



Marketing & Awareness

Wende Persons

 **CLASSICAL MUSIC RISING**

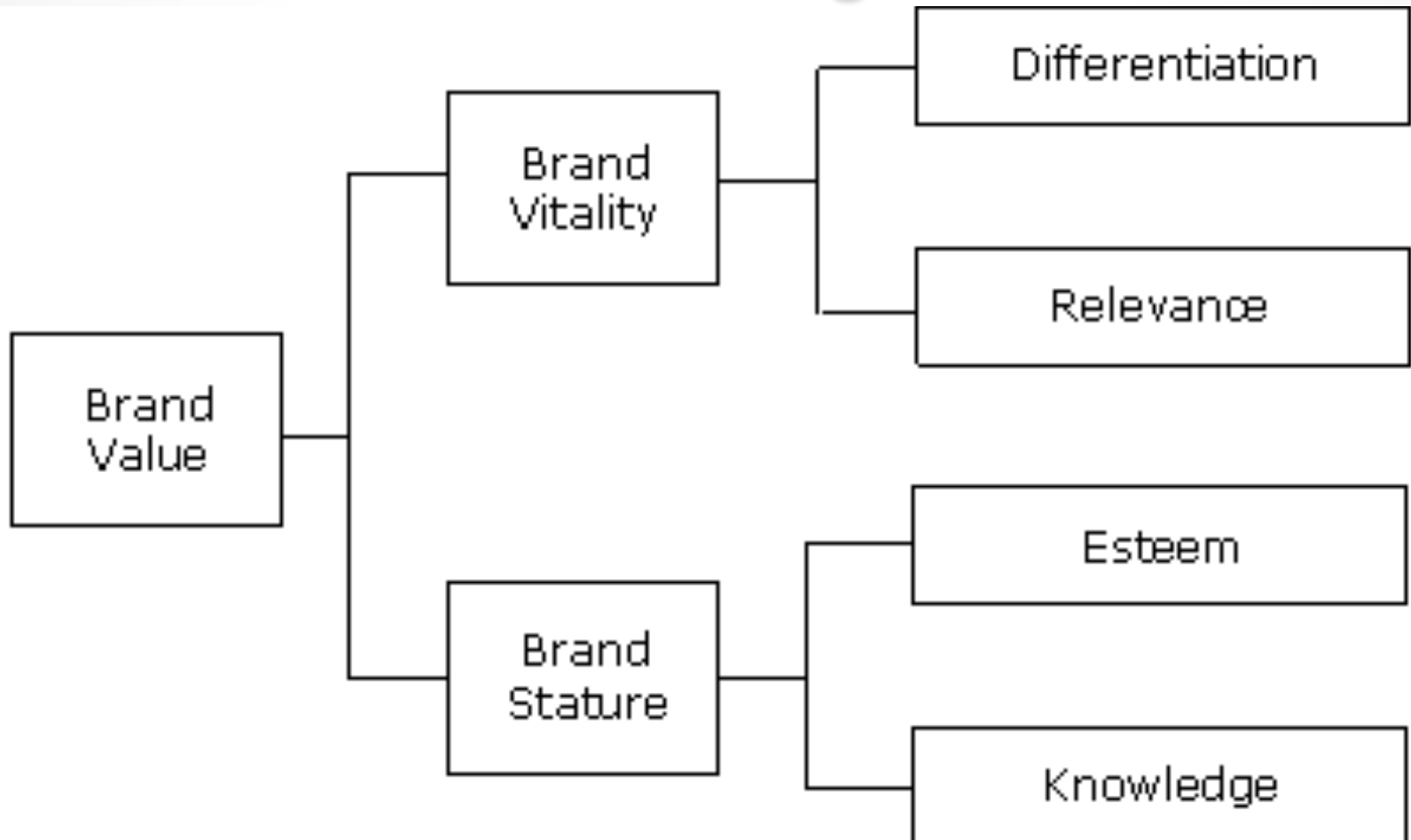
The Big Subject of Marketing...

