



CAT COUNTRY REWARDS DELIVERS CUSTOMERS FOR SHORTS MARINE

Event: Short's Marine
Date: Saturday, May 1, 2004
Time: 10am-12noon

Short's Marine in Millsboro partnered with Cat Country and the Rewards Program to bring exposure and new customers to boat dealership.

Stats For Keyword 'Short's Marine'

Total users:	234
All Users Median Age:	36 Years Old
Male users:	81 - 34.61%
Male Median Age:	35 Years Old
Female users:	153 - 65.38%
Female Median Age:	37 Years Old
Income < 30,000:	47 - 20.08%
Income 30,000-50:	81 - 34.61%
Income 50,000-75:	63 - 26.92%
Income 75,000-100:	25 - 10.68%
Income 100,000-200:	16- 6.83%
Income > 200,000:	2 - 0.89%

Over a six week campaign, Short's was featured online as a participant in the Rewards auction and in emails to Rewards members. In addition, they ran commercial advertising schedules on Cat Country and three other Delmarva Broadcasting radio stations. The marketing effort converged on May 1st with a Keyword Station Appearance in the Short's showroom. Live reports, promotional mentions and the excitement of a Keyword scavenger hunt drew 224 people who each filled out a customer survey.

A profile of the listeners who attended is at the left.

"My salespeople were so busy I had to go on the floor and help customers myself!"
Don Short
Owner



Over 200 Rewards members toured the showroom in a Keyword scavenger hunt.



DELMARVA BROADCASTING COMPANY

PO Box 909 / SALISBURY, MD 21803 / PH: 410-219.3500 / FX: 410.548-1543
WICO/WXJN FM WICO AM WXMD FM WQJZ FM WWW.RADIOCENTER.COM