

Core Radio Group

Background

Core Radio Group recently expanded into the Chicago market and was looking for a way to gain a listenership base in the area and generate awareness about the STREETZ 95.1 Station.

Objective

Increase Listenership/Store/Business/Special Event Traffic

Core Radio Group's objective was to create brand awareness and gain listenership in Chicago as STREETZ 95.1 expanded to the region.

Strategy

Core Radio Group's strategy was to focus on their unique morning show to target AA urban commuters on the southside of Chicago.

Plan Details

Market: Chicago, IL

Campaign Posting Dates: 09/18/23-11/12/23

OOH Formats Used: Static Billboards

Target Demographic: General Market (18+ Adults) and African American Audiences

Budget: \$10,000 or larger

Results

Core Radio Group's 8-week campaign, inclusive of billboard advertising, proved instrumental in bolstering brand recognition and expanding listenership within the targeted market demographic. The campaign resulted in a notable surge of over 61% in listenership, with the number of weekly listeners increasing from 72,000 to over 116,000 across all days of the week and throughout the day. The VP of Sales and Station Manager at Core Media Group emphasized the significance of the billboard in their integrated marketing strategy, particularly in establishing their presence on the south side of Chicago. Expressing satisfaction with the campaign's outcomes, they affirmed their intention to use OOH for future endeavors, underscoring the strategic value of OOH in amplifying their brand message and engaging their target audience.

