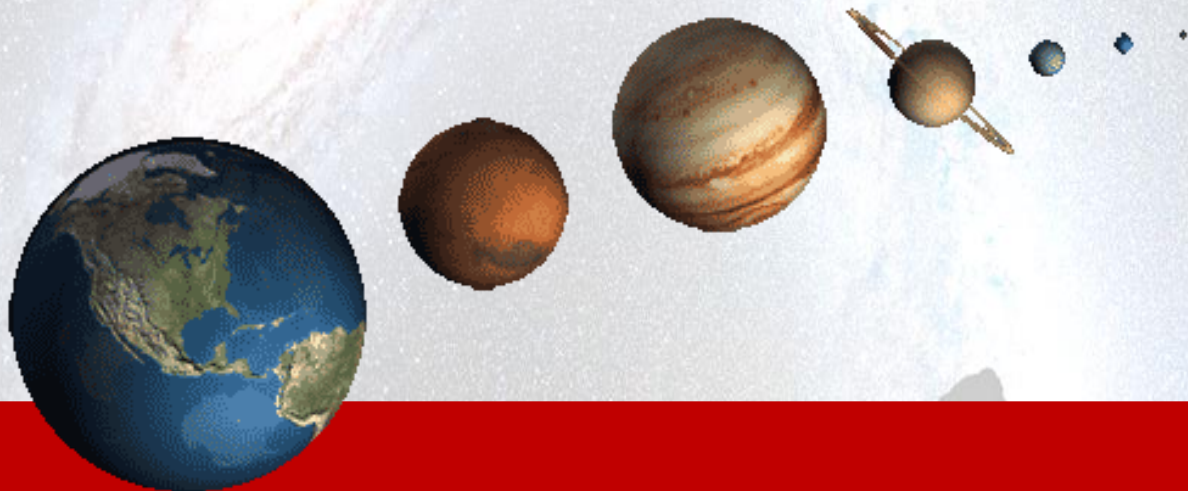


Destination Solar System



CBS Radio partnered with Adler Planetarium for **Destination Solar System**. Both the Adler Planetarium and CBS Radio are Chicago staples and worked naturally together for a meaningful partnership.

Destination Solar System was the hottest show of the summer much like all of the CBS Radio Summer Concerts! Our partnership sent families from the Chicagoland area to experience these exciting events!

CBS Radio successfully ran an integrated marketing campaign that introduced **Destination Solar System** to the Adler Planetarium's core target audience. Simultaneously, concert tickets were leveraged to give the audience a compelling incentive to register for **Destination Solar System** tours.

Integrated Marketing Campaign

On-Air Component

- Monthly branding schedule on US99.5 combining of :30's and short-duration commercials reinforcing interplanetary traffic-weather theme and promote the US99.5 summer concert series
- Listeners were prompted to register to win passes and concert tickets to summer concert series show
- Concert tickets were paired with family packs to Destination Solar System

:30 Commercial



:15 Commercial



Integrated Marketing Campaign

INET Component

- INET places short-duration Adler Planetarium commercials in premium-placed first in pod inventory across the CBS Radio cluster
- INET commercials effectively and efficiently stretch the media budget, providing Adler the ability to be on multiple stations
- INET extends brand awareness by offering a large reach and frequency platform

Traffic



Weather



Integrated Marketing Campaign

Promotional Component

- Adler Planetarium gained additional exposure through the entire summer with exclusive ownership of the code word of the day for **12** weeks during **PM DRIVE**.
- Adler Planetarium received 1 name mention per weekday, plus the code word of the day related to Destination Solar System.

Traffic Jam Code of the Day



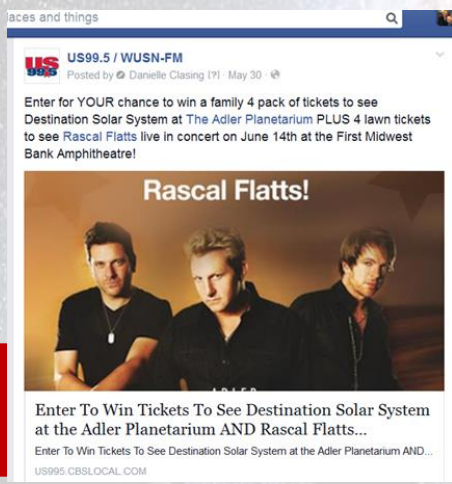
Integrated Marketing Campaign

Digital Component

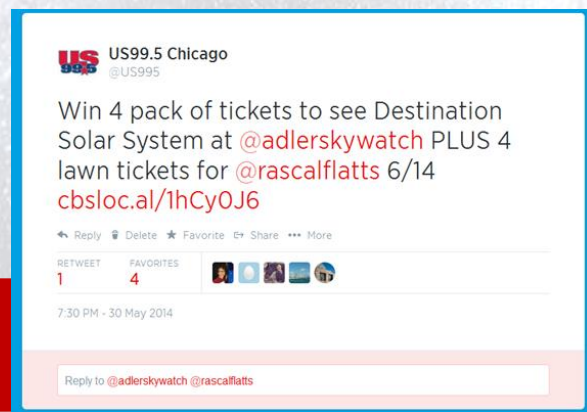
- 4-week campaign on CBSRadio.com including:
 - Static banner ad placement on contest page where listeners entered to win
 - Social media posts directing listeners to contest page to register to win

CBSRadio.com

Facebook



Twitter



Any Questions?

