



TESTIMONIAL

# BANDIT 99.1, MAKING BIG NOISE ON THE RADIO!

## "Outdoor Rocks!"

### THE PROBLEM:

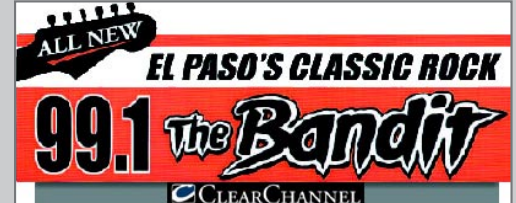
The Bandit 99.1 FM was a new "classic rock" radio station in El Paso. They needed to make a broad scale announcement about their new station to all of the El Paso market raising immediate awareness in a highly competitive radio market. To do this, they turned to Clear Channel Outdoor to plan and execute a campaign that would attract the largest amount of listeners at the lowest cost per impression.

### THE PLAN:

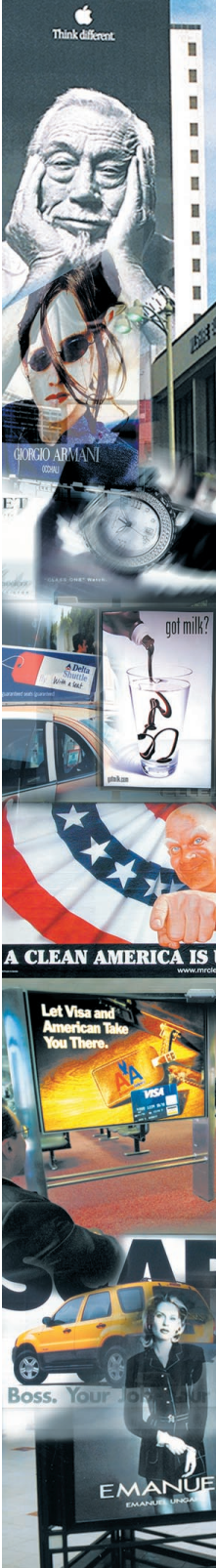
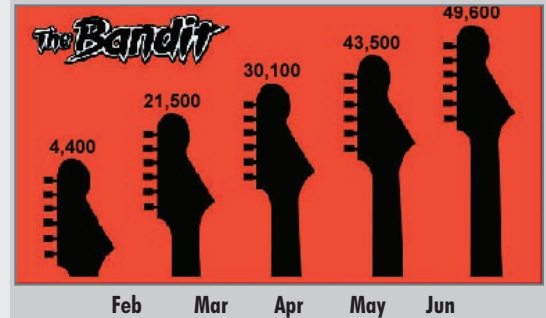
The 12 month outdoor campaign used both 8-sheets and bulletins starting the first day that The Bandit went on the air. In order to reach the target audience of men 25-54, four rotary bulletins were spread out within the market. A ten panel 8-sheet posting program was implemented with the strategy of targeting the zip codes with the lowest ratings after every Arbitron Ratings book was released to boost listenership specifically in those areas.

### THE RESULTS:

Starting on the second day after the boards went up, several calls were received at Clear Channel Outdoor from people asking for more information about the new radio station. It quickly moved up in ratings and remains to be one of the top stations in El Paso.



99.1 The Bandit Cume Men 25-54  
Month by Month Monday-Sunday 6AM-12M



"The Choice is Clear!"

Visit our web site: [clearchanneloutdoor.com](http://clearchanneloutdoor.com)

