

**MAXIMIZE YOUR
ENGAGEMENT
& REVENUE WITH
BALLOTS**

Introduction

Having a year-long ballot strategy focusing on a large citywide ballot and numerous weekly or monthly ballots presents a huge revenue and engagement opportunity for your entire company.

Consistently these campaigns are the biggest revenue generators often bringing in hundreds of thousands of dollars. But, it's not all about revenue. We're seeing companies putting together a ballot strategy to dramatically increase their annual engagement goals as well.

Historically, ballots were a time-consuming, labor-intensive project. But thanks to brand new digital tools, we're making these huge initiatives even easier to create and manage. We've designed this guide to help your team enhance your existing ballot program or launch a brand-new ballot strategy from the ground up. Let's get started.



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WHAT'S IN THIS GUIDE:

-  **Introduction**
What are the big benefits for creating a year-long ballot strategy & what's a turnkey ballot?
-  **Planning**
Understand all the basics for getting started with ballots. Plus, find an entire year's worth of ballot ideas.
-  **Selling**
Find out how you can maximize every ballot on your calendar to drive HUGE annual revenue.
-  **Promoting**
How to promote your ballot and set your advertisers up with the tools they need to promote as well.
-  **Case Studies**
Find out how other media companies are driving fantastic results for themselves and their advertisers.
-  **Inspiration**
Want even more ideas to get you started? Find dozens of ideas to work for any media company.

What is a Ballot?

Ballots are an interactive way for your viewers, listeners, and readers to **share their opinion and vote on what matters** most to them. These engagement campaigns **can be as broad or niche as you like** and can **work for every single advertiser** in your market.



“Jeff & Jenn’s Perfect Wedding Pitch”

Listeners vote for their favorite engagement story to earn a lucky couple a dream wedding venue.

“Philly.com Readers’ Choice”

Readers cast votes for a variety of topics in a large citywide ballot.

“CountryMax Battle of the Chicks”

Viewers vote in a creative ballot promoting advertiser’s upcoming livestock event.

“Washington’s Family Favorites”

Families vote for all the top family-friendly stores & services in their community.

“What Vertical Concert Are You Excited to See?”

Listeners cast votes for their favorite upcoming concert.

“Best of St. Louis”

Users vote on the top food, places, and services of St. Louis in this massive citywide ballot.

“Gambit Cover Cage Match”

Readers pick their top magazine covers of the past year.

What is a Turnkey Ballot?

Turnkey ballots take your entire creation process down from hours to mere minutes. These pre-built and pre-populated ballots are super simple to have running on your site in no time. They're designed to be run as-is or can be customized to fit your needs or the needs of any advertiser.

Customize Your Turnkey Ballot

Incorporate **name and logo** into the branding

Leverage the various **ad spots**

Add **custom data fields** (name, email, age, zip, etc.)

Include custom **survey questions**

Add an **email opt-in**

Include an optional **Facebook Like Box**

Customize the **social media share** text



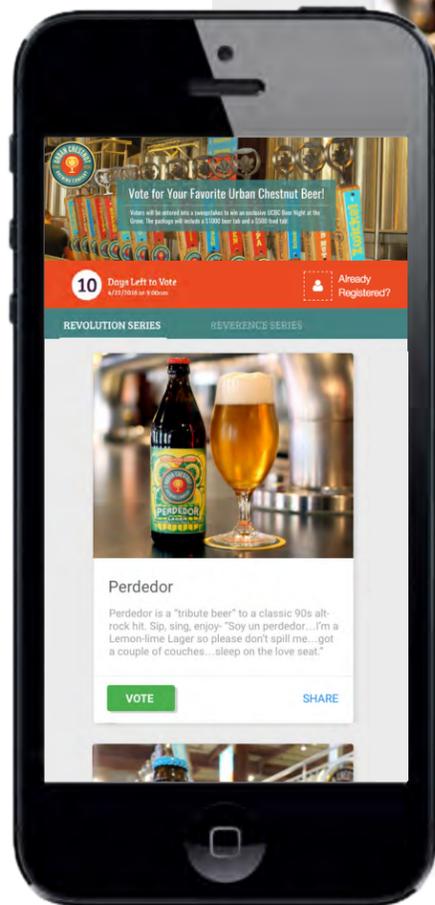
Turnkey Ballot

This symbol indicates a turnkey ballot that's ready-to-run, easy-to-customize and available from our Turnkey Library.



Turnkey Ballot "Athlete of the Week"

Benefits of a Year-Round Ballot Strategy



Perdedor
Perdedor is a "tribute beer" to a classic 90s alt-rock hit. Sip, sing, enjoy. "Soy un perdedor... I'm a Lemon-lime Lager so please don't spill me... got a couple of couches... sleep on the love seat."

SHARE



Count Orlok

Nosferatu (Bird of Death) aka Count Orlok was THE German Count Dracula. He was a blood-sucking vampire... but being German he must've enjoyed beer too, right? We believe it is so and thus have created a Black Pumpkin Wheat Ale in

VOTE

SHARE



What can ballots do for you? The answer is A LOT. **Ballots drive big results for every media company** that runs them. And now – thanks to brand new digital tools – they're better than ever.

Generate Huge Revenue

Every ballot comes with a range of sponsorship opportunities. Leverage these multiple sponsorship tiers to maximize the revenue you can drive for each ballot.

Offer Fun, Interactive Content

Whether it's a ballot about the top summer blockbusters or who should win the best song of the year, create content to tap into all the interests of your audience.

Allow Your Audience to be Influencers

People love the chance to make their voice heard. Ballots give your audience the ability to have their opinion counted.

Build Unique Content from the Results

These campaigns are the perfect opportunity to find out what matters most to your audience. Use their responses for future on-air programming and special sections.

Grow a Rich Database

In its simplest form, a ballot can generate a huge email list from its massive engagement numbers. But, with the ability to tag their responses, you can create an entire database of consumer profiles.

Create Solutions for Advertisers

Ballots are the perfect way to make every advertiser in your market a potential new revenue stream. From the dog groomer to the golf pro shop, ballots can be created to fit every advertiser.

PLANNING

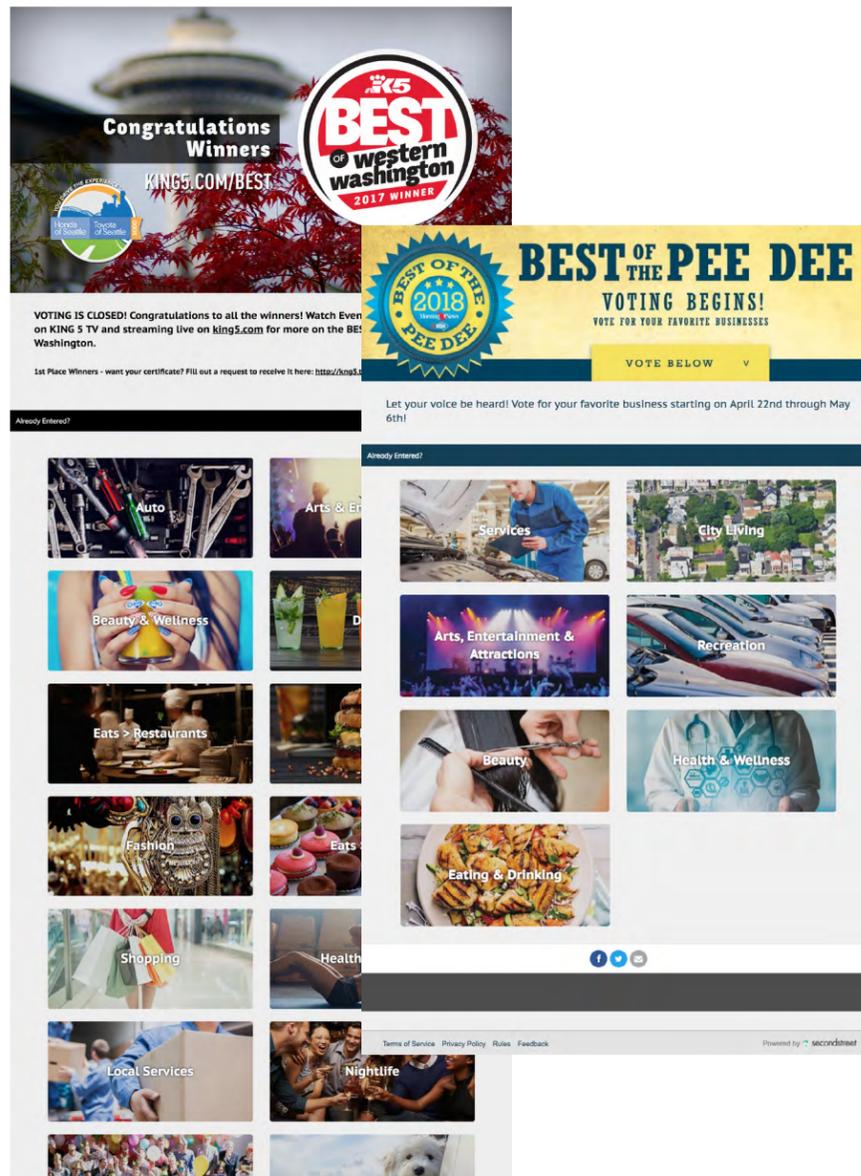


Know Your Options

There is an infinite number of ballots you can run. To make things simpler, we've broken this all down into three simple categories.

