

Live with Regis and Kelly 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
 - 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



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