

**CINCO DE MAYO – Sunday May 3rd, 2015 – Pico Rivera Sports Arena & Adjacent Centennial Park Grounds**



## EVENT OVERVIEW:

- 45,000 attendees throughout the day
- Over 7 hours of unforgettable musical performances by 15 of the most popular Mexican regional bands and recording artists

## ONSITE DELIVERABLES:

- One (1) 10' x 20' footprint with:
  - Two (2) 10' x 10' branded booths
  - One (1) branded pickup truck
  - One (1) 2' x 10' trailer
  - Two (2) teardrop banners
- Seven (7) banners placed at the main entrance/exit
- Four (4) banners placed throughout the park
- One (1) banner placed next to the stage
- Two (2) 40' long pennant flag rolls placed next to the stage
- One (1) 40' long pennant flag roll placed across from booth
- Two (2) :30 second TV spots played on the jumbotron between acts



**ONSITE JUMBOTRON AD PLACEMENT:**

The :30 second Spanish TV spot titled “Teachers” was successfully uploaded to both jumbotron screens, and was displayed three times throughout the duration of the event. Don Cheto encouraged the audience to pay attention to the spot, as seen in the following video link: <http://youtu.be/ER-aFcPdchc>. The sequence of events during this spot are outlined in the below screenshots (please refer to the lower left corner of each picture).



**DON CHETO IS DIRECTED TO APPROACH THE CROWD**



**HE HEARS “O'REILLY” AND TURNS AROUND TO WATCH THE SPOT**



**THIS SENT A SUBLIMINAL MESSAGE TO THE CROWD TO PAY ATTENTION**



**HE EVEN DID A LITTLE DANCE TO THE WHISTLED JINGLE!**

**ONSITE SIGNAGE:**



**TEARDROP BANNER OVERLOOKING STAGE**



**RIGHT STAGE BANNER AND PENNANT FLAG ROLL**



**LEFT STAGE PENNANT FLAG ROLL**



**BANNERS AT THE ENTRANCE & EXIT**



**BANNERS WITH PENNANT FLAG ROLL**



**ADDITIONAL BANNER ON PERIMETER FENCE**

**ON-AIR SUPPORT:**

• O'Reilly's :30 second spot aired a total of forty three (43) times on KBUE FM:

• The spot was aired on the dates and times provided below:

• **Tuesday 4/28:**

- 9:53 AM
- 11:33 AM
- 2:53 PM
- 5:31 PM
- 8:23 PM

• **Wednesday 4/29:**

- 9:21 AM
- 12:39 PM
- 1:36 PM
- 3:36 PM
- 5:53 PM
- 6:52 PM
- 7:37 PM
- 8:38 PM
- 9:51 PM
- 10:36 PM
- 11:35 PM

• **Thursday 4/30:**

- 11:36 AM
- 12:36 PM
- 1:36 PM
- 2:39 PM
- 5:23 PM
- 6:36 PM
- 9:39 PM

• **Friday 5/1:**

- 12:23 PM
- 1:25 PM
- 5:25 PM
- 6:37 PM
- 8:51 PM
- 9:35 PM
- 11:36 PM

• **Saturday 5/2:**

- 7:21 AM
- 8:21 AM
- 9:37 AM
- 11:52 AM
- 3:39 PM
- 8:40 PM
- 10:23 AM
- 11:23 AM
- 12:40 PM
- 1:40 PM
- 2:41 PM
- 3:23 PM
- 4:40 PM





**ON-AIR SUPPORT (CONTINUED):**

- The same :30 second spot streamed a total of one hundred sixteen (116) times on the KLOVE FM WEBSITE:
- A detailed streaming report is provided below:

Account Name: THE HUDDLE AGENCY  
 Campaigns for 2015-04-29 to 2015-05-02 23:59:59  
 Product: O'REILLY EVENT PARTICIPATION

Imp	Spots
130933	116
0	N/A
0	N/A
0	N/A

Campaign: [WO#30651] Huddle Agency, /Huddle Agency, [Apr29-May02]  
 Contract ID: N/A Advertiser: Huddle Agency, The (ID: 24168)

In-Stream Ad Name	Ad Description	Ad Cart Id	Station	Station DMA	Filename	Duration	Flights	Imps	Spots
K-LOVE / 290415-290415Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	{907748A0-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	04/29/15-04/30/15	4787	15
K-LOVE / 020515-020515Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	{A16D2955-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	05/02/15-05/02/15	20609	28
K-LOVE / 300415-300415Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	{92A477A3-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	04/30/15-04/30/15	57151	30
K-LOVE / 010515-010515Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	{FA86BDA3-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	05/01/15-05/01/15	39965	21
K-LOVE / 290415-290415Huddle Agency, TheHuddle Agency, The	O'REILLY EVENT	{DA8BBC02-	K-LOVE-FM	Los Angeles CA	O'REILLY_AUTO_PARTS_30.mp3	29.5445	04/29/15-04/30/15	8421	22
<b>In-Stream Media Summary</b>								130933	116



