



# OOH Case Study

## PBS TV39

### Problem

How can PBS39 News Tonight highlight its community-based newscast to expand its audience demographic?

### Solution

By featuring impactful words conveying the idea of community in OOH'S larger-than-life formats.

### Background

PBS39 News Tonight is a very different kind of news show. It is an “anchor-less” newscast featuring long-format stories (3-5 minutes each) that flow seamlessly between each other, reported by multimedia journalists who live and work in the counties they cover. PBS39 News Tonight employs solution-based journalism, telling hyper local stories of community interest without the crime, traffic, and sensationalism of a typical newscast. It has been on the air since September 17, 2018 and the audience has been steadily growing. Branding prior to June of 2019 was more focused on the reporters and the overall PBS39 News Tonight brand, and it was fairly effective in launching the show. However, PBS39 felt it was time for a campaign that was more focused on the idea that the news is more community-based, and is not a ‘typical’ newscast. There was an opportunity to increase the viewing audience even more with an impactful campaign in a clever way to convey the idea of the ‘friendly neighborhood newscast’ in about three seconds. Since the campaign was on all digital boards, it was important that the creative really commanded attention.

### Objective

With any television show, the objective is to drive tune-in. PBS stations typically engage an older audience during the evening hours, but the goal was to get the attention of a younger audience as well, with a specific target of females 25-54. The station was certain that a newscast focusing on community and human interest stories would appeal to that demographic. PBS39 News Tonight airs at 6:30 pm and 11:00 pm each day, so showing the times on the billboard was a requirement. The plan was to make it extremely simple, eye-catching, and convey enough information to get people interested in tuning in.

### Strategy

Initial conversations with the creative team revolved around the show being “anchor-less” and focused on the community. A few ideas were discussed about not having an anchor for the show, but that concept was too difficult to effectively communicate on a billboard. However, the idea of a community-focused news show that tells interesting stories about things happening in your neighborhood seemed like something that could be explained more directly. The design team came up with the concept of using impactful words conveying the idea of community, and using the microphone ‘ball’ to represent the letter “O” in the words. Words like “Grassroots”, “Hometown”, “Your Block”, and “Neighborhood” were each excellent candidates for words to use in launching the campaign. On every board, there are a maximum of eight words, including the PBS39 logo, but it said everything that it needed to say. It was an easy read at 60 mph from 100 feet away!



## Plan Details

Markets: Pennsylvania

Flight Dates: June 3, 2018 - July 28, 2018

OOH Formats Used: Digital bulletins, poster

Target Audience: Females 25-54

## Results

Since Launch, 46% of households in the Philadelphia DMA have watched PBS NEW Tonight. PBS39 NEW Tonight at 11pm time spot is the # 1 watched news program in Northampton County (most recent Nielsen, June 2019.) The news reporters have become "Hometown" personalities and PBS39 News tonight is gaining more awareness since the launch of the outdoor digital campaign.

## Audience Metrics

Target audience reach: 50% Reach

Target audience Freq: 7x Frequency

Additional relevant metrics: 1.5M Impressions every 4 weeks

## Testimonials

"It has been such a pleasure working with the creative team on this campaign. The resulting work was smart, creative, engaging, and poignant, yet very simple. In my opinion, those are all the elements that make up an effective outdoor campaign. We have received a great number of compliments about the campaign and our tune-in numbers continue to climb, which we believe is, in part, because of this campaign." - PBS TV39.

## Additional Information

"The fact it worked and met their objectives means a lot.

We are in discussions with PBS39 to more than double their advertising spend based on results and we are seen more as a partner than ever before due to the creative and collaborative efforts. The fact that we provided the "digital customer portal" for them to upload creative and send text messages to a twitter feed easily makes us a main ingredient in their advertising strategy for 2020 and beyond."

