

Odwalla/Safeway Kick It 3v3 Soccer Shootout

Consumers were driven KMLENation.com to gather information on this exciting program with Odwalla and Safeway. Ultimately the program drove them to Safeway stores to buy Odwalla juices and nutrition bars at a promotional price. At the Odwalla display consumers were also able to pick up their Kick It 3v3 Soccer Shootout registration forms.

The screenshot shows the KMLENation.com website interface. At the top, there are navigation links for HOME, DAVE PRATT IN THE MORNING, ON AIR, LISTEN LIVE, CONTESTS, KMLE, NEWS, FEATURES, and INFO. A search bar is visible with the text "Who Says You Can't Go Home" by Bon Jovi. The main content area is dominated by a large banner for the "Kick It! 3 on 3 Soccer Shootout". The banner features the KMLE Country 108 logo, the Odwalla logo, and the Kick It! logo. It also mentions "Presented by Odwalla" and "Home of Dave Pratt in the Morning". A red Dodge car is shown at the bottom of the banner. Text on the banner includes "Click below to register your team!" and "Or get your registration form at the Odwalla displays at Safeway stores." To the left of the banner, there is a sidebar with a "FENCE PATROL" advertisement for Fulton Homes. To the right, there is a "SunSational Summer Getaway!" advertisement for Radisson Fort McDowell Resort & Casino. The top of the page features a "Deal of the Day" section with a "Join Now" button.

Client feedback:

“What a great program that CBS Marketing created for Odwalla! The Kick-it 3 on 3 Soccer’s integrated approach was instrumental in driving sales through Safeway stores. In fact, sales were about 5 times what they were last year same time, and we only had to buy back about 10% product and not the 30% we had budgeted for. In a word- “Success!”

- Tom Philp / Vice President of Sales