



In 2007, Toyota and Urban Outfitters Launched Free Yr Radio, a series of high profile concert events including acts such as The Walkmen, Simian Mobile Disco and Dan Deacon, with the goal of increasing local awareness and support of independent radio stations across the U.S. Pleased with Ice Cream Man's work on previous Yaris publicity campaigns, Free Yr Radio asked us to join their 2008 tour to help **BOOST ATTENDANCE** at each stop and **INCREASE NATIONAL AWARENESS** of the events through our vast network of friends and fans.



**IMPROVING
TURNOUT**

Ice Cream Man's primary contribution to the Free Yr Radio campaign was our ability to draw in passersby with the power of free ice cream. The reputation of Ice Cream Man among music lovers and the universal, undeniable appeal of our frozen treats acted as **an instant draw**. Once we had their attention, our staff helped foster a positive environment that would **entice customers to stay, enjoy the music and and learn more** about Free Yr Radio and the Toyota Yaris.



**SHOWCASING
THE PRODUCT**

In total, 6,000 ice creams were served at free show in over 12 cities out of our very own Bessita, a custom designed Yaris donated to Ice Cream Man by Toyota. Bessita was driven by Ice Cream Man staff from tour stop to tour stop, acting as **a high profile, mobile, interactive marketing station** for Toyota and Free Yr Radio.



**INCREASING
VISIBILITY**

In addition, Free Yr Radio received value-added promotion as Bessita continued along our own national tour circuit of music festivals and parties nationwide, tying Free Yr Radio into premier events such as **Sub Pop Records' 20th Anniversary Festival** in Seattle and **Rothbury Festival** in Michigan.