

WE INCREASED LISTENERSHIP FOR CORE RADIO GROUP

Core Radio Group is a multimedia company based in Atlanta, Georgia with hip hop radio stations across the nation. The company expanded into the Chicago market with their radio station STREETZ 95.1, sharing music, sports and news across various platforms.

STRATEGY & TACTICS

- **Objective:** 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. They ran an 8-week campaign that utilized a static billboard along a heavily traveled stretch of the Dan Ryan Expressway. This unit was strategically picked because of its high impression yield for AA audiences and because the Chatham location provides excellent coverage for traffic traveling towards the Loop and downtown Chicago.
- **Results:** Core Radio Group's 8-week campaign brought in an impressive increase in listenership of over 61% within the market demographic. Listeners tuned in Monday through Sunday between the hours of 6AM and midnight increasing from 72,000 listeners to over 116,000.

"The billboard was a major part of our integrated marketing campaign which helped to build our branding on the southside of Chicago. As a new radio station in the market the location was perfect! We look forward to working with OUTFRONT again."

- Jefferson Moody, Vice President of Sales/Station Manager, Core Media Group



DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



RESULTS

61%

INCREASE IN LISTENERSHIP

7.4M+

A18+ IMPRESSIONS

3.3M+

AA A18+ IMPRESSIONS