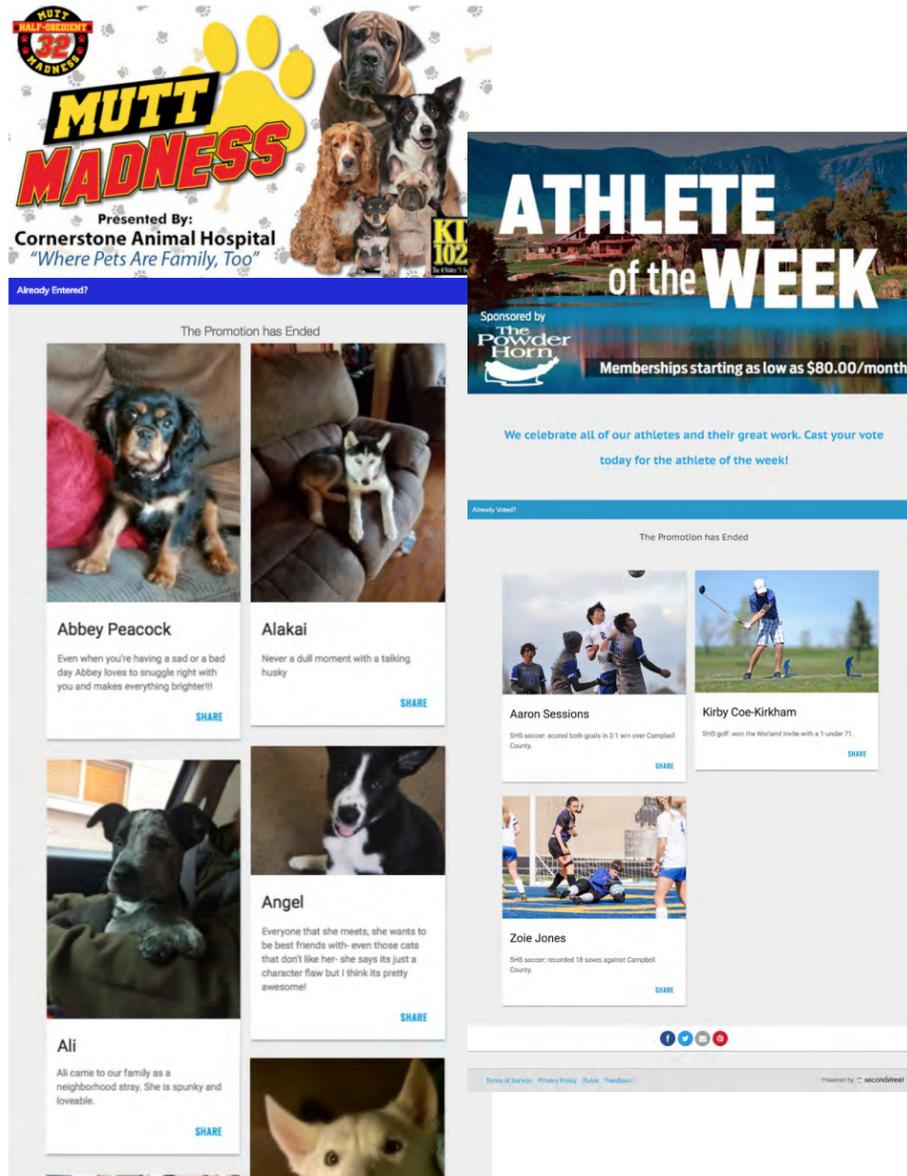
Citywide Ballot

More commonly known as Best of's, Reader's Choice, Listener's Choice, or Viewer's Choice, these ballots are made to feature every business in your community.



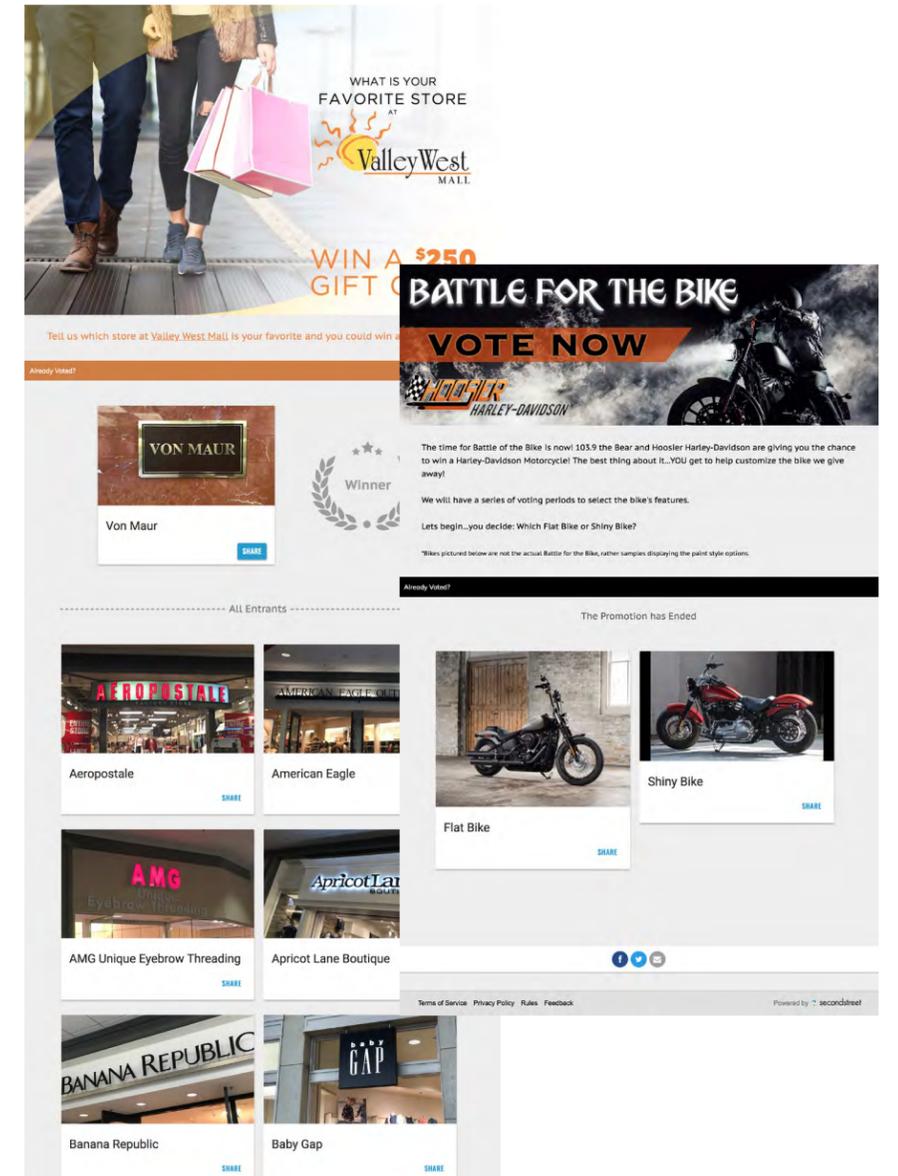
Year-Round Ballot

Many ballot ideas can be run anytime of year. Try out these year-round ideas like Family Favorites, Best of Weddings, Top Docs, or Athlete of the Week.



Advertiser Ballot

Creating a ballot about a specific advertiser can be a creative way to show off your advertiser's products and services while engaging their target audience.



Connect to Existing Initiatives

Throughout the year, your station or paper is doing much, much more than running contests and interactive content.

Whether you're putting on a bridal show, running a nightly special feature on high school sports, developing a special issue about the best local barbecue, or even dedicating a month to local musicians, you've got a lot of important initiatives on your calendar. And that's just *your* calendar.

You're also looking at the local events calendar for ideas like county fairs, homecomings, and annual concerts as well as the holiday calendar to include annual Christmas gatherings, Fourth of July parades, and Mother's Day programming.

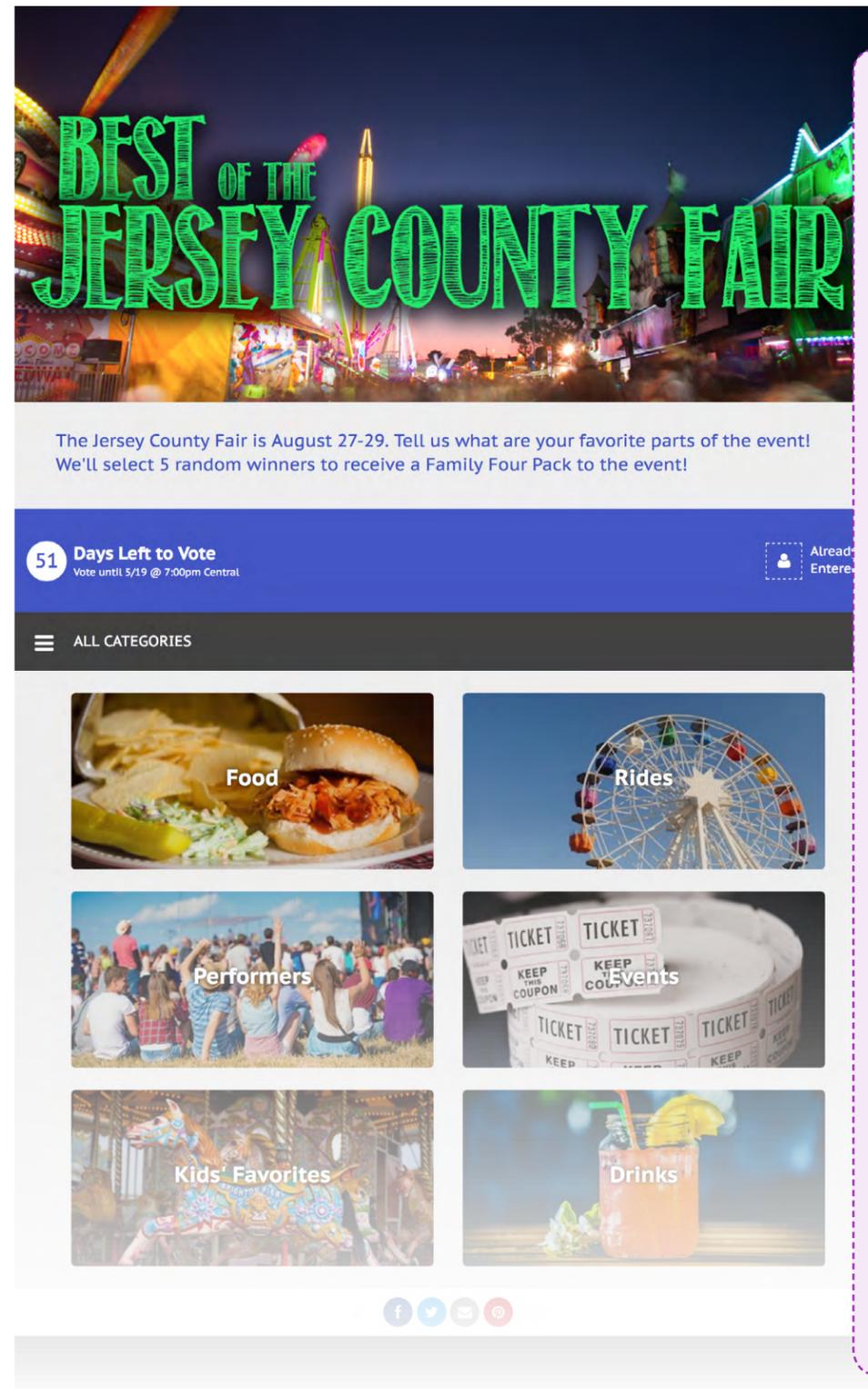
Each of these special programs thrives on high engagement and attendance numbers, so **leveraging a ballot can enhance every initiative on your calendar.**



Every Holiday is an Opportunity

Beyond the big holidays of Halloween and Christmas, every day celebrates something unique - National Puppy Day, Heart Health Day, and even Eat Ice Cream Day! Use these special holidays as inspiration for creative ballots.

[Holiday Calendar ✨](#)



Sample Initiatives Calendar

January

Health Fair

February

Bridal Show

March

Home & Garden Spring Expo

April

Golf Show

May

Graduation Feature

June

Annual County Fair

July

Fourth of July Festival

August

Back to School Expo

September

Football Fan Fever Fest

October

Breast Cancer Awareness

November

Home & Garden Fall Expo

December

Shop Local Fair

A Year of Ballots

The versatility of ballots makes them much more than just a now-and-then campaign. You should be dedicating time and resources into making a year-round ballot strategy.