**PERFORMING ARTIST LINEUP:**

- EL KOMANDER
- REMMY VALENZUELA
- LOS RIELEROS DEL NORTE
- REGULO CARO/JULIAN MERCADO
- LOS RODRIGUEZ DE SINALOA
- PROYECTO X
- LOS TRAVIESOS DE LA SIERRA
- ARIEL CAMACHO
- BANDA RANCHO VIENO
- GERARDO CORONEL
- CHEYO CARRILLO
- IRVING CASANOVA
- ORIGINAL BANDA EL LIMON
- ALEJANDRO LIRA
- BANDA CARNAVAL



LOGO ON KBUE WEBSITE PROMOTING EVENT:

aquibuena.estrellatv.com

1-800-CEDARS-1  
LEARN MORE  
CIS CEDARS-SINAL

**Que Buena**  
CIN DE  
MEÑO LUGO 7º BA  
LOS ALEGRES DEL BAR  
ADRIEL FAVELA JOSÉ P  
JONATÁN LÁNCHEZ OMA  
TERA CALI JORGE VALER  
CÓLMILLO NÓR

**Domingo 3 de Mayo Bicentennial Park Pico R**

Pepe Garza Director de Programación de La Famosa Que Buena 105.5/94.3 en Los Angeles  
anuncia el talento musical para la gran celebración del 5 de Mayo en los terrenos del Bicentennial  
Park Pico Rivera el domingo 3 de Mayo. La entrada será como siempre, completamente gratis. Los  
vuelos al evento se abren a las 11am. Los esperamos!

0 Comentarios Leer más

**21** **Hermano de Joan Sebastian investigado por delincuencia organizada**

Federico Figueroa, hermano del cantautor Joan Sebastian, tiene un proceso, una orden de presentación (en su contra) y está bajo investigación de la Fiscalía General del Estado de Morelos y de la PGR por sus presuntos nexos con grupos del crimen organizado, informó el gobernador de ese estado, Graco Ramírez Garido.

0 Comentarios Leer más

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**O'Reilly**  
AUTO PARTS

562.619.0426

La Que Buena - KBUE 105.5 / KBUE 94.3 FM



**SOCIAL MEDIA: FACEBOOK POSTS THROUGHOUT THE DAY:**



**51,232** People Reached

**1,012** Likes, Comments & Shares

993 Likes	968 On Post	25 On Shares
13 Comments	12 On Post	1 On Shares
6 Shares	2 On Post	4 On Shares

**1,120** Post Clicks

698 Photo Views	0 Link Clicks	422 Other Clicks
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**NEGATIVE FEEDBACK**

2 Hide Post	5 Hide All Posts
0 Report as Spam	1 Unlike Page

**135,616** People Reached

**1,117** Likes, Comments & Shares

1,077 Likes	1,052 On Post	25 On Shares
26 Comments	23 On Post	3 On Shares
14 Shares	13 On Post	1 On Shares

**8,722** Post Clicks

2,477 Clicks to Play	0 Link Clicks	6,245 Other Clicks
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**NEGATIVE FEEDBACK**

4 Hide Post	9 Hide All Posts
0 Report as Spam	1 Unlike Page

**Espinoza Paz**  
May 3 · 🌐

Ya estoy aqui en el Parque Bicentenario de Pico Rivera los espero a toda mi gente, agradeciendo siempre el apoyo de la Que Buena 105.5 / 94.3 FM en unos minutos perderemos la pose en el escenario

Like · Comment · Share

👍 17,177 people like this.

🔄 56 shares

SOCIAL MEDIA: TWITTER WITH LINKS TO FACEBOOK POSTS:

Home Notifications Messages Search Twitter Tweet

**Que Buena LA**  
@QueBuenaLA  
AQUÍ SUENA LA FAMOSA QUE BUENA!!!  
Burbank, CA  
aquisuena.com  
Joined January 2010

TWEETS 11.5K FOLLOWING 651 FOLLOWERS 19.5K FAVORITES 64

Tweets Tweets & replies Photos & videos

Que Buena LA @QueBuenaLA · May 9  
HORA DE GANAR! ¡Clic "LIKE" para la oportunidad de ganar 4x boletos para el CIRCUS VARGAS en Los Angeles! Los...  
[fb.me/44bo94I9F](https://fb.me/44bo94I9F)

Que Buena LA @QueBuenaLA · May 9  
Cuando se cambian los papeles como se siente el ser acosado  
[fb.me/3QxIUZHwk](https://fb.me/3QxIUZHwk)

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- Dayna Braun @daynabraun1 Followed by Nick Cavarra Follow
- 2nd II None KK & DEE @2N... Follow

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Trends · Change

Nuestro primer saludo. Celebrando cinco de mayo #quebuenq [fb.me/6wrJaGO7W](https://fb.me/6wrJaGO7W)

PANORAMIC VIEWS:

YOUR FOOTPRINT

JUMBOTRONS

STAGE

RIGHT STAGE BANNER AND PENNANT FLAG ROLL



YOUR MAGNIFIED FOOTPRINT WITH ADJACENT BANNERS & PENNANT FLAG ROLL



BRAND INTERACTION:

