

Radio Rules With Female Teens

Objective:

Drive consumer traffic to P&G's website, BeingGirl.com.

Media Strategy:

The company must be highly selective in media choices, since the focus is essentially younger females.

Radio Plan:

Efforts were centered around a Web-based sweepstakes. The sweepstakes was promoted with live DJ reads on one Radio station in each of eight top markets.

Results:

Nearly 200,000 visitor sessions were recorded at BeingGirl.com, with nearly 50,000 people entering the sweepstakes.

Procter & Gamble's BeingGirl.com is an information Web site targeted to teenage girls. The site includes a wealth of information on issues of concern to this demographic, including health, relationships, fashion, etc. Moreover, it fulfills the secondary purpose of promoting P&G's brands to Internet-savvy younger consumers.

Obviously, BeingGirl.com couldn't exist as a media outlet without traffic from consumers, so P&G is always looking for ways to convince them to visit the site. However, the company must be highly selective in its media choices, since the focus is essentially younger females. Radio fits this qualification with its ability to target specific demographic segments with its programming.



Derek Ross, Director of Marketing, in conjunction with the Promotion Marketing Group and Interep Interactive, developed an integrated Radio/online campaign to bring teenage girls to BeingGirl.com. The effort centered around a Web-based sweepstakes, offering a prize of a trip for three to Chicago to see 'N Sync in concert. To enter, girls were instructed to visit the BeingGirl.com Web site. The sweepstakes was promoted with live DJ reads on one Radio station in each of eight top markets. Other promotional elements included pop-up banners on two popular Web sites (mp3.com and Bolt.com), as well as targeted e-mails to more than one million teenage girls.

During the four-week promotional period BeingGirl.com counted nearly 200,000 visitor sessions, with nearly 50,000 people entering the sweepstakes. P&G's first integrated Radio/online promotion was deemed a success by the client.

With so many media outlets competing for their attention, P&G's teenage consumers can be a hard bunch to target, particularly in an online environment, where the most popular activity is playing games. Even with advanced new media strategies, companies like P&G need traditional media such as Radio that go everywhere with consumers. With daily reach of 80 percent among teens*, Radio makes a great partner when it comes to creating promotional buzz.

*(Source: RADAR (R) 71, Fall 2001, (C) Copyright Arbitron. Monday-Sunday, 24 hours, based on daily cume.)



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