January

- Best of Local Fitness
- Best of the Big Game 🔑
- Top Stories of Last Year

February

- Best of Weddings 🔑
- Romantic Movies Ballot
- All-Time Best Love Songs

March

- Top College Basketball Championship Team 🔑
- Best of Local Basketball

April

- Best of Home Improvement
- Top US Golf Course 🔑
- Best Baseball Stadium

May

- Family Favorites Ballot
- Best All-Time TV Moms
- Top Summer Concerts

June

- Father's Day Favorites
- Best Summer Vacation
- Best Road Trip Spots

July

- Best of BBQ
- Best Summer Blockbusters
- Summer Staycation Spots

August

- Athlete of the Week 🔑
- Best of Local Education
- High School Football

September

- Best of Tailgating
- Best of Pro Football
- Best of College Football

October

- Local Breast Cancer Awareness
- Top Costumes & Candy

November

- Best of Local Non-Profits
- Top Thanksgiving Food
- Thanksgiving Day Parade

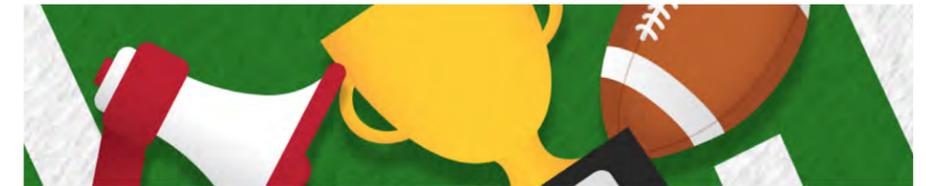
December

- Local Holiday Spirit
- Best of Shopping
- Top Songs/Movies of the Year



When to Run Your Citywide Ballot?

Your citywide ballot can be one of the biggest initiatives you run all year. With a nomination period, voting period, a heavy marketing campaign, and even heavier post-ballot coverage (maybe even a winners' event!), this ballot can be **your main engagement and revenue driver for one or two months**. These citywide ballots can get plugged into any season of your calendar, so take a look at your schedule and see when would be the best month for you.



Best of the Big Game

Cast for your vote today on the best big game Team, MVP and Coach of all-time!

31 Days Left to Vote

Vote until 2/4 @ 7:00pm Central

Already Voted?

Best Big Game Team Best Big Game MVP Best Big Game Coach

1992 Washington

Quarterback: Mark Rypien
Opponent: Buffalo
Final Score: 37-10
City Played: Tampa, FL

SHARE

VOTE

1972 Miami

Quarterback: Earl Morrall
Opponent: Washington
Final Score: 14-7
City Played: Los Angeles, CA

SHARE

VOTE

1996 Green Bay

Quarterback: Brett Favre
Opponent: New England
Final Score: 35-21
City Played: New Orleans, LA

SHARE

VOTE

1984 San Francisco

Quarterback: Joe Montana
Opponent: Miami
Final Score: 38-16
City Played: Stanford, CA

SHARE

VOTE

2004 New England

Quarterback: Tom Brady
Opponent: Philadelphia
Final Score: 24-21
City Played: Jacksonville, FL

SHARE

VOTE

1985 Chicago

Quarterback: Jim McMahon
Opponent: New England
Final Score: 46-10
City Played: New Orleans, LA

SHARE

VOTE

1992 Dallas

Quarterback: Troy Aikman
Opponent: Buffalo
Final Score: 52-17
City Played: Pasadena, CA

SHARE

VOTE

1989 San Francisco

Quarterback: Joe Montana
Opponent: Denver
Final Score: 55-10
City Played: New Orleans, LA

SHARE

VOTE

1998 Denver

Quarterback: John Elway
Opponent: Atlanta
Final Score: 31-24

SHARE

VOTE

1978 Pittsburgh

Quarterback: Terry Bradshaw
Opponent: Dallas
Final Score: 30-28

SHARE

VOTE



Turnkey Ballot
"Best of the Big Game"

SELLING

Selling Your Ballots: Getting Started

Consistently, ballots are one of the biggest revenue generating campaigns you'll run.

A single ballot offers **multiple sponsorship opportunities**, provides a **long exposure time** for branding, collects numerous points of **valuable consumer data**, and offers **benefits long after the last vote** is cast.

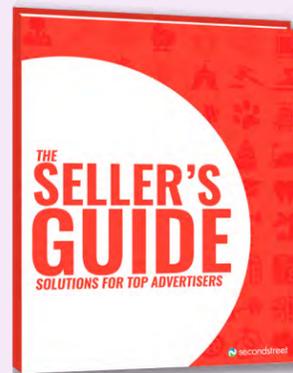
All of these perks are huge selling points to an advertiser. Plus, with the ability to develop a ballot on just about any topic, you can literally create an opportunity for every possible advertiser in your market.



The Seller's Guide

This guidebook is the ultimate resource for your sales team. With chapters dedicated to **40+ advertising categories** – like car washes, casinos, hospitals, and roofers – no advertiser is beyond your reach.

Each chapter provides creative **campaign ideas**, custom **survey questions**, tailored **prize ideas**, and much more. Don't go on another sales call without this valuable resource in your hands.



[Get the Guide](#) ✨

The screenshot shows a ballot page for 'Best of Weddings' sponsored by David's Bridal. The page features a purple header with a bride and groom silhouette. Below the header, there's a call to action: 'Cast your vote today for the top wedding and event professionals in our market! We hope you'll take a moment to vote in all of our categories, and be sure to check back when we announce our winners!'. A purple bar indicates '1 Day Left to Vote' with a deadline of 'Vote until 3/31 @ 7:00pm Central' and a 'Already Entered?' status. A dark grey bar contains 'ALL CATEGORIES' with a menu icon. The main content area displays six category tiles: 'Attire & Jewelry', 'Flowers & Decor', 'Photography', 'Entertainment', 'Venues', and 'Transportation'. A 'Turnkey Ballot' badge is visible in the bottom right corner, and social media icons are at the very bottom.

Sponsorship Opportunities on Citywide & Year-Round Ballots



Everyone has a favorite pizza – but who's THE BEST PIZZA in Madison?

Already Entered?

Sponsored by

1 DOMINO'S PIZZA
WORLD LEADER IN PIZZA DELIVERY

Best Thick Crust Pizza
Locally Owned

3 Spimoni's Pizza
Locally Owned

VOTE

1017 Olive St, St. Louis, MO 63101, U.S.

314-530-7272 CALL
www.spimonispizza.com VISIT SITE
facebook.com/spimonisp... VISIT PAGE
@spimonispizza FOLLOW

All Categories

- Overall Best Pizza
- Best Thick Crust Pizza
- Locally Owned
- Nationally Owned
- Best Thin Crust Pizza
- Best Deep-Dish Pizza
- Best Specialty Pizza
- Best Pizza Delivery Service

2 Spimoni's Pizza
Pizza - Pasta - Salads
1017 Main Street – Madison

Nominate until 4/27 @ 9:00pm Central
Vote Starting 5/1 @ 9:01pm Central

4 REGISTER TO VOTE

Email Required

Are you planning on attending the 3rd Annual 'Taste of Madison' event?

-- Select One --

Sign me up for the Weekend Eats newsletter!

By clicking the submit button below, I agree to the Terms of Service and Privacy Policy

SUBMIT

Spimoni's Pizza

Spimoni's is a family-style Italian-American restaurant

Most ballots provide your sales team with a **variety of advertisers to target at many different sponsorship tiers**. When you go to create your sponsorship packages, make sure to place a value on everything your ballot can provide.

1 Group Sponsor

Offer a group sponsorship to one or multiple advertisers. These prominent spots are featured above all categories in a given group.

2 Category Sponsor

A category sponsorship can be offered one or multiple advertisers to give them increased branding within a specific category.

3 Enhanced Listing

Enhanced listings provide a business with a unique clickable page including their address, a map, contact info, and direct links to their social media pages. Consider selling these to all ballot entrants.

4 Additional Features on Your Ballot

Don't forget there are other valuable opportunities within your ballot which you can offer in your sponsorship package like an email opt-in, custom survey questions, or an optional Facebook Like Box.

\$ Your Guide to Pricing & Packaging

We've put together sample pricing & packaging guides for **radio, tv, newspaper, and magazines**. Download the specific guide for your industry to help you supercharge your revenue on all your campaigns.

[Get the Guide](#)

Creating an Advertiser Ballot

While most ballots are run with a variety of sponsors, you have a unique opportunity to create an **entire ballot all about one single advertiser**. This has a lot of benefits for that advertiser.

Features Products & Services

When a ballot is entirely about one advertiser, you have the chance to feature a number of the company's products or services through different categories.

Long-Lasting Branding Opportunity

Compared to many other engagement campaigns, ballots have a relatively long shelf-life. This means your advertiser has multiple weeks to get their name in front of their target customers.

Leverage Every Aspect of the Ballot

There are a lot of valuable features to make this an even better solution for your advertiser. Be sure to incorporate survey questions, an email opt-in, an optional Facebook Like Box.

Collect Valuable Data

A ballot is a great tool for harvesting data. Not only can the advertiser collect information based on the registration form, but every single vote can help them determine which products or services are most important to their consumers.

The screenshot displays a web ballot for Uncle Nick's 25th Anniversary Sandwich Showdown. At the top, a banner features a large sandwich and the text "Uncle Nick's 25th Anniversary SANDWICH SHOWDOWN". Below the banner, a central question asks, "What Uncle Nick's sandwich should be crowned king?" and encourages voting for a chance to win free sandwiches for a year. A green bar indicates "20 Days Left to Vote" until 4/21 at 7:00pm Central. The ballot is organized into categories: Sandwiches, Salads & Soups, and Desserts. Under the Sandwiches category, several sandwich options are listed, each with a photo and a description. The "Uncle Nick Hero" sandwich is highlighted, with a description: "Roast beef, smoked turkey, smoked ham, and provolone. Includes mayonnaise, lettuce, red onion, tomatoes and pickles." Below the sandwich options, a registration form is visible, including fields for Email, Birthdate, and a dropdown menu for "Which Uncle Nick's location do you normally go to?". There is also a checkbox for signing up for the Uncle Nick's VIP Newsletter. At the bottom, a "SUBMIT" button is present, along with a link to the Terms of Service and Privacy Policy.

How to Maximize Your Revenue

Many teams make the mistake of undervaluing what they have to offer a sponsor. So, how can you make sure you're getting the most out of your ballot? Below are some **best practices to maximize your revenue** potential.

Run Separate Nomination & Voting Periods

If you're selling various sponsorships, offer different packages for both the nomination period and the voting period.

