

KBAQ

Problem

How does a radio station gain listeners on a daily basis?

Solution

By planning an OOH campaign that reminds commuters about the classically cool music it has to offer.

Background

KBAQ is a classical music station that was trying to thrive in a very competitive radio market. The station was losing its audience, and with that, its fundraising pool.

Objective

The campaign was started to help KBAQ Radio increase its audience share and daily cume numbers - the number of people tuning in each day. KBAQ wanted eye-catching artwork that would resonate with potential listeners.

Strategy

A combination of printed, digital, and transit OOH formats were used to promote KBAQ. Digital displays would be used on the freeway to generate the highest number of impressions. Printed material would be posted on surface street areas and in places of Phoenix where OOH is not common, ultimately thriving through transit ads.

Plan Details

Markets: Phoenix, AZ

Flight Dates: January 16, 2017 - May 7, 2017

OOH Formats Used: Digital, printed, and transit

Target Audiences: Ages 35-64

Budget: \$175K

Results

Overall, KBAQ was ecstatic about the artwork. The company came up with the slogan, "Make Your Commute Great Again." At one point during the campaign, KBAQ's share was an incredible 2.8 percent, garnering a historic 4.8 percent of all listening in the Phoenix area during weekends. The daily cume was a hearty 83,700 listeners. This was backed by an average weekly time spent listening of five hours and a weekly cume of 212,800 listeners.

Additional Information

Due to the heavy inventory volume, the slogan, "Make Your Commute Great Again," appeared to be everywhere. The slogan even caught the eye of an *LA Times* reporter who [wrote a story](#) about it. Here's an excerpt from the story: "KBAQ, a Phoenix classical music station, launched a billboard campaign the day after Trump's inauguration featuring the venerable Johann Sebastian Bach with headphones clamped over his woolly white mane. The tagline: 'Make Your Commute Great Again.' Jim Paluzzi, a vice president at Rio Salado College in Tempe, home of the public radio station, said the ad resonated like no other, with remarkable audience recall. 'We meet members on a pretty regular basis,' Paluzzi said. 'Most of the time you're shocked if they remember anything you did.' He credits the campaign with a rise in the station's listenership, from a 2.2 percent share of the crowded Phoenix radio market in February to 3.1 percent in June. 'There's no other explanation,' Paluzzi said."

