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
Branding

Brand Value

Brand Vitality

Differentiation

Relevance

Esteem

Knowledge

Brand Stature
Station Marketing Campaigns:
To invest...or not to invest?
The Converted
Changing demographics
KBAQ’s Marketing Campaign

Classically COOL
89.5 fm
KBACH
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
KBACH
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*
Yeah, it's kinda like this:

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

Like  Comment  Share
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
Yeah, it's kind of like this:
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.”
Classical Music In Popular Songs: You Know More Classical Music Than You Think

By MARY WILLIAMS & KARI ANDERSON  •  FEB 1, 2016
Sample spots: VPR’s Tune-In Campaign
Classical Music In Popular Songs: You Know More Classical Music Than You Think

By MARY WILLIAMS & KARI ANDERSON • FEB 1, 2016
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
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.

Classical Music Rising - 8/4/16
Marketing On Wheels
Before launching a marketing campaign...
Listeners first
Focus on the benefits
Benefits for listeners

Classical Music Rising - 8/4/16
Let’s talk...

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

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