Problem
How does WKMG NEWS 6 increase news ratings?

Solution
By focusing ads in specific geographic areas.

Background
WKMG NEWS 6 knew where the prospective households were located. These households are monitored for their TV viewing and were broken down by zip codes.

Objective
The objectives of the campaign were to increase the WKMG brand and increase its news ratings during sweeps.

Strategy
Digital boards were mapped out in conjunction with the zip codes with the most Nielsen households in them. Digital boards were chosen because of the flexibility in messaging.

Plan Details
Markets: Daytona Beach  
Flight Dates: November 13, 2018 - December 31, 2018  
OOH Formats: Digital boards  
Budget: $10,000 and over

Results
The campaign showed increased ratings for their Newscasts in the areas that the digital boards were used.