- Branding
- Recent station marketing campaigns: outdoor/print, online, on-air
- Marketing to listeners
- Brainstorm: Classical radio brand, national marketing campaign, partnerships & collaborations

Branded Together



Branding



Station Marketing Campaigns: To invest...or not to invest?



The Converted



Changing demographics



KBAQ's Marketing Campaign



**Classically
COOL**

89.5 fm

K B A C H

Clear Channel Outdoor
10' x 40' Bulletin



Classically Cool

89.5FM

K B A C H

classical. arts. community.

CLEAR CHANNEL

Clear Channel Outdoor
10' x 40' Bulletin

DIAL it DOWN

K B A C H

classical. arts. community.



CLEAR CHANNEL

KBAQ Awareness Campaign

OUTDOOR Jan 18 – May 18, 2016

- 17 Static Billboards & 14 Rotating Digital
- Cost: \$125,920

MOVIE THEATERS Dec 10 – June 30, 2016

- New multiplex in Scottsdale – KBACH Classically Cool Slide
- 14 theaters; 144 impressions per week
- Cost: \$4,224

KBAQ Awareness Campaign

- **PLAYBILLS** August 2015 – May 2016
- Half-page KBach Classically Cool Ad in the August mailing of 23,000 *On Stage 15/16* Arts Preview magazines.
- Half-page page ads ran all season in *Playbills* for 15 area performing arts organizations
- Cost: \$20,750

Interactive Component



**Classically
COOL**

89.5 fm

K B A C H

Interactive Tie-in

Tell us how you stay "*Classically Cool*"

K-BACH 89.5 FM is inviting you to stay "*Classically Cool*" with us this summer! Now that stepping outdoors feels like walking into an oven, it's best to chill out with the classics on K-BACH—especially your favorite music that keeps you cool.

There's not much we can do about the scorching high temperatures, but we can play music that cools you down. Whether it's "Winter" from Vivaldi's *The Four Seasons*, "What an icy little hand!" from Puccini's *La Bohème*, Chopin's "Raindrop" prelude, or something else entirely, the announcers at K-BACH want to know: What piece says "cool and refreshing" to you?

Tell us your pick below along with why it makes you feel "*Classically Cool*." Starting **July 27-29th**, we'll play your musical favorites on the air and read your story, too.

What classical piece says "cool and refreshing" to you?

•

Why do you find this selection refreshing and inspiring?

•

KBAQ's campaign results

- Increase in daily & weekly cume in 2016 over 2015 (Jan – June)
- Daily Cume **grew by 27%** from **49,700** listeners (first half of 2015) to **63,000** listeners (first half 2016).
- The Weekly Cume **grew by 26%** from **143,900** listeners to **180,600** listeners.
- Next steps?

Our social world






If Facebook was a country...




WUOL's Digital Campaign: *Tune in to tune out*"




WUOL's Digital Campaign: *Tune in to tune out*

**Classical 90.5 WUOL
Louisville**

Sponsored · 

Let's share a bit of quiet time:



Classical 90.5 WUOL
Music that provides an escape from the noise o...
wuol.org

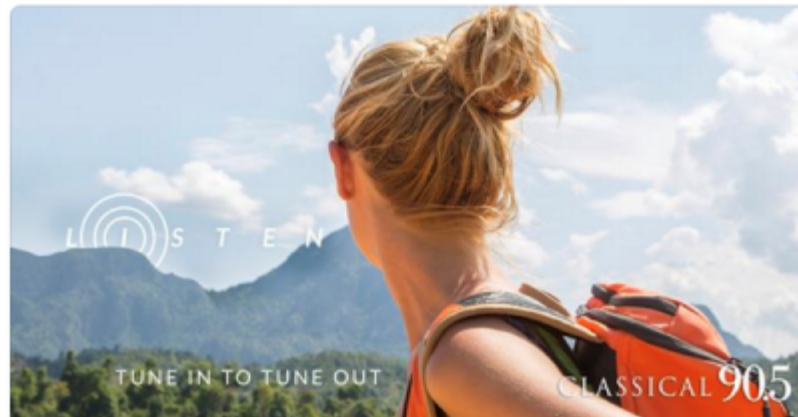


Classical 90.5 WUOL
Louisville

Sponsored ·



Yeah, it's kinda like this:



Classical 90.5 WUOL

Music that provides an escape fro...

wuol.org

[Learn More](#)



Like

Comment

Share



Classical 90.5 WUOL Louisville

Sponsored (demo) · 🌐

Disfrutemos juntos un tiempo tranquilo.

