

## 104.7 The Fish

### Problem

How does a radio station increase its listeners in a specific audience demographic?

### Solution

By branding itself as a station with similar values to the audience and creating an interactive and fun OOH campaign.

### Background

The client, along with the bulk of the radio industry, spent all year brainstorming for summer promotions. This campaign needed to be planned ahead of time to make sure it was ready for seasonal travelers and a sporadic fan base. The company sought to figure out how to make vacationers think about a local radio station from outside of its signal range. It jump-started the campaign by relying on the station's existing base of loyal fans.

### Objective

104.7 The Fish described its ideal target demographic as “Jane,” a white 25 to 50-year-old mom of two kids in middle school. Jane wanted to provide a positive influence on her kids while driving them to summer camp, practices, and school. The company's objective was to create an association between the radio station and optimal family values. Listeners would stick with The Fish because of the vibes it emitted, not just its musical selection.

### Strategy

The company envisioned a campaign where static billboards would instigate creative thought. Social media would be the ideal outlet for viewers to express these thoughts. It created the concept of #ShowYourFish, which encouraged people to share where they were and what they were doing with a fish illustration tied in. Listeners created the “Jesus Fish” in the sand, in their yard, in their food, and while they were getting ready for work in the morning. Artistic expression was the key to this campaign. Every week, the company shared the most unique designs on its digital billboards. Mobile geofencing was used on popular listener zip codes to share a GIF file of a fish being drawn in the sand.

### Plan Details

Markets: Atlanta

Flight Dates: July 10, 2017 - September 24, 2017

OOH Formats Used: Static and digital bulletins, digital posters

Additional Formats: Mobile and social media

Target Audiences: White females 25 to 50 years old, preferably with children

Budget: \$15,000

### Results

The campaign was incredibly successful and was weighted by the high volume of users posting on social media under #ShowYourFish. There were 429 posts with this tag on Instagram and nearly 1,000 posts on Facebook. The radio station was flooded with social media messages and mentions with people showing off their creations. People were spotted taking pictures of the billboard while they were in traffic. The campaign publicly achieved the goal of getting listeners to interact with the radio station even when they were not in the range of signal. Greg Mike, a local street artist, stated, “No one takes a picture of something they are not entertained by.” The fact that people were taking pictures of the billboard after being challenged to channel their inner artist proved that OOH was effective.

