

Strategic partnerships 2012



Strategic partnership 1 – DMG

CAMPAIGN OVERVIEW

- Create buzz and interest around Cardio Tennis
- Educate listeners about Cardio Tennis
- Drive trial of Cardio Tennis

NOVA MELBOURNE 100.3

HUGHESY'S & KATE'S CARDIO TENNIS WORKOUT

We all know, Hughesy loves tennis – he watches it and plays it and he's into his fitness, especially exercises that get the heart rate pumping. Now there's this new craze Cardio Tennis coming to town, and to encourage listeners to find out what this craze is all about and how to get involved. Hughesy and Kate are going to do their own Cardio Tennis workout out on the streets.

MONDAY TO FRIDAY

During the week, Hughesy and Kate's Cardio Tennis team will situate themselves across the Melbourne suburbs (including tennis clubs) during breakfast. From flash mobs appearing at Melbourne Park with a Cardio Tennis Coach or Cardio Tennis workout by the side of the road, listeners will need to spot them

and be the first to call Hughesy and Kate to win \$1000 cash along with a free Cardio Tennis workout.

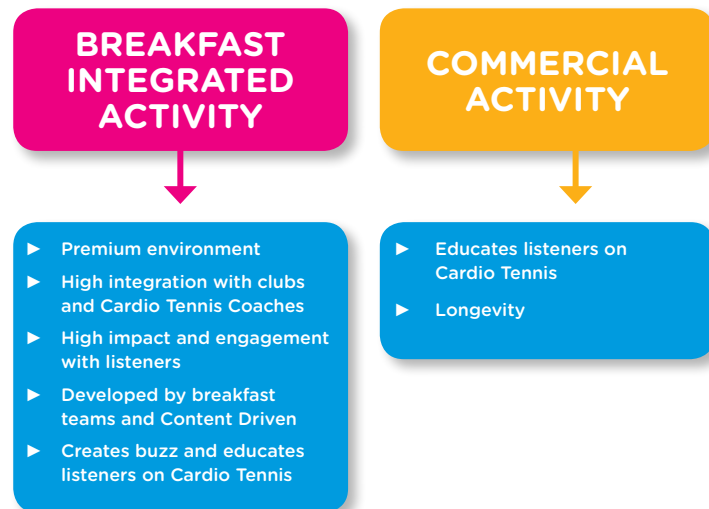
Hughesy and Kate will chat to the winner and explain to them and listeners what Cardio Tennis involves.

Nova 100.3 will also take some photos and video on of the flash mobs doing their rendition of Cardio Tennis so our listeners can view them online, and see what fun they can expect when they attend a workout.

Commercial activity - 30 second radio spot.

Breakfast integrated activity timing:
week commencing 30 January 2012

Commercial integrated activity timing:
week commencing 6 and 13 February 2012



	People 18-39
Reach	489,000
Avg Frequency	4.4

