

Power 106

Problem

How does an up-and-coming radio station recruit new listeners?

Solution

By utilizing a bold OOH campaign that targets specific zip codes to reach its target audience.

Background

Power 106 was an up-and-coming hip hop station in Los Angeles. The client needed a creative edge to rise above the competition and recruit new listeners.

Objective

The client wanted to reach the target audience in a way that was bold and cost-effective. The OOH placement was configured around 50 different zip codes.

Strategy

The agency proposed a budget-friendly plan that included a variety of OOH formats, including printed bulletins, digital bulletins, posters, and junior posters. The campaign incorporated a digital component so that there would be flexibility to change the creative quickly if requested. It also gave the client the opportunity to announce cash giveaways or any other type of tune-in messaging. The digitals were located on freeways that funneled in between the target zip codes and remained beautiful and vibrant no matter the time of day. The bulletins were key to the campaign's success, as they provided the largest stationary format aside from a blank wall. Posters were recommended due to their easy placement in the region, as well as the low cost per impression. Junior posters were also suggested to maximize the amount of OOH creative being provided to the client within their budget.

Plan Details

Markets: Los Angeles, CA

Flight Dates: January 30, 2017 - April 23, 2017

OOH Formats Used: Bulletins, digital bulletins, posters, and junior posters

Additional Formats: On-air imaging, promotional advertising, online marketing

Target Audiences: 50 zip codes within Los Angeles

Budget: \$670,000

Results

Power 106 was able to climb up the Nielsen ratings ladder significantly by strengthening its reputation and fan base through the OOH campaign.

Testimonials

From the client: "By the way, we KILLED it in ratings this week."

Audience Metrics

Target Audience TRPs: 487.8

Target Audience Reach: 96.29 percent

Target Audience Frequency: 60.8

