



# Marketing & Awareness

Wende Persons

 **CLASSICAL MUSIC RISING**

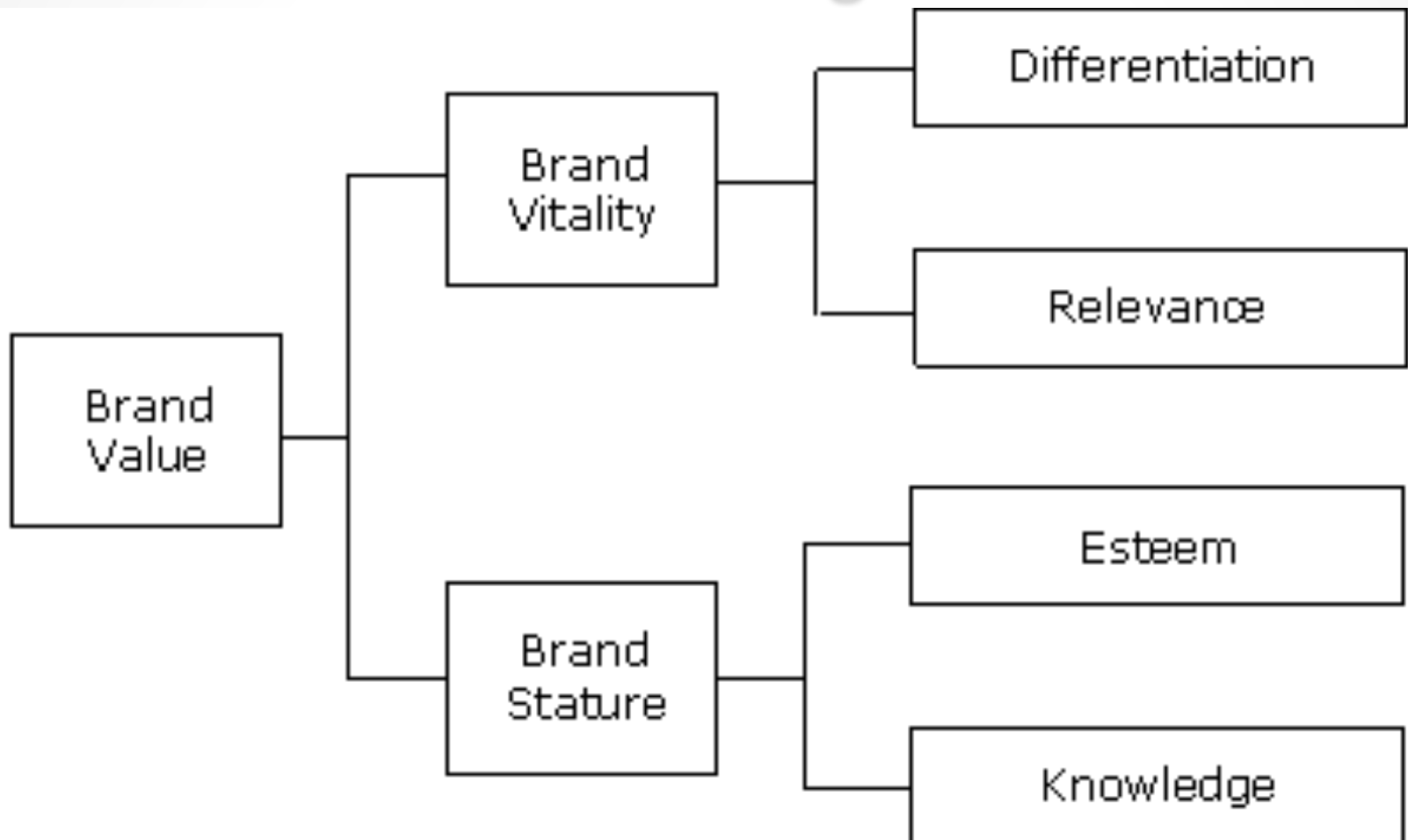
# The Big Subject of Marketing...

- 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**

Like

▼

Sponsored · 🌐

Let's share a bit of quiet time:



**Classical 90.5 WUOL**  
Music that provides an escape from the noise o...  
[wuol.org](http://wuol.org)

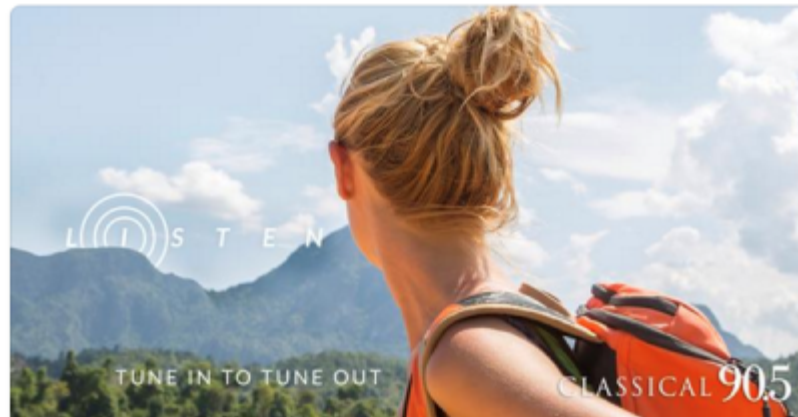


**Classical 90.5 WUOL**  
**Louisville**

Sponsored ·



Yeah, it's kinda like this:



**Classical 90.5 WUOL**

Music that provides an escape fro...

