

RADIO case study

Federal Contractor Builds Awareness with Radio

Background

- A Federal Government Contractor that provides innovative technology services was experiencing branding and awareness related challenges.
 - Known for some services but not the full breadth that they offer.
 - They also had a branding issue with prospective clients referring to their company name in several different ways.
- Having never used advertising, WTOP-FM and Federal News Radio reached out with radio as the solution to their branding and awareness challenges.

Goals

- Increase awareness for the breadth of services the Federal Government Contractor provides.
- Reinforce the brand's name and develop trust and credibility.
- Drive new contracts and RFP's.
- Support specific initiatives for the company including:
 - Recruitment and retention of employees
 - Specific services offered by the company



Solution

- WTOP-FM and Federal News Radio launched a multi-platform campaign featuring leadership from the company to voice spots to provide first hand, personal story telling and trusted and credible insight on the brand, services and results they provide to their customers.
 - :30 second spots ran 40 times per week for 22 weeks.
 - Contextually relevant ad units ran on WTOP.com and WFED.com generating over 120K impressions per week among the core federal government target audiences.
- The campaign has run for 2+ consecutive years at high frequency levels.

Results

- 2MM+ people within the target audience were reached by the campaign.
- The Federal Government Contractor saw an increase in:
 - Brand buzz and awareness.
 - Government contracts.
 - Attention among various professional networks (for example: *"Was meeting with the Deputy Commander for NAVAIR this AM and he heard me on the radio. He was very complimentary"*)
 - Press releases picked up by media.
- The campaign has been renewed for 3 consecutive years.