

# Case Study: Random House Christmas Sponsor

## Campaign

Christmas is a big time for families! So, as the UK's only radio station dedicated to children and their parents, Fun Kids is in a unique position to really embrace the holidays and be the family's radio station of choice for Christmas.

To benefit from this position, Random House became our Christmas Partner, providing exclusive sponsorship of our Christmas programming, including daily Father Christmas shows, Christmas Stories, Advent Calendar Features, Panto Events Guide and Christmas competitions.

We created multiple creatives providing promotion for a large range of books in the Random House catalogue. In addition we created bespoke content such as the Christmas Book Club, creating 15 x 1-minute features each full of info about one of the books

This was truly a multi-platform campaign. There was branding on all online Christmas pages, including the Advent Calendar splash page, pre-rolls on Christmas video content and iPad splash page creatives.

## Results

- On air promotion reached 276,600 listeners, generating 8,253,700 impacts, providing intensive promotion for 15 books in the Random House catalogue
- 6,087 pageviews for Random House branded pages on [funkidslive.com](http://funkidslive.com), plus 47,397 users saw the Splash Page
- 13,880 downloads of the Daily Advent Videos & 2,243 downloads of the Book Club features
- 605 click-thrus on buy links
- 3,491 entrants for the Random House competition and a database of 647 families for further promotion