Make Your Ballot Live Year-Round

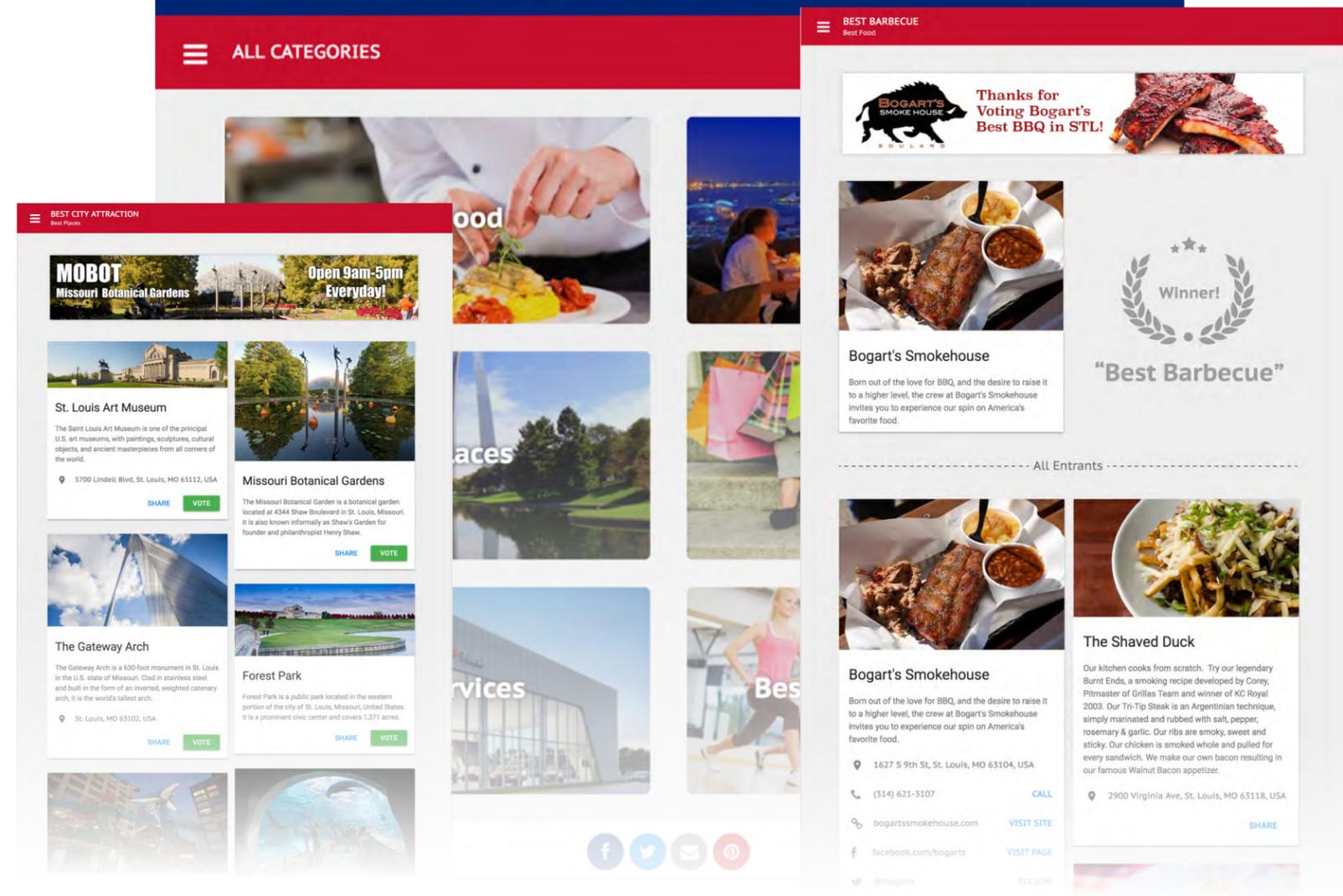
Launch a Winners' Page on your website to exist as a directory long after the ballot ends. Make this an additional revenue opportunity by selling sponsorships for all the ad spots on your Winners' Page.

Create Special Programming or Special Section

Whether it's an on-air feature or a special print issue, highlight your winners and keep up the excitement of your ballots after the last vote is cast. This also opens up additional opportunities for selling sponsorships.

Host a Major Event

Turn the results of your ballot into a major event. Whether it's a banquet honoring the winning students in your Athlete of the Week ballot or a 500+ attendee gala highlighting the winners of your citywide ballot, these can drive even more revenue from sponsorships and attendance.



PROMOTING

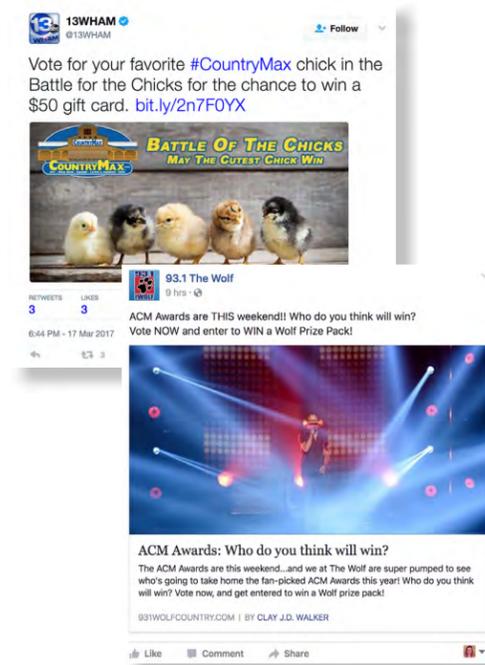


Leverage All Your Assets

Website Ads



Social Media



Dedicated Emails



A **ballot's success relies entirely on its audience**. Don't let your ballot fall flat because you're lacking a heavy marketing strategy throughout every stage of your campaign.

Dedicated Email

Time after time email is proven to be the most successful way to drive conversions. Be sure to send an email to announce your nomination period, voting period, and the winners.

Social Media

The viral nature of social media is perfect for a ballot. Be sure to leverage multiple social posts promoting your ballot.

Banner & Website Ads

When a user comes to your website, make sure it's abundantly clear how they can get to the ballot. Include a variety of ad spaces to drive in your audience.

Your Unique Assets

If you're a broadcast station, create on-air ads for your network. If you're a print publication, put ads within the pages of your magazine or newspaper.



More Marketing Tips

Looking for even more best practices around marketing your campaigns? Check out this article on the Second Street Lab for additional suggestions.

[See the Article](#)

Help Your Sponsors Promote

Your ballot isn't just a big deal for your media company – Every business on your ballot is hoping to earn the number one spot as voted on by their community. When there's this much prestige on the line, each entrant will do their best to make sure they end up on top.

Whether or not they paid for some level of sponsorship, **each entrant should be considered an invaluable marketing asset.**

Set every business up for success by providing them with all the resources they need to promote themselves on their own website, social media, and email. Like *The Post and Courier* example pictured to the right, create a downloadable marketing kit.

When it comes to deciding on what to include in the kit, think about where you'd want the businesses to promote your ballot. If nothing else, be sure to include a **printable flyer** they can display within their business, a variety of images sized for **social media pages**, and a variety of images sized for **website and banner ads**.

The more you provide for your advertisers, the more likely they are to promote your ballot. Make sure you're taking advantage of this free advertising opportunity.

Table Tent



Business Card



Social Media Images



Printable Window Display Poster



CASE STUDIES

Best of the Best

Chattanooga Times Free Press
Chattanooga, TN
Circ: 80,000



Vote now for a chance to win \$1,000!

1. Select a category below and then a sub-category from the drop-down.
2. Cast your vote in the field provided.
3. Enter your email to confirm your registration.
4. Continue voting in other categories!

Chattanooga Times Free Press

Thank you, Chattanooga, for voting us Best of the Best!

Best Japanese and Best Sushi for 2017

BUY 1 ADULT ENTREE GET 2ND HALF OFF!

Fuji STEAK & SUSHI
2207 Overnite Drive
Hamilton Place Location
Lunch: Sun.-Sat 11-3
Dinner: Mon.-Thurs. 3-10
Fri. Sat. 2-10-30 • Sun. 2-10

The Promotion has Ended

BEAUTY & HEALTH
CLOTHING
HOME & FINANCE
DINING
MEDIA
PEOPLE
PLACES

thank you
Chattanooga
You have honored us again

Pratt HOME BUILDERS
PRATTLIVING.COM
423-757-7687

10 Years in a Row!

Chattanooga's Official People's Choice Awards
2017 Best of the Best
Chattanooga Times Free Press
timesfreepress.com
FIRST PLACE

THE GOAL

The *Chattanooga Times Free Press* was entering the 10th Anniversary of the Best of the Best ballot. They knew they wanted to make this anniversary year outstanding not just for their paper, but also for all the local businesses that participate with them year after year.

THE SOLUTION

The paper set up their ballot in over a dozen groups of over a hundred different categories. After a two month voting period, winners are announced at a huge 1,500+ invite-only event, and displayed online and in a special print tabloid.

To drive in revenue, the paper created sponsorship packages for the winners and finalists. These packages had a large variety of options including print and website ads in the online and print Winner's Directories, custom thank-you emails to the paper's Best of the Best database, and ticket and group sales for their event. This year they also a custom video for the advertisers who had won their category all ten years.

