



TESTIMONIAL

DREW CAREY BUILDS A NAME FOR HIMSELF

“Outdoor Careys Its Weight”

THE PROBLEM:

When “The Drew Carey Show” entered into the world of off-network syndication, WPHL-TV WB17 picked it up for the Philadelphia metro area. WPHL-TV needed to announce the series launch and optimize awareness of the show to the entire Philadelphia market.

THE PLAN:

A four month program was executed utilizing a multi-media advertising campaign including outdoor, television, radio and print. The outdoor program consisted of various outdoor formats. Ten expressway bulletins were used to deliver high frequency and develop a name association between WPHL-TV and The Drew Carey Show. Several transit products helped reach the millions of people riding the Southeastern Pennsylvania Transportation Authorities (SEPTA’s) network of buses, subways and commuter rail trains. Transit messages were carried into the suburbs in key areas where no other outdoor media exists via 125 king panels. City and suburban transit shelters provided general market coverage for both automobile and pedestrian exposures along various city and suburban arterials.

THE RESULTS:

While the FOX syndicated shows remained in first place over the other networks, WPHL-TV was a close second. The Drew Carey Show debuted with stronger Nielsen ratings than when Friends premiered. Also, the addition of The Drew Carey Show in the time slot following Friends also improved Friends numbers.

CUSTOMER SAID:

“The series premiered to strong ratings as measured by Nielsen, outperforming station expectations.”

Dan Reese
Creative Services Manager
WPHL-TV WB17



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“The Choice is Clear!”

