
F • W • H

Foreman • Watson • Holtrey, LLP

Cromwell Radio Group

Radio
&
Digital Campaign

Clients Objectives


- Branded in the community as the local law firm
- Stronger social media presence with trending information and news
- Become a household name in the community and surroundings areas.

On-Air Presence

- Bad Weather Sponsor all 8 Stations
- Local High School Sports sponsor
- Sponsorship of Drive Home with Jordan Roos on 97X
- Object the ads segment on 100.5 The Vibe One Hour Commercial Free
- Kentucky Sports Radio Sponsorship – 102.7 The Game ESPN
- Law Enforcement Tuesday Sponsorship
- Monthly Safety Tips: On all 8 stations
- What the heck is going on - News Sponsor

On-line Presence

- Title Sponsor of The Community Corner Community Event Video's & Community Calendar
- Featured on Owensboro Digital Facebook Page & Owensboro Radio Website
- Part of giving back to the community by sponsoring the community which gives non-profits more air time for their charity or event.



TRAVIS HOLTREY

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Foreman • Watson • Holtrey, LLP

**IN YOUR TOWN
IN YOUR CORNER**

(270) 689-2412 **FWHLEGAL.COM**

2017 PLATINUM WINNER

Social Media Campaign

We create creative content and manage social media sites to grow audience through: Trending Topics, Relative News and Outside of the Box Marketing to stand out from their competitors.



On-Site Element

Sponsoring The Overlook Stage to give them a presents
at Friday After 5 Event.

To give the client the opportunity to personal introduce themselves to
the people in the community.

Along with giving back by handing out T-shirts and having a free
photo booth on-site with their logo on backdrop for branding
purposes online.



Strategic Alliances

Partnering with Habitat for Humanity :

Giving back to the community they serve and showing local involvement.



Total Annual Investment for
Radio & Digital Campaign:
\$60,000



Local Media - Fresh Ideas

94.7 WBIO • 92.9 WVJS • 97X • WTCJ 93.3FM • 100.5 THE VIBE
102.7 THE GAME • CJ 105.7FM • 101.3 98.7 & 97.9 WKCM

Results for our client

Doubled their online presence, increased new client cases and made them a trusted brand in the community. They were voted Platinum Winner of the reader's choice awards.