[wuol.org](http://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](http://WUOL.ORG)



● Classical

👍 Like

💬 Comment

➦ Share



## Classical 90.5 WUOL Louisville

Sponsored · 



Yeah, it's kind of like this:

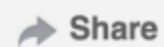


### Classical 90.5 WUOL

Music that provides an escape fro...

[wuol.org](http://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

Twitter

Facebook

Google+


Email




# Sample spots: VPR's Tune-In Campaign



# 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

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**SHARE**  
Twitter  
Facebook  
Google+  
Email



# 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

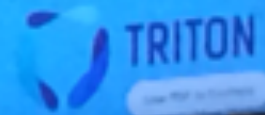
# PRPD Classical format session 2014

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

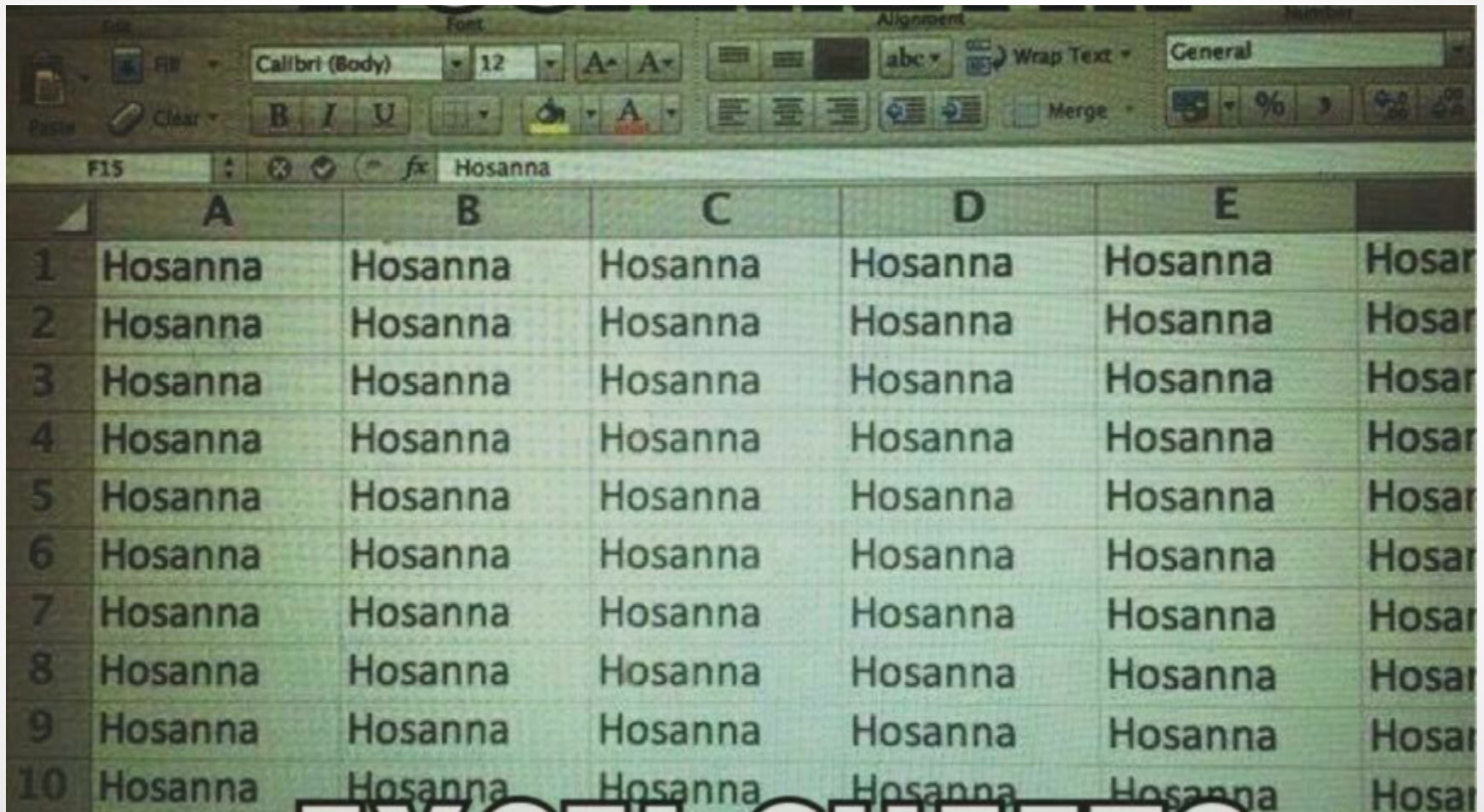


# Education & outreach



# THE END

## Hosanna in Excel Sheets



The image shows a screenshot of an Excel spreadsheet. The ribbon at the top includes the 'Font' tab with settings for 'Calibri (Body)' font, size '12', and various formatting options like bold, italic, underline, and text color. The 'Alignment' tab is also visible with options for text alignment and wrapping. The spreadsheet itself has a grid with columns labeled A through F and rows numbered 1 through 10. Every cell in this grid contains the word 'Hosanna'. The active cell is F15, which also contains the word 'Hosanna'.

	A	B	C	D	E	F
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