[See Translation](#)



Classical 90.5 WUOL

Música que crea un escape del ruido diario. Escucha en vivo la estación de música clásica de Louisville.

WUOL.ORG



● Classical

👍 Like

💬 Comment

➦ Share



Classical 90.5 WUOL Louisville

Sponsored · 



Yeah, it's kind of like this:

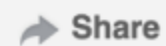


Classical 90.5 WUOL

Music that provides an escape fro...

wuol.org



[Learn More](#)



WUOL's digital campaign

- Winter campaign=Nov/Dec.
- Spring campaign=mid-April/mid-June.
- Cost: \$9,000
- 55% gain in Facebook “likes”
- Traffic to WUOL.org up 56%
- “With a modest spend we’re seeing good results.”
- “The unknown is how this translates into broadcast ratings.”

VPR's On-Air Tune In Campaign

 Listen Live · VPR
Hearts of Space



[Home](#) [Listen ▾](#) [VPR News ▾](#) [Vermont Edition](#) [VPR Classical ▾](#) [Programs ▾](#) [Support ▾](#) [Inside VPR ▾](#)

Classical Music In Popular Songs: You Know More Classical Music Than You Think

By MARY WILLIAMS & KARI ANDERSON • FEB 1, 2016

SHARE



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Sample spots: VPR's Tune-In Campaign



VPR's On-Air Tune In Campaign

Listen Live · VPR
Hearts of Space



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VPR's On-Air Tune In Campaign

- The campaign ran from January 21 to April 20, 2016 (with a break during the pledge drive)
- 2-3 spots daily: 6a to 9p - for a total of 71 daytime spots
- Another 2-3 spots each night in the overnight rotation
- **Music catches the ear on a News station**
- Result: a record high cume: 58,500 for all of VPR's classical network stations

Other station awareness campaigns

- KUSC/Los Angeles & KDFC/San Francisco: *Transform Your Day*
- KMFA/Austin: *On Key, Offbeat*
- WCRB/Boston: *#ClassicalAnywhere*
- WDAV/Charlotte: *Your Classical Companion*

Cume increase from 65,000 – 100,000



24/7 @ TPR.org



REDUCING
ROAD RAGE
SINCE 1750.



24/7 @ TPR.org



SETTING
THE MOOD
SINCE 1750.

Introduce Your Baby to Bach campaign



Introduce Your Baby To Bach poster



Every new mother wants to give
the best to her child.

Give your baby the gift of classical music with
KPAC 88.3 FM, San Antonio's Classical Oasis.

Plant a seed of positive influence. We play music that
stimulates, invigorates and soothes the soul.

Discover classical music with your child.

Marketing On Wheels



Before launching a marketing campaign...



Listeners first



Focus on the benefits



Benefits for listeners



Let's talk...

- Brand for Classical radio
- National/local marketing campaigns
- National collaborative opportunities & partnerships

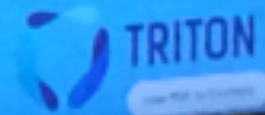
PRPD Classical format session 2014

Astonishingly – there is still no branded option for Classical Music discovery

Pandora gets it by default

And Pandora is stealing your listeners every day

Why aren't you ganging together to build THE Classical streaming app? Not station apps – a single app that you brand together

