



TESTIMONIAL



OUTDOOR IS KIDS STUFF

"Saturday Morning Outdoor"

THE PROBLEM:

Fox Kids sought to assess the effectiveness of outdoor as a medium for reaching children. Specifically, Fox Kids wanted to measure the effectiveness that the outdoor advertising would have on their afternoon cartoon lineup viewing.

THE PLAN:

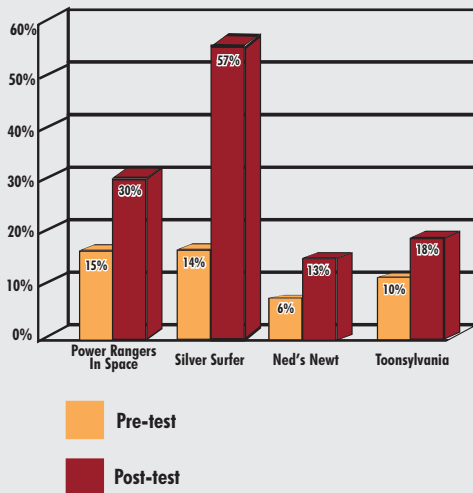
The study was conducted in two phases. Phase 1 compared the test markets of Dallas and San Diego against the control markets of Phoenix and Sacramento. These markets were selected because they had similar share levels. Saturday mall intercept surveys were conducted three weeks after the initial start date of the program. Four 30-sheet GRP poster designs were used: Power Rangers, Silver Surfer, Ned's Newt, and Toonsylvania. In Phase 2, a pretest and post test survey was conducted in San Antonio using the same parameters from the Phase 1 study. There were no special on-air promotions during the period and out-of-home was the only media used during the period.

THE RESULTS:

The Phase 1 findings revealed that program awareness rose 27 percent in the test markets as a result of the outdoor advertising. Remarkably in Phase 2, awareness rose 40 percent during the outdoor advertising period. Awareness increased for all four cartoon shows. The results significantly support the theory that children are aware of outdoor advertising. In all of the markets tested, there were several cases in which the children surveyed could actually name specific locations where they saw the Fox Kids outdoor posters.



Fox Kids Campaign Awareness



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"The Choice is Clear!"

