

RADIO case study



Children's Hospital

Background

- Thanks to advancements in artificial intelligence it is possible to quantify everything happening in a radio broadcast.
- Through *Veritone's* proprietary platform, aiWARE, radio stations are able to provide full transparency on ployout of both spot and native campaigns.
- One major broadcaster is leveraging aiWARE to bring advertising efficacy in near real-time to its clients.
- The challenge for this case is that a leading children's hospital had never used radio as a brand and mission communication medium. Until now!

Objectives

- Introduce a Children's Hospital to the power that radio can provide to the brand.
- Position the children's hospital for care beyond orthopedics.

Strategy

- Engage in a radio test for the first time with one of the nation's leading media broadcasters who utilized Veritone aiWARE to quantify the value and impact of advertising.

WARETM

Solution

- Four-month campaign supporting the children's hospital's largest fundraising event.
- The campaign consisted of a combination of 30-second radio spots, testimonials, and targeted social media postings.
- aiWARE enabled the broadcaster to immediately quantify ROI and demonstrate delivery (and over-delivery) on campaign estimates.

Results

- Increased public awareness about the children's hospital mission and the key narrative.
- Helped the children's hospital exceed their fundraising goal by over 300%.
- aiWARE provided real time transparency and verification around the campaign, giving the children's hospital full visibility into the impact of their advertising campaign.
- Radio is now a regular part of the children's hospital marketing mix.



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