

Broadcast Media Case Study

**KESQ-TV drives
\$6,000 in revenue
with niche “Best
Michelada” ballot**



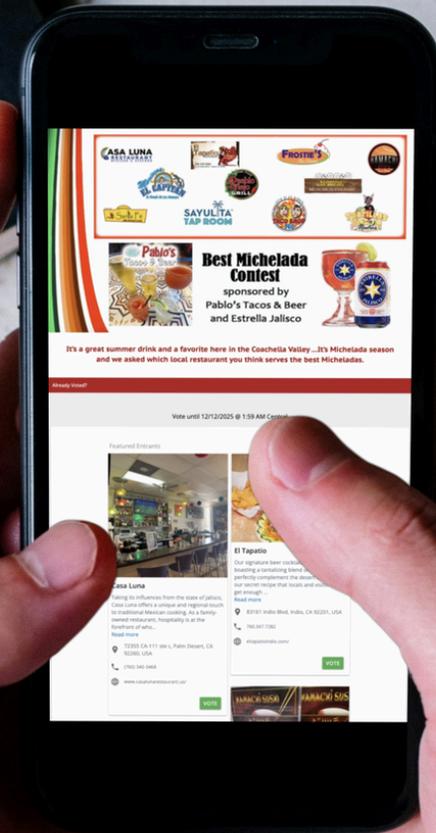
INDUSTRY
Broadcast Media

COMPANY
KESQ-TV
Palm Springs, California
kesq.com

KESQ-TV is a leading broadcast station serving the Palm Springs region, known for delivering local news, community stories, and high-engagement audience experiences across digital and on-air channels



KESQ-TV wanted to tap into a culturally relevant local trend to boost audience participation, generate sponsor value, and create new advertising opportunities. With Micheladas being a popular drink in the region — and local restaurants eager for bragging rights — the station saw an opportunity to turn friendly competition into measurable engagement and revenue.



How do you turn a niche ballot into a revenue-driving audience program?

Building a high-impact promotion that audiences actually care about

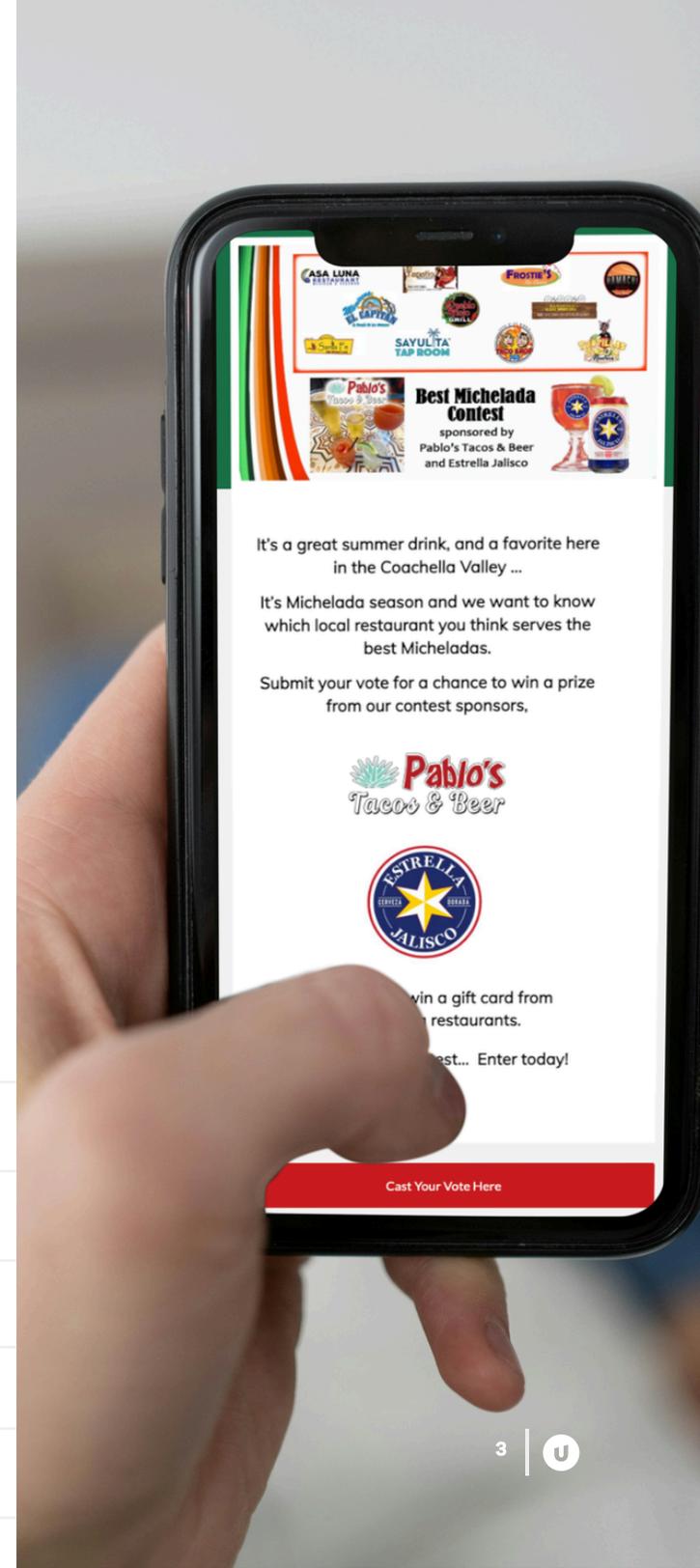
KESQ-TV's goal was to grow revenue, deepen audience engagement, and create a culturally relevant promotion that local businesses would be excited to compete in. By centering the program around a beloved regional favorite—the Michelada—the station tapped into existing community passion and turned it into a structured, sponsor-friendly experience.