THE RESULTS

\$630,000
revenue for paper

21,000+
unique users

71,000+
votes cast

1,500+
person winners' event

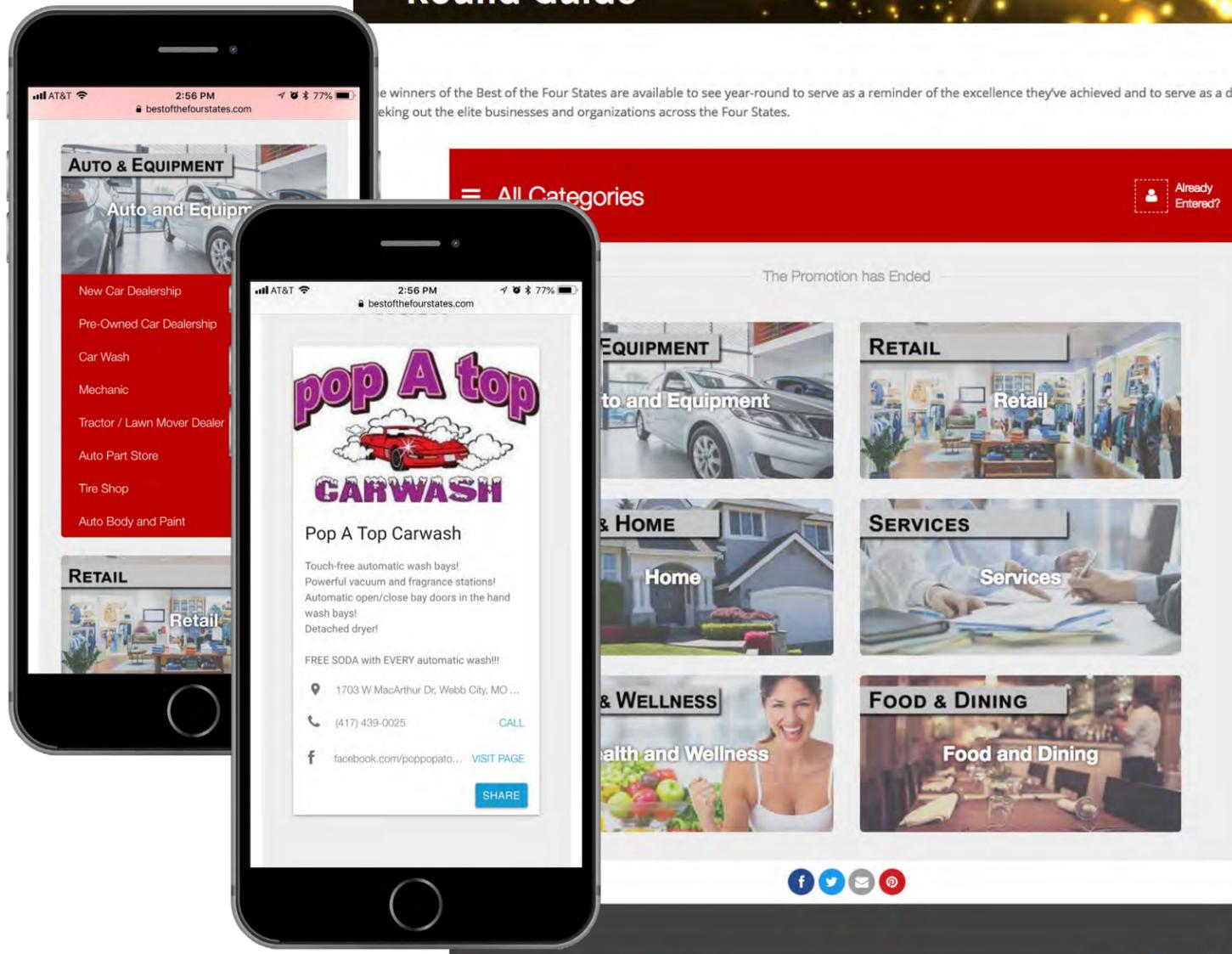
[Read the Full Case Study](#)

Best of the Four States

Zimmer Radio Group | Columbia, MO | DMA: 137



The winners of the Best of the Four States are available to see year-round to serve as a reminder of the excellence they've achieved and to serve as a directory to those looking out the elite businesses and organizations across the Four States.



THE GOAL

Zimmer Radio had been doing promotions for years, but had never taken the leap to run a Best Of ballot. After attending the Second Street Summit, they were inspired to give it a chance and put together the Best of the Four States. While the station knew they'd be competing against their local newspaper, Zimmer knew they could leverage their own unique audience and find success.

THE SOLUTION

After a lot of planning, they selected they finalized their ballot into 50 categories. To market the Best of the Four States, Zimmer leveraged all of their radio stations to drive nominators and votes through on-air spots, emails, social media posts, in-app push notifications, and more.

Once nominations were received, the sales team reached out to every entrant to offer them a chance to purchase an enhanced listing. Winners were announced on-air and offered a winners-only ad sponsorship opportunity with the stations.

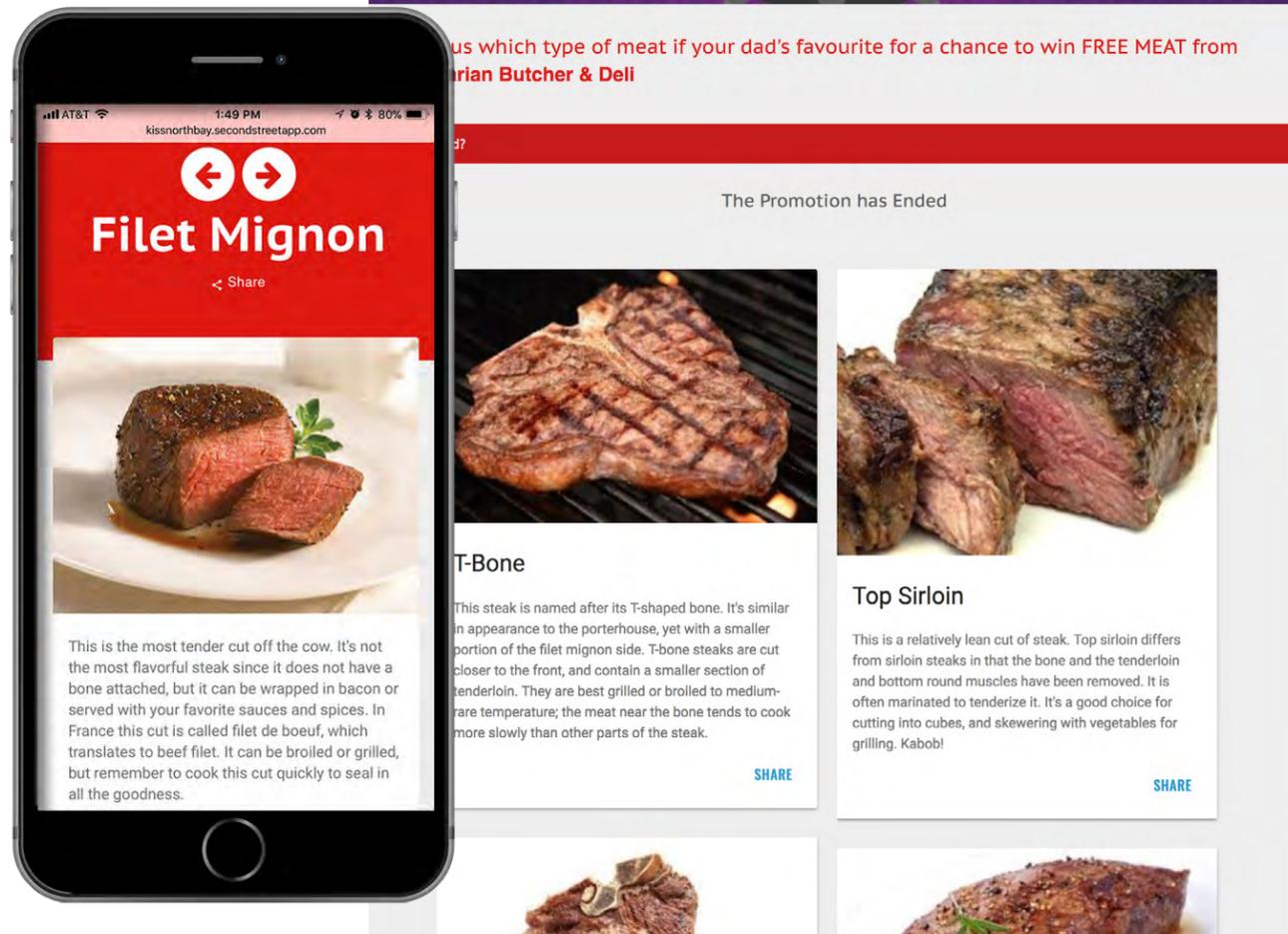
THE RESULTS

\$20,000+
revenue for station

18,000+
votes

Father's Day SweepSTEAKS

CHUR-FM | North Bay, ON | DMA: 16



THE GOAL

Radio station, CHUR-FM in North Bay, Ontario, was looking to open up a new revenue stream around Father's Day. The station reached out to a local butcher and deli meat supplier. The specialty store was interested in a unique way to show off their products and grow their database and social following.

THE SOLUTION

The team created a ballot showing off the various meat products available from the butcher. With a grand prize of meat for a month (a \$300 value) to one lucky participant, they hoped to incentivize people to participate.

By adding an email opt-in and custom survey questions, the butcher and deli would be able to send targeted marketing emails in the future relating to the user's barbecue habits and with special offers about their freezer meat packs. In addition, the advertiser leveraged the thank-you email to drive foot traffic with a coupon.

THE RESULTS

\$1,000
revenue

60%
didn't know about
sponsor's freezer packs

100+
opt-ins for advertiser

[Read the Full Case Study](#)

Food Truck Face Off

WHAM-TV | Rochester, NY | DMA: 79



THE GOAL

Local food bank, Foodlink NY, was looking for a way to promote their upcoming Festival of Food event featuring tons of local food trucks. When they spoke to WHAM-TV, the station knew they could create an engaging campaign that would not only be fun, but also help land ticket sales to the advertiser's event.

THE SOLUTION

WHAM came up with the Food Truck Face Off. The ballot had all area food trucks competing to be crowned #1 in the Rochester area. And people were passionate about their favorites.

The station optimized the registration page with survey questions about the Festival of Food, including asking if they could contact the user about the event as it got closer. To help drive votes, WHAM put together a strong email campaign throughout the competition and also leveraged multiple on-air features, social media posts, and website ads.

THE RESULTS

 **2,600+**
votes

 **1,700+**
unique users

 **570+**
asked to be reminded
about the event

 **Tickets**
sold to event from
thank-you email

[Read the Full Case Study](#) ✨

Guess the Dress

WLEX-TV | Lexington, KY | DMA: 64

Dillard's The Style of Your Life. LEX 18 Fayette Mall

GUESS the DRESS

Derby Day is on the way, and for the ladies of LEX18, it's all about the dress! Our News Anchors headed over to Dillard's in Fayette Mall to shop til' they dropped! Nancy Cox, Dia Davidson, Hayley Harmon, Claire Crouch, Angie Beavin, and Kylen Mills all picked out their top three choices for their Derby Day dress. Which ones will they choose for their big day at the Downs?

If you "Guess the Dress", you could WIN a Makeover, too! Pick what you think each of our anchors will be wearing on Derby Day! One lucky winner will be selected to win a makeover worth \$500 from Dillard's in Fayette Mall! Tune in to see the Derby Dress picks revealed! Live on LEX18's Derby Day coverage.

Already Entered?

The Promotion has Ended

Angie Dia

Nancy Claire

Kylen Hayley

Claire in Antonio Melani Floral Dress

Bright florals pop perfectly against a

- Yes, I would like to receive additional information from Fayette Mall!
- Yes, I would like to be added to the LEX18 VIP Club!
- Yes, I would like to be informed of upcoming LEX18 Contests!
- Yes, I would like to be added to the LEX18 Daily Newsletter!
- Yes, I would like to receive Breaking News e-mails from LEX18.com
- Yes, I would like to be a part of the LEX Fitness Counts Health Initiative!