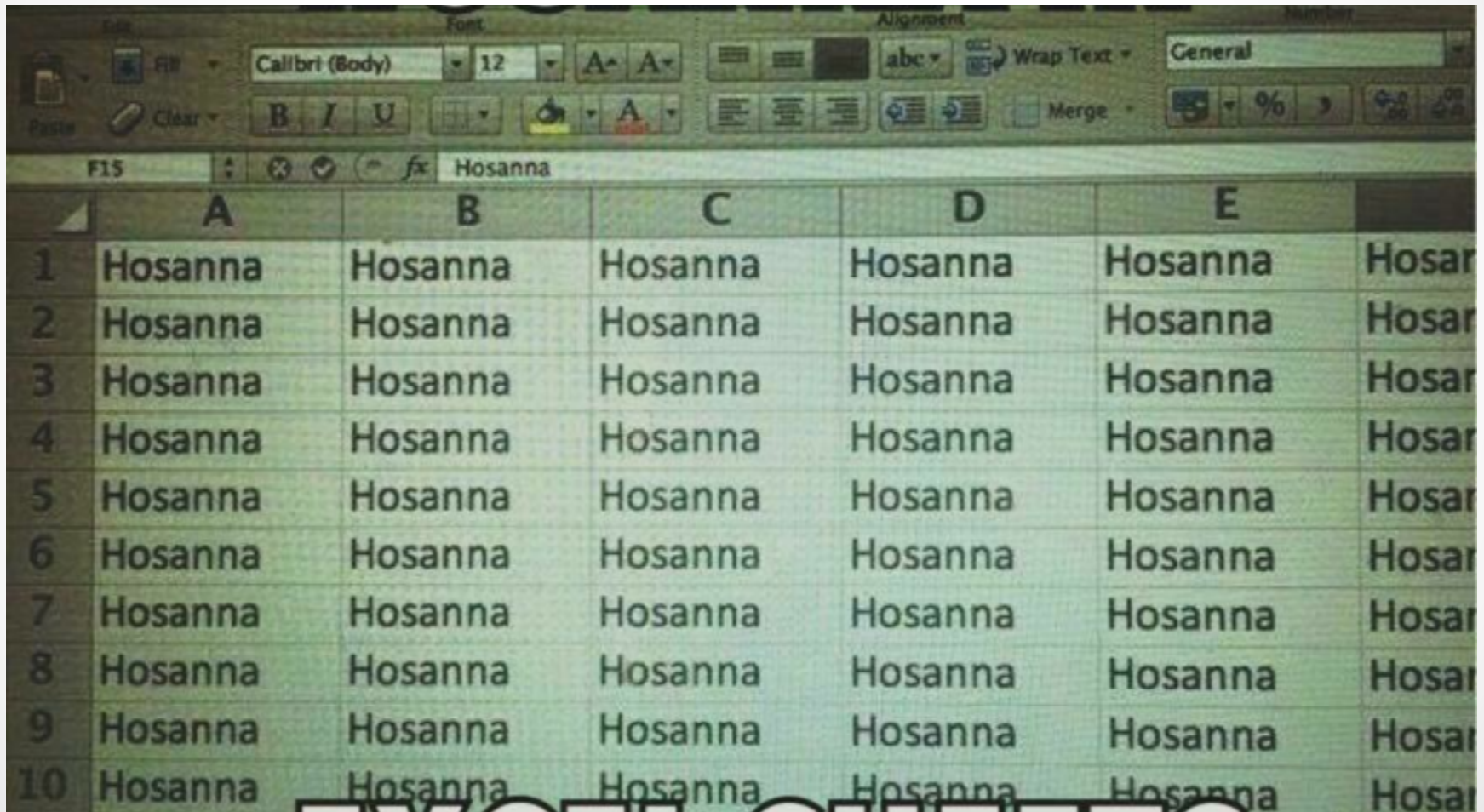


Education & outreach



THE END

Hosanna in Excel Sheets



The image shows a screenshot of an Excel spreadsheet. The ribbon at the top includes the 'Font' tab, which is active, showing options for font face (Calibri (Body)), size (12), bold (B), italic (I), underline (U), and color. The 'Alignment' tab is also visible, showing options for text alignment and wrap text. The spreadsheet itself has a grid with columns labeled A through E and rows numbered 1 through 10. Every cell in this grid contains the word 'Hosanna'. The formula bar at the top shows the active cell contains 'Hosanna'.

| | A | B | C | D | E | |
|----|---------|---------|---------|---------|---------|---------|
| 1 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 2 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 3 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 4 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 5 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 6 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 7 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 8 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 9 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |
| 10 | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna | Hosanna |