RADIO case study



Background

- Lincoln Consolidated Schools (LCS) partnered with Cumulus Radio Station Group in Ann Arbor, MI to drive enrollment to their School of Choice program. Click Here
- The program was so successful that they chose radio to meet the challenge of finding bus drivers given the shortage that many school districts across the country were experiencing..

Objective

 Recruit bus drivers for the 2021-2022 school year.

Strategy

- Efficiently and effectively reach adults 18+ with a current Commercial Drivers License (CDL) within a 45-mile radius of Ypsilanti, MI
- Drive qualified traffic to the LCS employment page on the district's job posting platform.

Lincoln Consolidated Schools Sponsored · ② Lincoln Consolidated Schools is hiring full and part time bus drivers! Earn \$18/hr+, benefits, paid training and a signing bonus. Plus, enjoy a casual work environment and school holidays off! Apply online at www.lincolnk12.org or call (734) 484-7044 today. GENERALASP.COM Lincoln Consolidated Schools | Now Hiring Click here to apply! Comment Share

Solution

Cumulus Radio Station Group in Ann Arbor, MI partnered with LCS to activate a combined digital and broadcast campaign to drive qualified applications for the school bus driver positions. Elements included:

- Script development and spot production.
- Schedules on WWWW & WGL broadcasts and streams.
- Targeted Display Ads across the Cumulus Radio Station Group digital assets using geotargeting and niche demographic targeting to reach those with a CDL license or job title of "bus driver."

Results

 LCS received numerous applications and calls for the bus driver positions that set them on the path of filling all open positions prior to the start of the school year.







