



TESTIMONIAL

WKMG TV-6

"Special Report"

THE PROBLEM:

WKMG TV-6 Orlando's CBS affiliate, was looking for a way to increase their share of local news viewers in Central Florida during spring sweeps. They did not want to do generic messages for weather or their anchors. They wanted a way to use provocative investigative reports as a means of creating enough curiosity among potential viewers to drive viewers to their news casts. Their budget allowed the use of outdoor and radio in addition to promotional spots they ran on the station.

THE PLAN:

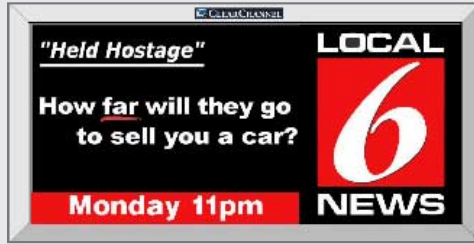
WKMG provided Clear Channel Outdoor with a list of their hot zip codes. CCO provided the station with a 100 GRP poster showing with locations that impacted their hot zip codes. We then came up with a detailed plan that would allow WKMG to change their messages twice a week for the 4 week sweeps period, to spotlight investigative reports as well as the day and time the stories would air

THE RESULTS:

The Nielsen's showed an average share increase of 13.75% over the duration of the campaign, over the prior sweeps period. The station went on to hire an independent research company to survey Orlando residents to evaluate their familiarity with the billboard ads for the news stories. When asked if a billboard caused them to watch a particular news story on WKMG, 48% said yes, as opposed to only 25% that said a radio or TV spot influenced their viewing. Residents were then asked if they remembered seeing any billboards for particular news stories which aired on WKMG. Retention levels for individual messages averaged 42.5%. The campaign was also effective in WKMG's ability to steal viewers from their competitors.

CUSTOMER SAID:

The client reported an impressive effect on ratings increases for the news broadcasts that the billboards targeted. An independent market poll commissioned by the station substantiated the results.



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