



TESTIMONIAL



OUTDOOR BECOMES SEARCH ENGINE FOR INTERNET CLIENTS

“Citysearch Finds Outdoor”

THE PROBLEM:

Citysearch.com is the world’s largest internet city guide. In 77 U.S. markets, Citysearch operates as an interactive, entertainment, and information network. When citysearch.com entered the San Antonio market, it was faced with two rival networks that launched into the market at the same time and both had significant media partners established. In order to get the word out to the San Antonio residents about the new Internet guide, citysearch.com turned to Clear Channel Outdoor to create an advertising and promotional plan that would educate San Antonio residents about this helpful internet tool.

THE PLAN:

The primary objective of Citysearch.com was to target the affluent internet users as well as achieve broad market awareness. Utilizing Clear Channel’s in-house research tools, they were able to determine the areas where the largest concentration of the target audience could be found. A rotary bulletin campaign was moved around the market to target those key areas. Clear Channel also recommended the use of their exclusive bulletin trivision location on a prime freeway to increase general market awareness. To further enhance Citysearch’s market presence, Clear Channel Outdoor and Clear Channel Communications partnered up to offer Citysearch a promotional sponsorship opportunity at the annual Stock Show and Rodeo.

THE RESULTS:

The campaign was even more successful than anticipated in announcing Citysearch.com to San Antonio. Their media partnership with Clear Channel was an outstanding opportunity to use less traditional promotional methods to make a strong impression. Citysearch credits Clear Channel for contributing to their overwhelming success and looks forward to branding opportunities in the future.

CUSTOMER SAID:

“The marketing opportunities Clear Channel Outdoor made available to us; San Antonio Stock Show & Rodeo, The Bar-b-que cookoff, the market’s only trivision bulletin and overall eagerness to partner with us in the future, have made sanantonio.citysearch.com even more visible in the community.”

Cindy Wright
Marketing Manager
sanantonio.citysearch.com



Visit our web site: clearchanneloutdoor.com

“The Choice is Clear!”