Second Street powers a focused ballot that delivers results

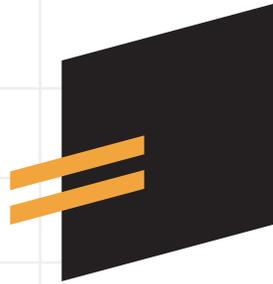
Using Second Street, KESQ-TV runs a tightly scoped "Best Michelada" ballot with:

- Nominations
- Voting
- Winners

Supported by sponsor integration and multi-channel exposure, including email, social, on-air mentions, and in-restaurant QR codes. The platform enables clean registration, opt-ins, and seamless ballot management, helping the station generate \$6,000 in revenue, nearly 500 sponsor opt-ins, and new advertiser relationships from a single high-impact promotion.



KESQ-TV turns a niche community ballot into a powerful revenue and engagement driver



Execute a focused ballot with strong advertiser value

KESQ-TV built a culturally relevant “Best Michelada” ballot that gave local restaurants a competitive platform to showcase their signature drink. Sponsor packages included ballot visibility, email promotion, social mentions, and on-air exposure, creating a compelling value proposition for participating businesses. This targeted approach helped the station deliver meaningful visibility and strengthen advertiser relationships.

Drive measurable revenue, opt-ins, and new advertiser leads

The ballot generated **\$6,000** in revenue, proving that even a niche promotion can deliver strong financial results. Clean registration and opt-in prompts added nearly **500 sponsor opt-ins** and **200+ promotions opt-ins**, expanding the station’s marketing lists. The program also surfaced **6 new businesses** that had never advertised with KESQ-TV before, opening the door for new long-term revenue opportunities.

Extend the ballot’s impact with multi-channel visibility

KESQ-TV amplified the ballot through email, Facebook mentions, on-air promotion, and in-restaurant QR code signage. This multi-touch strategy boosted participation, increased sponsor value, and kept the promotion visible throughout the run. The winning restaurant received a feature segment on KESQ-TV and a custom certificate, extending the ballot’s impact beyond the contest period.

Results for KESQ-TV

\$6,000 in revenue

Nearly 500 sponsor opt-ins

200+ promotions audience members

6 new advertiser leads

1,000+ votes cast

Second Street provides a powerful suite of tools for running ballots, contests, and promotions that drive measurable revenue and audience growth. Broadcasters rely on Second Street to deliver high-impact campaigns that keep viewers engaged and advertisers coming back.

upland
Second Street

Learn more: secondstreet.com