Terms of Service Privacy Policy Rules Feedback

Powered by secondstreet

THE GOAL

WLEX-TV was looking for a promotion to capitalize on the Kentucky Derby and drive revenue for their station. Since they would be broadcasting the race, they wanted to drive up excitement and also encourage people to tune-in to watch their Derby Day coverage.

THE SOLUTION

They partners with their local Dillard's department store in the Fayette Mall and created a ballot called "Guess the Dress." In the ballot, their on-air anchors posed in three different dresses from the Dillard's department store. Users would get to vote on which dress they liked the most and that dress would be worn by the anchors on-air during Derby Day.

The station promoted the contest on-air, through dedicated emails, with ads on their website, and social media. Dillard's and the mall loved the exposure from the campaign so much, they've already signed on to be the sponsor next year.

THE RESULTS

\$24,000
revenue for station

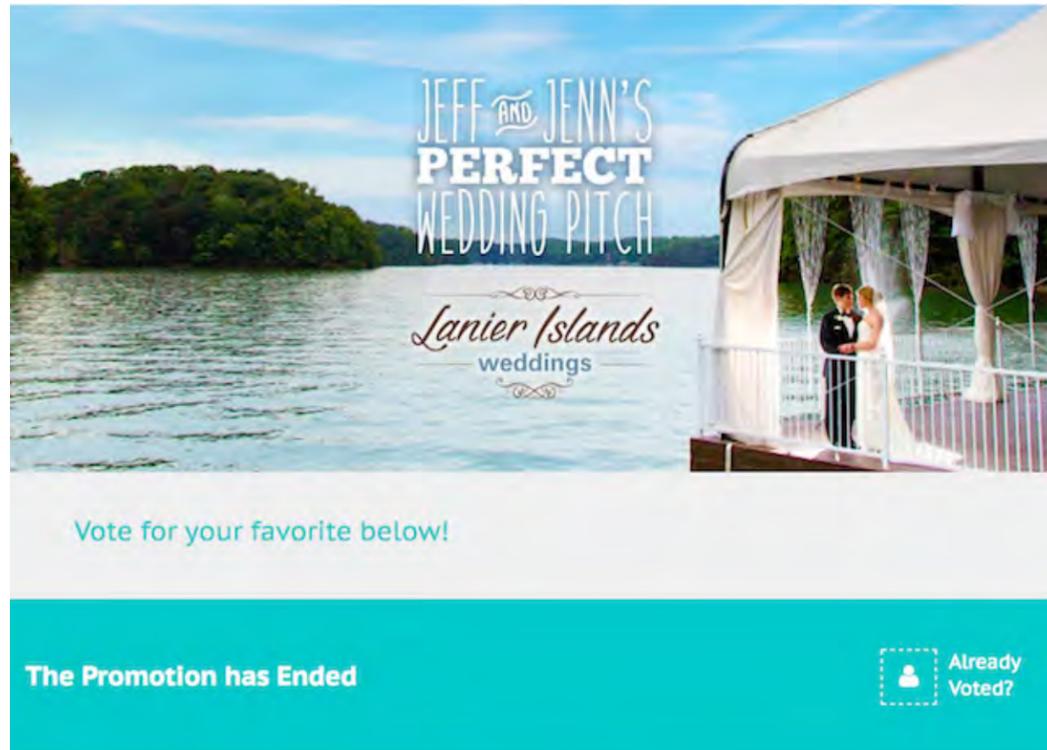
9,000+
opt-ins amongst WLEX newsletters

1,200+
opt-ins for advertiser

[Read the Full Case Study](#)

Jeff & Jenn Show's Perfect Wedding Pitch

WSTR-FM | Atlanta, GA | DMA: 8



Shannon and Eric from Warner Robins

SHARE



Sarah and Sydney from Lithia Springs

SHARE



THE GOAL

WSTR-FM in Atlanta has created promotions for advertiser, Lake Lanier Weddings, in the past. The advertiser was looking to drive leads for their venue and the station hoped to increase their revenue. Working with one of the station's morning shows, The Jeff & Jenn Show, the team at WSTR created the Perfect Wedding Pitch.

THE SOLUTION

The station started by asking for submissions of recently engaged couples who would make their pitch for why they should win a dream wedding at Lake Lanier (valued at over \$20,000.) On the registration page, entrants were asked about learning more from the venue.

The entrants were narrowed down to the top couples and invited to a live station event at Lake Lanier. The station was able to use this as engaging content throughout the whole process and their listeners loved following along the story of the happy couple.

THE RESULTS

\$12,000
revenue for station

\$20,000
prize

1,300+
entries for ballot

50+
signed up for tours with the event venue

Tito's Top Bartender

WRIF-FM | Detroit, MI | DMA: 64



Vote for your Tito's Top Bartender Below!

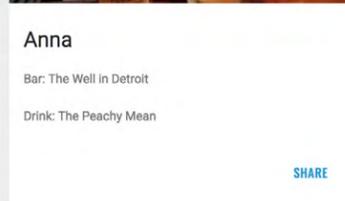
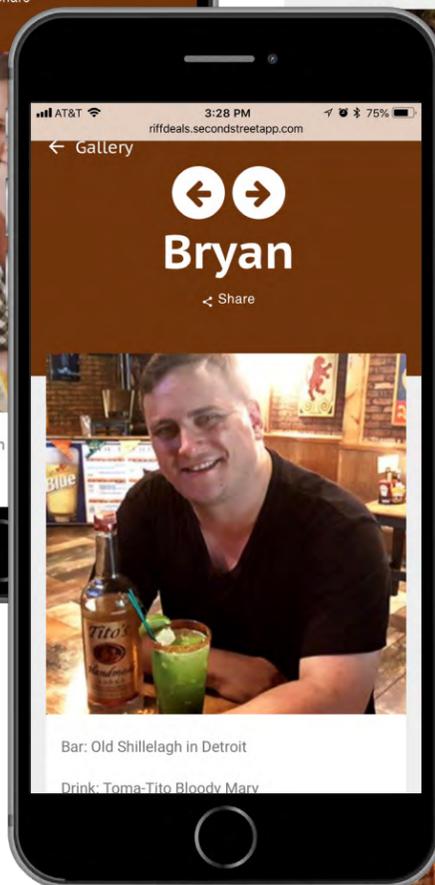
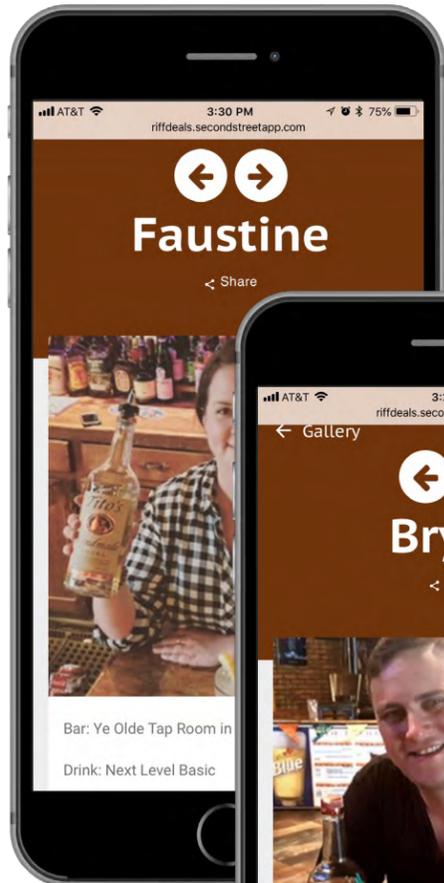
Voting ends August 12, 2017 at 11:59pm

[Official Contest Rules](#)

[BACK TO MAIN PAGE](#)

Already Voted?

The Promotion has Ended



Bryan

Chris

THE GOAL

Tito's Homemade Vodka was looking for an opportunity to drive more brand awareness about their drink, but was a little limited by the limitations placed on being an alcohol brand. They needed a creative idea and worked with WRIF to put together a strong campaign.

THE SOLUTION

WRIF came up with the idea of a Top Bartender ballot. Sponsored by Tito's they'd be able to highlight some of the favorite bartenders in Detroit while also encouraging WRIF listeners to go to the different bars and try their now-famous Tito's speciality drink.

To take this another step further, WRIF also hosted on-site events at the competing bars. When at the on-site event, people were reminded to vote and encouraged to try the bartender's Tito drink.

THE RESULTS

\$20,000
revenue

10
on site appearances

600
votes

Vote 4 the Best

WDIV-TV | Detroit, MI | DMA: 64

VOTE 4 THE BEST
PRESENTED BY: Wallside Windows
VOTE NOW FOR YOUR FAVORITE PLACES
VOTING ENDS **AUGUST 13TH**
[How It Works](#) | [Contact Us](#) | [Latest Stories](#)
[2016 Guide](#) | [Enhance your Listing](#)

6 Days Left to Vote
Vote until 8/13 @ 10:00pm Central

Automotive

Arts and Entertainment

Dining

Beauty

Fashion

Financial

Nightlife

Fitness

BEST SOUP & CHILI

BEST INDOOR FUN

BEST PIZZA

BEST COMFORT FOODS

BEST MUSEUMS

BEST RINGS

THE GOAL

WDIV-TV has spent years creating an established Best of the Best ballot in their community. Yet, this year, they wanted to figure out a way to make their Vote 4 the Best into a year-round brand and turn this into an annual revenue opportunity.

THE SOLUTION

The team kicked everything off with their August citywide ballot, Vote 4 the Best. This covers every industry and over 5,000 local businesses compete to win.

To expand the brand, the team came up with other ballots around niche topics that would last the whole year round. To more deeply root the brand within the public, the team at WDIV incorporates the Vote 4 the Best in every piece of content related to it. For instance, on National Beer Day, the team puts together content about the Vote 4 the Best winning breweries and bars. Whenever a local restaurant is featured on-air, they're sure to mention if it was a Vote 4 the Best finalist or winner.

THE RESULTS

\$180,000+
revenue for station

63,000+
unique users

475,200+
votes

34,000+
opt-ins for station

[Read the Full Case Study](#)

INSPIRATION



Advertiser-Specific Ballots

“Hoosier Harley Davidson 21st Birthday Bike” WRBR-FM | Mishawaka, IN



It's 103.9 The Bear's 21st Birthday! To celebrate we are giving you a chance to win a Harley Davidson Motorcycle with Hoosier Harley-Davidson! The best part is... YOU get to help customize the bike we give away!

Final pairing in the series of voting. Select the feature of the bike you like most.

Final decision: Bagger OR Cruiser??

*Bikes pictured below are not the actual 21st Birthday Bike, rather samples displaying the Bagger and Cruiser handle bar options.

The Promotion has Ended Already Voted?



