

"Delivering trendy young professionals with Paychecks, Plastic and a MUST HAVE attitude!"



"We'd never done anything like this before. Power 104.3 helped us achieve results we never expected." Doug Harris - Harris Agency

PROBLEM

Burger King needed a lift in sales of 40 Value Meals per day, per location.

PLAN

The "BK Get Down Session" was developed, a concert that was a fusion of Hip Hop and local bands. This concert was free with the purchase of 4 Value Meals, or \$20.00 at the door.

PROCESS

Power 104.3 partnered with Burger King in the process by:

- Bringing in 2 Mainland DJ's (one East Coast, one West Coast)
- Tying the "BK Get Down Session" into Major Cultural Events
- Creating Club Cards to Distribute Throughout the Island
- Handing out Burger King Punch Cards at Power 104.3 Larger Events
- Burger King Ran an 8 Week High Frequency Schedule on Only 2 Radio Stations with Great Success

PERFORMANCE

By the time the concert came around, Burger King had surpassed their goal of 40 Value Meals, per week, per location. The concert attendance also exceeded the expectations of the client.

