

## WBNS-10TV

### Problem

How does a local TV station take advantage of a unique opportunity?

### Solution

By using OOH partnered with mobile to permeate high traffic areas.

### Background

In July 2017, Yolanda Harris joined WBNS as co-anchor of their 5, 6 and 11 p.m. newscasts. Making the switch from the local ABC affiliate to WBNS's CBS channel gave the station a unique marketing opportunity to promote new tune-ins of Harris's fans throughout the community.



### Objective

WBNS wanted to promote Yolanda Harris joining their team as a new co-anchor for evening news to increase tune-ins of local Columbus-area residents.

### Strategy

To maximize our reach, two (2) mobile billboard units targeted large, in-market events paired with digital display advertising. Leveraging these existing key events while reaching people both physically and digitally. Mobile billboard units were uniquely qualified for several aspects of the campaign: there was a hard start – the message couldn't be released prior to July 3rd; WBNS wanted to reach downtown high traffic areas, events, and Columbus suburbs – specific yet different areas.

### Plan Details

Market: Columbus, Ohio

The mobile billboards drove to the crowds at: Red White & Boom Festival, 4th of July parade, Westerville Arts Festival, Clippers games, Downtown Live, Picktown Palooza and other high traffic areas. They were executed for five consecutive days per week for two consecutive weeks, July 3 – July 14, 2017. In addition and during the same ten campaign dates, we delivered a total of 651,169 digital impressions via display ads served to mobile devices within select geofences: Red White & Boom Festival grounds and downtown Columbus. This combination approach with OOH and mobile has successfully shown strong click-through rate performance.

### Results

The display ad earned a 0.48% click-through-rate which is 312% above relative performance compared to averages in the news industry.

Client Testimonial:

"The mobile billboards paired with mobile advertising made a huge impact on our Yolanda Welcome Campaign. I really enjoyed working with the OOH media team and look forward to future integrated campaigns with you."

Larry Watzman, Director of Marketing & Creative Services WBNS-10TV