Bagger

SHARE VOTE



Cr

500+ opt-ins

Weekly ballots customizing a motorcycle to give away to a lucky winner

“DQ \$5 Buck Lunch Challenge” WSBT-TV | Mishawaka, IN



You Could Win a \$50 DQ Gift Card
VOTE BELOW

2 Days Left to Vote
Vote until 3/30 @ 11:00pm Central

Food Treats Drinks Cakes

2nd Bracket: Treats Menu Challenge
Which is your favorite? Vote Below



Reese's® Peanut Butter Cup Blizzard® Treat

Milk Chocolate Reese's® Peanut Butter Cups® blended with creamy vanilla soft serve.

SHARE VOTE



Royal New York Cheesecake Blizzard® Treat

Cheesecake pieces and graham blended with creamy vanilla soft serve then filled with a perfectly paired strawberry center.

SHARE VOTE

1,200+ votes cast so far

Users have a chance to win a gift card

“CountryMax Battle of the Chicks” WHAM-TV | Rochester, NY



The chicks are at CountryMax! Vote for your favorite store chick to win a \$50 CountryMax gift card.

25 Days Left to Vote
Vote until 4/24 @ 10:59pm Central



The Baldwinsville Top Hat Chick

Vote now for the official chick of the Baldwinsville CountryMax store!

SHARE VOTE



The Batavia Hair Chick

Vote now for the official chick of the Batavia CountryMax store!

SHARE VOTE



The Brockport Flower Chick

Vote now for the official chick of the Brockport CountryMax store!



The Cicero Shoe Chick

Vote now for the official chick of the Cicero CountryMax store!

Survey questions develop leads for sponsor's upcoming poultry seminar

300+ opt-ins

Citywide Ballots

“Best of Door County”
WRLU-FM | Sturgeon Bay, WI



7,800+ votes & still going

- Agriculture
- Family and Pets
 - Assisted Living/Nursing Home →
 - Day Care →
 - Funeral Home/Services →
 - Pet Grooming →
 - Photography →
 - Vet Clinic →
- Food and Dining
- Home Services
- Health and Beauty

“Charleston’s Choice”
Post and Courier | Charleston, SC



\$250,000 revenue

Over 17,000+ opt-ins

And we say...
Thank You For Making Us #1
You've got a friend in the car business!

CREWS SUBARU of CHARLESTON
SUBARU
crewssubaru.com

CREWS Collision Center
Charleston | Myrtle Beach
Fixed right, on time, the first time.
• North Charleston • 843.820.7800

Major event honoring winners

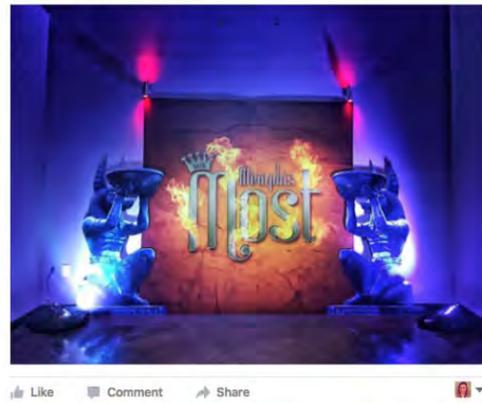
Citywide Ballots (cont.)

“Memphis Most 2016”

The Commercial Appeal | Memphis, TN



Memphis Most 2016 Nominations, presented by The Commercial Appeal



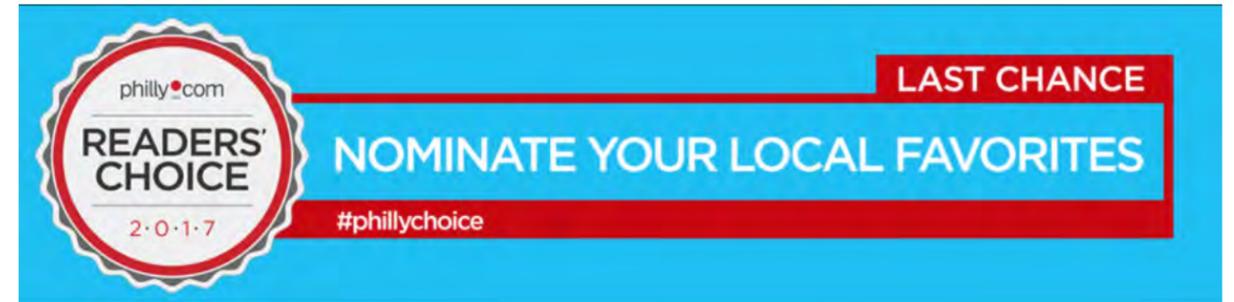
\$360,000 revenue

716,000+ votes

Paper leverages all sponsorship options including a huge Winners Event

“Readers’ Choice”

Philly.com | Philadelphia, PA



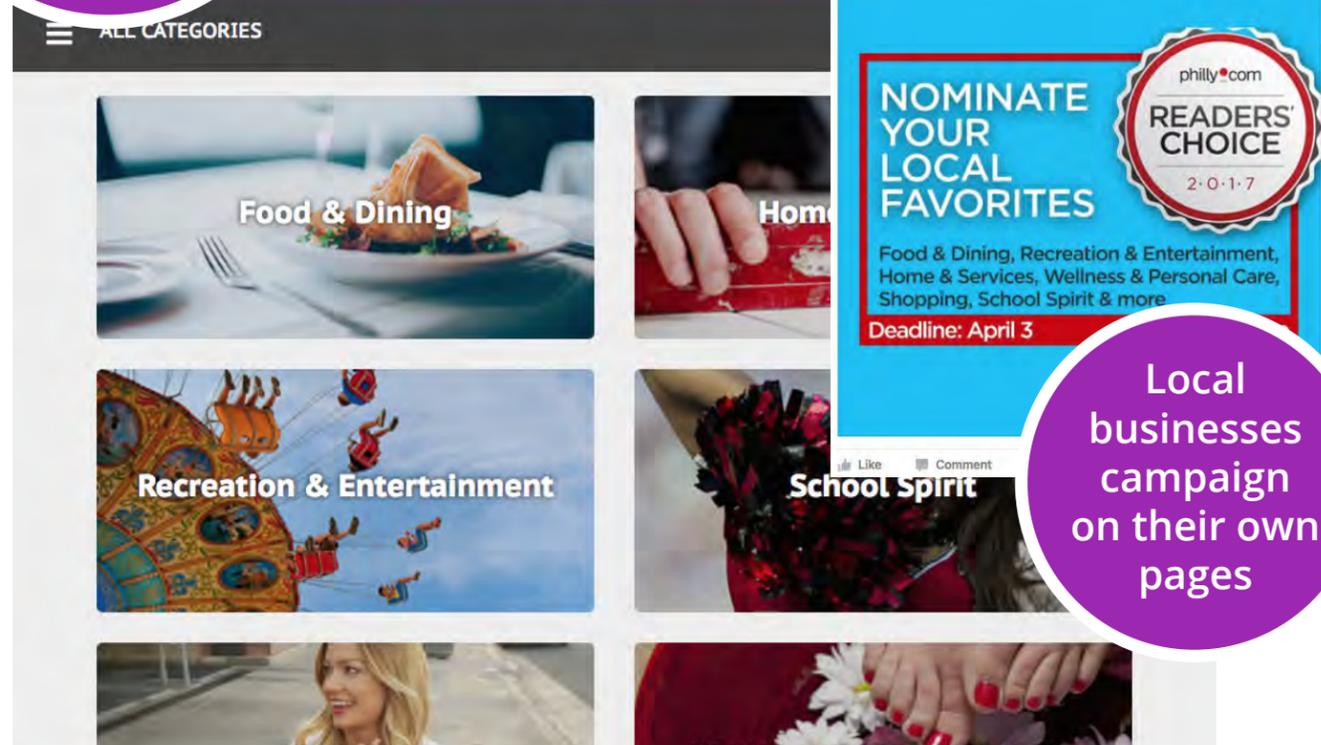
We're going straight to the source for the best in the region!

The 2 rounds in 2017 – Nomination & Voting. The top 10 nominees from each subcategory will advance to the Voting round. (See Rules for details)

Nominee Tools | '16 winners | '15 winners

So far, over 2,700+ users have cast nominations

Nominate 14 Days until Voting Begins



Local businesses campaign on their own pages

Drinks & Bar Ballots

“Charleston’s Hottest Bartenders” Charleston City Paper | Charleston, SC

Charleston's HOTTEST BARTENDERS

Nate Alton, Pearlz Downtown

Amber | at Aloft

a. Mynt

Kaeli Dwire, O-K

swig charleston's bar magazine

Charleston's HOTTEST BARTENDERS

Magazine dedicates a special issue to the results of the ballot

"Her witty sense of humor and personality and consistent attention to guests' needs make her the best bartender. She's also creative and..."

"She knows what we like and places our drinks in front of us before we know it!! Kaeli's is an excellent mixologist, smiles and chats with..."

“12 Cheers of Christmas” Roanoke Times | Roanoke, VA

The Kringle Flip

- 1 1/2 oz Buffalo Trace Bourbon
- 1 1/2 oz Buffalo Trace Bourbon Cream
- 1 egg white
- 1/2 oz Simple Syrup
- 1/8 teaspoon Chinese 5 Spice
- Shake and garnish with Nutmeg and Orange Twist

Users voted on 12 local bars' original holiday cocktail creations

“Loudoun Loves Wine” Loudoun Now | Leesburg, VA



Users cast votes in ten categories about local wineries

Employers Ballots

“Employers That Rock”

Rockford Register Star | Rockford, IL

Employer
that **ROCK**
WINNER ROCK RIVER VALLEY **2016**

Over 7,000+
votes cast

\$10,000
Revenue

“Best Places to Work 2017”

Telegram & Gazette | Worcester, MA

Over 9,000+
votes cast

IS YOUR COMPANY
ONE OF THE BEST PLACES
TO WORK IN CENTRAL MASS?
ENTER TO WIN A CATERED OFFICE LUNCH

A circular seal on the left reads "BEST PLACES TO WORK 2017 Telegram & Gazette". The background is a gradient of orange and yellow.

“Top Employers 2016”

Peoria Journal Star | Peoria, IL

12
categories
including
Best Benefits
Program &
Most Innovative
Workplace

PEORIA JOURNAL STAR PRESENTS
TOP employers 2016
The best small, mid-size and large employers in our area.

Top Employers is aimed at distinguishing those employers who excel at things such as work-life balance, employee growth, compensation and benefits, training and company culture.
If you know of a company like this, nominate them!

All Participants will be entered to WIN a Catered Office Lunch (up to \$400 value) | Nominations and Voting are open between July 11th - August 29th

The advertisement features a collage of photos on the left showing diverse employees in various work settings. The background is a blue-tinted image of hands typing on a laptop keyboard.

