

# Fox Uses Radio for “Real Time” Campaign

## Objective

Generate tune-in for second half of season premiere of “24” in just one day.

## Media Strategy

Develop a campaign that mirrors the simulated “real time” of 24.

## Radio Plan

Use fourteen different :30 spots in “real-time” successive order, building up to the broadcast of the show.

## Results

A “Huge” success. Fox plans to employ tactic again with Radio

**With a two-segment season premiere for the hit show “24,” Fox Broadcasting faced an unprecedented marketing challenge that demanded creativity, flexibility, accountability, and Return on Investment (ROI).** Senior Vice President of Fox Broadcasting Kaye Bentley explained, “We had only twenty-two hours to accomplish what we usually achieve in a week.”



Following the broadcast of the first segment on a Sunday night, Fox had to devise a way to generate viewer tune-in for the second segment, which would air on Monday evening. “We had to achieve the weight level of a week in one day,” said Bentley.

Moreover, the second segment could not be promoted within the first show as it would give away too much of the plot. Nor could it be promoted immediately following the broadcast of the first segment because Fox has no prime programming in that time slot.

## A CREATIVE SOLUTION - RADIO

Bentley needed a creative solution that could be executed on a national platform. Radio provided the answer. Fox teamed up with Clear Channel Radio Sales and the campaign aired on 980 Radio stations across the country.

Bentley’s idea was to develop a Radio campaign that mirrored the real-time model of the show, which follows the events of super spy Jack Bauer in a simulated twenty-four hour day. To engage consumers, she envisioned a series of short, successive messages, presented in a countdown format, and delivered hourly. Thirty-second Radio spots were ideal for the creative countdown concept, and the medium offered unique, hour-by-hour flexibility, and affordable production costs.

Fourteen different countdown “teaser” spots were created and scheduled to air on 980 stations, in a specified order, from 6 a.m. Monday morning right up to the broadcast of the show that evening.

The serialized campaign required accurate implementation of the schedule. It was imperative that the right commercial ran in the right corresponding hour. The copy for each spot was designed as a follow-up to the one that aired in the preceding hour, thus building suspense and excitement. “Each spot was different and specific to that hour,” Bentley explained. A spot out of rotation could throw off the entire campaign.

Fox secured the premium First In Pod (FIP) position and scheduled the spots to run in the first stop set of each hour. The countdown campaign ran on top of Fox’s already existing Radio flight of 60-second commercials, which aired in either the second or third stop sets. According to Bentley, “Using :30’s and :60’s in combination gave us a better opportunity for people to hear our message.”

The results, says Bentley, “were huge.” It worked so well that Fox applied the same tactic later that same week with two other shows, “Bernie Mac,” and “Johnny Zero.” Bentley also expressed her desire to develop similar concepts in the future that included other Radio groups.



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