

# Live! and Quaker Oats

- Quaker Oats “Dance Your Heart Out” Dance Off
  - Viewers entered/uploaded dance videos to *Live!* website
  - Daily trivia contestants played for a minimum of \$10,000
  - Grand prize “Dance Off” winner received \$50,000
- On-Air
  - Host mentions and custom promo units aired throughout the month-long integration (September 2008)
  - Finale “Dance Off” episode featured branded video signage
  - Finalists each received 5-year supply of Quaker Oatmeal
  - Branded check presented to grand prize winner
- Online
  - Co-branded microsite with exclusive video
  - Contestant video gallery
  - Branded emails sent to registered users of [liveregiskelly.com](http://liveregiskelly.com)
  - Custom created ad units were prominent throughout the site
  - Cross-promoted contest on Disney-ABC sites, including *Who Wants to Be a Millionaire* and *At The Movies*
- Results
  - Thousands of people entered videos
  - Quaker extended their online presence into 2009
  - Press mentions

The screenshot shows a web browser displaying the "Live! with Regis and Kelly" website. The main banner features the "LIVE! WITH REGIS AND KELLY" logo and "LIVE'S CASH DANCE TRIVIA" in partnership with QUAKER. Below the banner is a navigation menu with options: Home, Show Info, Hosts, Videos & Photos, Fun Stuff, Store, and Help. A video gallery is visible, showing a woman dancing on a red carpet. To the right of the video are several video thumbnails with titles like "Kathryn Balogun: Re...", "Kathy Gayle: Cash D...", "Kathy Gentile: Dancin...", and "Kathy Green: This is...". Below the gallery is a promotional banner for Quaker Oats featuring a woman dancing and text: "I'm living proof that Quaker Oatmeal helps lower cholesterol" -Angela Hardin Grayslake, IL. To the right of the woman is the text: "Now that's a reason to dance your heart out!". Below this text are images of Quaker Oats products and a small text block: "3g of soluble fiber daily from oatmeal in a low saturated fat, low cholesterol diet may reduce heart disease risk. Quaker Old Fashioned Oats provides 2g of soluble fiber; Quaker Instant Oatmeal and Quaker Oatmeal Squares cereal each provide 1g."



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