

RADIOcase study

Hunger Games

Objectives

- Hardcore Hunger Games fans were anxiously awaiting the release of The Hunger Games DVD. But even the most ardent Katniss supporters could use a little reminder.
- Raise awareness for The Hunger Games on DVD and the exclusive release at Walmart stores.
- Drive traffic to Walmart and sales of The Hunger Games on DVD.

Solution

- Katz Marketing Solutions worked with 62 local radio stations in 24 markets to provide on-air and promotional support before and after the release of The Hunger Games DVD, reminding listeners to buy their copy.
 - On-Air, local radio stations aired a series of high frequency, :05/:15 messages both before and after the release date.
 - 🔊 :05 Spot | WEDR-FM
 - 🔊 :15 Spot | All Markets
 - To enhance awareness for the release, and increase listeners' "hunger" for the DVD, listeners were given the chance to win the DVD on-air.
 - 🔊 WZLH-FM | Detroit
 - To further support on-air messaging, digital banners were posted on select radio station website homepages.



Results

- In the first two days of The Hunger Games DVD release, over 3.8 million units were sold – making it the highest grossing DVD release of 2012.

