



- **Foxy Bingo** wanted to drive new registrations to their website (Foxybingo.com) plus increase brand warmth and engagement levels.
- To complement their **13-week sponsorship of the Smooth Radio David Jenson Show** we ran a 2-minute solus Foxy Bingo commercial break each Friday at 12.50pm where Foxy effectively had his own 2-minute show.
- Appointment-to-listen promotional trails were broadcast each week, to make sure listeners tuned in to hear what Foxy had to say.



The results:

- The weekly Foxy Bingo 2-minute show was very well-received by listeners, and Foxy Bingo have resigned for 2012.
- The Smooth online page had 17,523 unique visitors and 52,157 page views.
- 8,000 listeners signed up to play with Foxybingo.com via the station websites.