



WALTER LEVITT

THE ULTIMATE TV DINNER

TITLE: Promotion Director

AFFILIATION: CJEZ-FM, Toronto, ON

PERSPECTIVE: In his early childhood, Walter wanted to be a spoon or a whale. That's the truth. That's creative. If you tell him it can't be done, he tries harder. Needless to say, he loves a challenge.

That's always been his motivation, and very creative people add inspiration to the mix. In reality, Walter has the ability to tie together several clients in a mutually beneficial promotion. As for a movie character, he wouldn't mind playing the Wizard of Oz, but what he would really like to be remembered for is being a nice person.

FAVORITE QUOTE: We're #2. We try harder.

GREAT IDEA: The Ultimate TV Dinner was created as a two-week, on-air sales promotion for Swansons TV dinners. The goals laid out by the client were simple: they wanted to position their product in a positive way, and highlight the fact that Swansons TV dinners are now microwaveable. The grand prize in this contest was a trip for two to Hollywood to have dinner with the cast of a major daytime soap opera — a prize that money can't buy. Listeners were asked to "sing for their supper" during the morning show. As a tie-in to the TV theme, participants sang TV theme songs. Each daily contestant received qualifying prizes: microwave ovens stocked with Swansons TV dinners. It was a great success for Swansons, and the station generated additional promotion dollars.

PROMAX Image Magazine – "75 Great Ideas: A Look Inside The Creative Minds of our Industry" (Spring 1994)