

104.7 The Fish

Problem

How do you increase listening on a Christian radio station during Christmas time?

Solution

By using catchy creative to increase listener audience.

Background

In the Christian radio industry, Christmas time is the most popular time of the year. People who do not normally listen to Christian radio tune in because they want to hear their favorite Christmas music.



Objective

104.7 The Fish's goal was to drive even more people who do not normally listen to turn to the radio station during Christmas. The team wanted to create a campaign that excited people about listening to Christmas music who normally don't tune into the radio station.

Strategy

The strategy was in the creative. The radio station took the chorus of the most popular Christmas songs and put them in the design with a bouncing music note over the top to act as if this is a sing-a-long.

Plan Details

Markets: Cincinnati, OH

Flight Dates/OOH Formats:

- Flight: November 28 - January 2, 2016
- 8 Static boards
- 10 Digital boards
- 200,000 Mobile Impressions
- Delivering 2,075,100 impressions per four week cycle
- The creative designs were rotated as the rotary locations changed

Budget: \$10,000 and over

Results

104.7 the Fish was the #2 station to reach 1,000,000 total listeners every week for four weeks during the holidays.