



Celebrating America with Radio for 10+ Years

Background

- TD Bank in the New York suburban metro turns to radio for its unique ability to reach out and touch, feel and connect with the local community.
- Key to local partnerships is looking beyond "promotion," to provide customers with a special experience they can't get anywhere else.

Objectives

- Increase customer traffic to local, participating TD Bank locations.
- Drive new customer acquisitions.
- Reinforce TD Bank's commitment to the community and customers it serves.

Strategies

- Leverage the 10+ year relationship with Connoisseur Media Long Island's, WALK 97.5 team (programming, promotions, sales) to "break the rules" and create new, fresh experiences.
- Reach and communicate the core message to the target audiences and create a cross-channel and multi-faceted campaign to engage them to act.

Solution

"Celebrate America" is one of Long Island's major world class fireworks event during the 4th of July Holiday presented by TD Bank.



For the past 10 years, WALK 97.5 has been the exclusive media partner for this event, developing something really special and unique every year. Key elements include:

- Programming block simulcasting the music for listeners to tune-in while watching from afar.
- Ticket blitzes driving listeners to TD Bank locations to get VIP access.
- On-site broadcasts and promotional giveaways at the event.
- Event promotion on-air, online, on site and on social.
- DJ endorsements and promotion for one month ahead of the event.
- Special access to the event for TD Bank customers and station winners.



Results

- The campaign is in its 11th renewal with WALK 97.5.
- Each year, the event generates thousands of engagements on Facebook, Twitter and Instagram and other social media!
- TD Bank foot traffic and year over year new customer acquisition has increased commensurably.

