



## "WMEE ALWAYS DELIVERS!"

### Problem

The Cellular Connection was opening a new location in New Haven and needed to promote the newest store. To call the day a "success", The Cellular Connection needed to sign 4 new contracts the day of the event.

### Plan

The plan was to create a feeling of urgency and inform the public of the newest location utilizing on-air mentions, commercials and a "Prize Pack Connection" with a register to win box inside of the newest location leading up to the event. We also featured specials good for the Grand Opening Day only.

### Process

We worked the client to come up with a campaign which would heavily promote the big day with live mentions, :60 commercials and provided the client with a 2 hour Live Broadcast.

### Performance

"WMEE always delivers. This was yet another VERY successful Grand Opening Event. As always, everything was executed and delivered as promised. We will be working with WMEE again soon!"

Nichole Anderson,  
Regional Director,  
Cellular Connection

**97.3 Wmee**  
Today's Best Variety