

## WKMG NEWS 6

### 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.