Family Favorites Ballots

"Mom's Choice 2017"

Lowcountry Parent | Charleston, SC



10,000+ votes

1,500+ users

"Family Favorites 2017"

Colorado Parent | Denver, CO



10,000+ votes

1,600+ opt-ins

"2016 Best for Families"

Washington Family | Woodbridge, VA



13,000+ votes

Food & Restaurants Ballots

"Best Breakfasts"
Austin Monthly | Austin, TX



Vote for your favorite of *Austin Monthly's*
Top 20 Breakfasts

...and be entered to win a cooking class for 2 courtesy of *Café*

1,100+ votes

426 opt-ins

"Best Vegan Cheesesteak in Philly"
Philly.com | Philadelphia, PA



1,300+ votes

"Best Restaurant in St. Louis"
St. Louis Magazine | St. Louis, MO

[Vote for Your Favorite Restaurant in St. Louis](#)

Our dining team recently selected their picks for the best restaurants in St. Louis. Which ones do you think deserve the top spots? Vote through Friday, October 7 to determine the winner in each price range. The restaurants with the most votes will be announced on Thursday, October 13.



2,200+ votes

Music & Entertainment Ballots

“Canada’s Crush” W Network | Toronto, Ontario

“Who Do You Want to See This Summer?” WTLC-FM | Indianapolis, IN

“Who Will Win the ACM Awards?” WPAW-FM | Greensboro, NC

13,600+ votes

Perfect for
the upcoming
concert season




Tie into
upcoming
award shows

ACM Awards: Who do you think will win?

Vote now and enter

CATEGORIES: Contests, Trivia and Quizzes



The nominees are out...and we at The Wolf are *super pumped* to see who's going to take home the fan-picked ACM Awards this year! Who do you think will win? Vote now, and get entered to win a Wolf prize pack!

Sports Ballots

“Ultimate Super Fan”
WRBR-FM | Mishawaka, IN



Biggest Steelers fans right here!

We love Pittsburgh so much we got married there in Steelers colors!

SHARE VOTE



Go Colts!

The Steins at the Colts game

SHARE VOTE



Go Bears!

450+ votes

200+ opt-ins

“Greatest Driver of All Time”
WPAW-FM | Greensboro, NC



Countdown To Daytona: Who's The Greatest Driver Time?

Vote now!

CATEGORIES: Trivia and Quizzes



We're fired up for a brand new season of NASCAR racing here in Carolina! We know every fan has their own driver, but who is worthy of the title *Greatest Driver of All Time*? We want to know...so vote!



Best Driver of All Time

Who deserves the title? Vote now!



The Best Driver of All Time

Who deserves the title? Vote now!

337 Days Left to Vote

Vote until 2/28 @ 6:00pm Central

Already Voted?



Jimmie Johnson

Years Driving: 15
Races: 507
Wins: 75
Number of Championships: 6

SHARE VOTE



Jeff Gordon

Years Driving: 24
Races: 797
Wins: 93
Number of Championships: 4

SHARE VOTE



Junior Johnson



Jimmie Johnson



Jeff Gordon

Connect with the auto racing fans in your audience

Turnkey Ballot
“Best Driver of All Time”

Sports Ballots (cont.)

“Barker Honda Player of the Week”
The Houma Courier | Houma, LA

GET READY GET SET **GO VOTE!**

Barker Honda

ATHLETES OF THE WEEK

PRESENTED BY:
THE COURIER & DAILY COMET

CO-SPONSORED BY: **SPORTS MEDICINE CENTER OF THIBODAUX REGIONAL**

Barker Honda SPORTS PLAYER OF THE WEEK

LIONEL BATISTE

DEANNE SCHOUEST
 Congratulations to Central Lafourche volleyball player DeAnne Schouest. She was named Barker Honda Female Athlete of the Week for week 1. Schouest, a junior volleyball player, had 10 kills, 13 digs and 4 solo blocks in Central Lafourche's volleyball win over Thibodaux on August 30.

\$15,000 revenue

3,500+ votes

800+ opt-ins

“High School Football Fans’ Choice Awards”
Daily Sentinel | Grand Junction, CO

Choose your favorite players, coaches, teams, student section and more!

ED BOZARTH

High School Football **FANS' CHOICE AWARDS**

one time per day through October

VOTE NOW
 @ GJSentinel.com

WE'RE PROUD TO SUPPORT OUR HIGH SCHOOL ATHLETES AND STUDENTS

Brought to you by The Daily Sentinel

\$5,000 revenue

11,000+ votes

20% increase in web traffic

SHOW YOUR SUPPORT!
 VOTE FOR YOUR FAVORITE TEAM!
 VOTE DUMP OCT 31
 CLICK TO SEE CATEGORIES AND VOTE!

Matt Meyer
 GJHS has a huge lead in the HS Football Fan Choice Awards. You gonna stand for that, Fruita?
dailysentineldeals.secondstreetapp.com/1/The-Daily-Se...

Julie Hughey Norman - The Official Paonia High School
 September 2, 2015 - Grand Junction, CO - @
 The Daily Sentinel is hosting a High School Football Fans' Choice awards contest and I'm hoping you can help spread the word about it to everyone at PHS. Anyone can register and vote for their favorite teams, players, coaches, spirit groups and more! It's just a fun way to kick off High School Football Season.
 People can go to gjsentinel.com/contests and click the link there, or just go here: <http://dailysentineldeals.secondstreetapp.com/.../BestWestern...>

Turnkey Ballot
 “Athlete of the Week”

Tourism & Local Events Ballots

“The Best Northwest Escapes” KING-TV | Seattle, WA

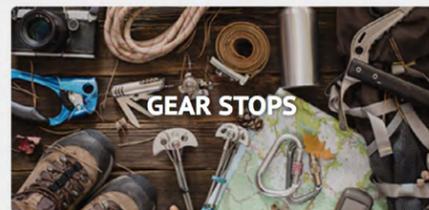


Vote for your favorite places to relax, adventure, and get away in the Pacific Northwest! Each vote is an entry for your chance to win a vacation prize package to Central Washington worth more than \$5,000!

20 Days Left to Vote
Vote until 4/24 @ 1:00am Central

Already Entered?

ALL CATEGORIES



34,000+ votes

900+ opt-ins

“Ultimate Fish Fry Challenge” Observer-Reporter | Washington, PA



Think your church or favorite restaurant is THE place to get a fish sandwich? Here's your chance to prove who has the best fish fry in Southwestern PA by voting in our Ultimate Fish Fry Challenge. You can vote once per day in both categories. VIP Fish Fry winners receives special advertising in the Observer-Reporter and bragging rights. The Church and Social Hall Fish Fry winner receives a \$100 donation. Plus, you'll be entered for a chance to win a \$50 gift card!

2017
ULTIMATE FISH FRY CHALLENGE

17 Days Left to Vote
Vote until 4/14 @ 4:00pm Central

Welcome, Megan
megan@observeronline.com

LOG OUT

VIP Fish Fries Churches and Social Halls

ST. HILARY PARISH
Fish Fry
Today & Every Friday of Lent

- Hand Breaded Haddock
- Fried Shrimp
- Fries, Coleslaw, Mac n Cheese
- Homemade Desserts
- Beverages
- Homemade Frozen Pierogies (sold by the dozen only)

Eat In: 11:00 AM - 6:00 PM
Business Deliveries Only (\$30.00 or more) from 11:00 AM - 1:30 PM
For takeout or delivery call 724-222-1381
320 Henderson Avenue • Rt 18 - Washington

SHARE VOTE

Beechie's Place
• EST 1952 •
RESTAURANT • BAR • CATERING

Beechie's Place
400 West Pike St, Meadow Lands, PA 15347

SHARE VOTE

I.C. FISH FRY
ASH WEDNESDAY - MARCH 1
FRIDAYS - MARCH 3, 10, 17, 24, 31
APRIL 7 • GOOD FRIDAY - APRIL 24
11 A.M. TO 7 P.M. • I.C. CHURCH HALL

TAKE OUT CALL 724.222.9737
(PRE-ORDERS STARTING AT 8:00 AM)
FREE BUSINESS DELIVERY FOR LUNCH (orders over \$30)

MENU

Fish (fried or baked)	\$ 7.00	Hash Puppies	\$ 2.50
Sandwich	\$ 7.00	Clam Chowder	\$ 3.00
Dinner (w/fries & coleslaw)	\$ 9.00	Coleslaw	\$ 1.50
Shrimp	\$ 8.00	Garden Salad	\$ 5.50
6 Shrimp	\$ 8.00	Side Salad	\$ 2.50
Dinner (w/fries & coleslaw)	\$10.00	Mac & Cheese	\$ 3.00
Fish Tacos (2) Fried or Baked	\$ 6.00	Coffee (three refills) or	
Pizza (Cheese)	\$ 5.00	Cold Drinks	\$ 1.00
Pierogies	\$ 4.50	Desserts	\$ 1.00
Cabbage & Noodles	\$ 4.50	BEER or WINE Donation	
French Fries	\$ 2.50		

THANK YOU FOR SUPPORTING OUR FISH FRY

SHARE VOTE

Taylorstown Presbyterian Church

Come and enjoy our Deep Fried Haddock Fish at Taylorstown Presbyterian Church. Dine in or carry out available from 11am till 6pm. Call 724-948-3747 for more.

SHARE VOTE

Immaculate Conception Catholic Church

119 W. Chestnut St, Washington, PA 15317.

SHARE VOTE

I.C. FISH FRY
FRIDAYS - MARCH 24, 31
APRIL 7 • GOOD FRIDAY - APRIL 14
11 A.M. TO 7 P.M. • I.C. CHURCH HALL

TAKE OUT CALL 724.222.9737
(PRE-ORDERS STARTING AT 8:00 AM)
FREE BUSINESS DELIVERY FOR LUNCH (orders over \$30)

Fish Fry
ST. HILARY PARISH
Every Friday of Lent

Come and enjoy our
Deep Fried Haddock Fish
at
Taylorstown Presbyterian Church
Main St., Taylorstown, PA
Dine in or carry out available
724-948-3747

Multiple sponsorships sold to advertisers

230+ users

Wedding Ballots

“Best of the Best”

St. Louis Post-Dispatch | St. Louis, MO



34,000+ votes

900+ opt-ins

“Best of Bridal 2017”

Times-News | Twin Falls, ID



3,600+ votes

“Best of 2018 Weddings”

Missourian | Washington, MO



Vote for this year's BEST local wedding vendors!

Already Entered?

The Promotion has Ended



Attire



Caterer



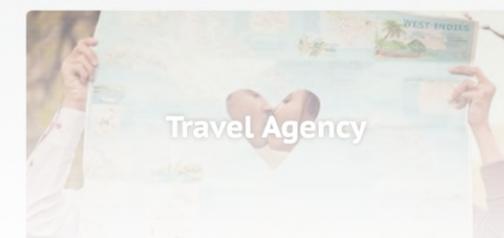
Confections



décor



Entertainment



Travel Agency

4,800+ votes

ADDITIONAL RESOURCES

for more information on how you can
succeed with contests &
interactive content, visit:

lab.secondstreet.com

