

## Mitsubishi Motors - So You Think You're Star

**A non-traditional marketing solution for Mitsubishi Motors grounded in conventional brand marketing.** CBS Radio went in search of the best undiscovered talent that the Valley had to offer. CBS Marketing and Mitsubishi Motors gave Phoenix radio listeners the opportunity to fulfill their lifelong dream of becoming a star as we launched a 9-week performance tour in search of singers who best represented the rhythm of each CBS Radio station in Phoenix.

'So You Think You're A Star' kept Phoenix entertained to a different beat as singers skilled in Country, Classic Hits and Hip Hop competed to become the valley's next BIG star! This exciting program **maximized Mitsubishi's brand presence through product integration!** CBS Marketing will delivered total brand awareness in a comprehensive marketing plan.

Our 'So You Think You're A Star' Performance Tour took place at selected highly visible shopping centers around the metro Phoenix area such as: Tempe Marketplace, Westgate City Center and Desert Ridge Marketplace. This on-target media vehicle **put the Mitsubishi brand in the spotlight** through automotive displays at all Performance Tour events, on-line showcasing and significant on-air components

At each of our Performance Tour Stops, all contestants stepped up to the microphone for a live audition to a popular song of their choice. Each performance was professionally video taped and loaded onto customized splash pages on each station website. Performances were judged by valley radio listeners by logging on watching and voting. Customized promotion graphics were located on the homepage of each station website.

The 'So You Think You're A Star' Performance Tour will encompassed 12-weeks and included 9 performance events, with two-weeks of voting for each event. There were 3 finalists per station (9 total) with final voting taking place during the 10th, 11th and 12th week of the promotion, where the valley's next star was born.

Win \$10,000 in cash and other fabulous prizes

SO YOU THINK YOU'RE A **STAR**

PRESENTED BY

MITSUBISHI MOTORS  
Drive to Thrill

www.mitsubishi.com

INFO SCHEDULE SONG CHOICES VIDEO CONTESTANTS SUBMIT YOUR COMMERCIAL

CONGRATULATIONS!  
**DEVON ZANDER**  
THE VALLEY'S BIGGEST STAR

SO YOU THINK YOU'RE A **STAR**

CLICK HERE TO WATCH THE WINNING PERFORMANCE

101.5 JAMZ KMLE COUNTRY 108 94.5 KQULFM

Contest Rules