

# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Concept:

Monster Energy and CBS Radio have teamed up to give the public a chance to win free Visa Cards. During the promotional window in August 2014, CBS Radio will encourage listeners to text in to win Free Visa cards brought to you by Monster Energy .

## Timing:

The campaign is a month long media campaign starting in August 2014. CBS digital assets will start running July 28<sup>th</sup> – August 15<sup>th</sup>, and on air media will run August 4<sup>th</sup> – August 15<sup>th</sup>.



# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Customer Appreciation Event:





# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Customer Appreciation Event:



# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Visa Gift Card Winners:





# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Digital Recap

Aug 5 – Aug 22 75,035 impressions, 40 clicks

The screenshot shows the KSFm 102.5 website interface. At the top, there are logos for KSFm 102.5, Cache Creek Casino, and social media icons for Facebook, Twitter, and YouTube. A navigation menu includes Home, Music, On Air, 102.5 Playlist, Contests, Photos, KSFmTV, Events, and Bud Light Lounge. A prominent banner for the 'Drive to Win!' contest is displayed, with the text 'Take a Test Drive! Enter to Win \$1000 Daily!'. Below this, a large event announcement for the 'KSFm 102.5 TAMALES FESTIVAL' is featured, scheduled for September 14, 2014, at Cesar Chavez Park. To the right, there are several promotional tiles: 'Listen LIVE' for Jay-Z, Alicia Keys, and the Empire State of Mind; 'Onsite Customer Appreciation Day' for August 22, 2014, at Tower Market #141; and 'CBS LOCAL Offers' for CBS Sacramento, including a 'Deal of the Day' for 93% off at Evening Crystals. At the bottom of the website, there are more promotional tiles for 'Clear Your Business', 'street', and 'HARRIS ANDRE'.



# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Digital Recap

Aug 18 – Aug 22 2,512 impressions, 21 clicks

The screenshot shows a website banner for a Monster Energy sweepstakes. At the top left is the KSFm 102.5 logo, and next to it is the Cache Creek Casino Resort logo. A search bar and a weather indicator showing 73° are in the top right. Below the logos are social media icons for Facebook, Twitter, and a plus sign, with the text "FOLLOW US" underneath. A navigation menu includes "Home", "Music", "On Air", "102.5 Playlist", "Contests", "Photos", "KSFmTV", "Events", and "Bud Light Lounge". The main banner features a central image of a Monster Energy can. To the left of the can, it says "Text the code **MONSTER1** to **55123** and you will be entered to win a \$50 gift card." Below this, in large yellow letters, it says "\$2500 IN INSTANT WIN PRIZES!". To the right of the can, it says "Onsite Customer Appreciation Day" and "August 22, 2014". At the bottom right of the banner, the address is listed: "Tower Market #141, 1050 Sunset Blvd., Rocklin, CA 95765".

This banner features two portraits of rappers, Drake on the left and Lil Wayne on the right, with the text "DRAKE VS" in large, stylized letters between them. Below the portraits are two cans of Monster Rehab energy drink. In the top right corner, there is a "Listen LIVE" button with a play icon and the text "Drake, Lil Wayne - Define Me".



# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Digital Recap

Aug 22 – Sent to 45,000+ people

**Text MONSTER1 to 55123 to win a \$50 Gift Card**

**Onsite Customer Appreciation Day**

Everyone onsite at our **CUSTOMER APPRECIATION DAY** August 22, 2014 **TOWER MARKET #141** 1050 Sunset Blvd. Rocklin, CA 95765 will be entered to win 1 of 2 \$500 gift card and 1 of 5 \$100 gift cards. There will also be 20 onsite instant \$50 gift card winners and 25 onsite instant \$20 gift card winners!

**Text MONSTER1 to 55123 to win a \$50 Gift Card**

Tower Market and Monster Energy is giving you the opportunity to win a \$50 gift card everyday until 8/21/14! Text the code MONSTER1 to 55123 and you will be entered to win a \$50 gift card. One lucky customer will win daily! (You must enter the text code daily to reset your chances to win.)

**Onsite Customer Appreciation Day**

Everyone onsite at our **CUSTOMER APPRECIATION DAY** August 22, 2014 **TOWER MARKET #141** 1050 Sunset Blvd. Rocklin, CA 95765 will be entered to win 1 of 2 \$500 gift card and 1 of 5 \$100 gift cards. There will also be 20 onsite instant \$50 gift card winners and 25 onsite instant \$20 gift card winners!



# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Digital Recap

Aug 18 – Aug 22 19,513 impressions, 185 clicks

The screenshot shows the KSFM 102.5 website interface. On the left, a vertical banner for 'onsite Customer Appreciation Day' on 8.22.14 at Tower Market #141 (1050 Sunset Blvd., Rocklin, CA 95765) promotes a sweepstakes where users can win a \$50 gift card by texting the code **MONSTER1** to 55123. The main content area features a 'Listen LIVE' button, a featured article titled 'Mila's Baby Bump Is Gettin' Big! [PICS]' with a photo of a couple, and a 'Top Sponsored Articles' section. A large image of a Monster Energy can is positioned on the right side of the page.





# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Digital Recap

Aug 20 – Aug 20 79,909 impressions, 79 clicks

The screenshot shows a website banner for a Monster Energy sweepstakes. The banner features a central image of a Monster Energy can. Text on the left reads: "Text the code **MONSTER1** to **55123** and you will be entered to win a \$50 gift card." Below this, it says "**\$2500 IN INSTANT WIN PRIZES!**". On the right, it says "Onsite Customer Appreciation Day" and "August 22, 2014". Below the date, the location is listed: "Tower Market #141, 1050 Sunset Blvd., Rocklin, CA 95765". The banner is set against a green and yellow background with a sunburst pattern. The website header includes "CBS Sacramento Stockton Modesto", "1140 Sports", "Good Day", and social media icons for Facebook and Twitter. A search bar and weather information (82°) are also visible. At the bottom of the banner, there is a "WATCH: CBS13 News Is On The Air" bar and a "Listen LIVE" button.



# MONSTER ENERGY GIFT CARD SWEEPSTAKES



## Digital Recap

Aug 20 – Aug 20 77,311 impressions, 889 clicks

The screenshot shows the CBS Sacramento website interface. On the left side, there is a vertical banner for 'onsite Customer appreciation Day' dated 8.22.14, with the address 'Tower Market #141 1050 Sunset Blvd. Rocklin, CA 95765'. Below the address, it says 'Text the code MONSTER1 to 55123 and you will be entered to win a \$50 gift card.' The main content area features a 'PETKUS BROTHERS' advertisement for '\$0 Down | 0% Interest' with a 'Visit Site' button. Below this is a 'NEWS' section with a headline 'Homeless Man With TB Released From Custody' and a photo of a white truck. To the right of the news is a 'Listen LIVE' section with a photo of a woman and a quote: 'Medifast is the fast and healthy way to lose weight.' Below that is a 'CBS LOCAL Circulars' section with images of grocery stores like Ralphs and Walmart. On the far right of the screenshot, a large can of Monster Energy is visible, partially overlapping the website content.

