
- News 1 Radio will run :15. :30 and :60 second creative and customized commercials.



Cost

- We offer this in exchange for an allotment of 4 day and 3 night or 3 day and 2 night stays. (dependant on the distance from the listener area)
- The stays will be offered on the air to generate a buzz about the destination.



Contact

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