

RADIO case study

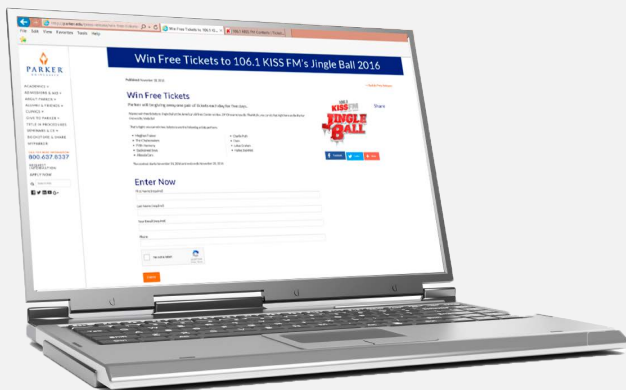
Parker University

Background


- Parker University is a comprehensive, nonprofit institution offering associate, bachelors, masters, and doctorate degrees in a number of health care-based programs.
- The university is the leading health and wellness education resource in the world that supports a diverse population through its commitment to excellence in teaching, research, and service.
- Parker University has never used paid media advertising to promote its brand but after numerous conversations with RAB regarding the power of radio, they decided to run a one week test with radio.

Objectives

- Drive awareness of Parker University's academic offerings.
- Increase student applications and awareness of Parker University's academic offerings



 Parker University - Jingle Ball

 Parker University - Health & Wellness EDU

Solution

“Virtual Ticket Hit” on KISS FM

- Every Parker University prospective student wants to win tickets to the KISS FM Jingle Ball.
- Through a partnership with iHeartMedia's KISS FM, Parker University was able to deliver Jingle Ball access to its target audience.
- A unique week long sponsorship, one lucky winner was awarded a pair of tickets each weekday in the week leading up to the big show. Sponsorship was supported by:
 - :15 on-air promotional spots.
 - Digital audio streaming, digital display banners on iHeartRadio.
 - Custom contest page on Parker University's web site - listeners signed up to win and Parker University captured email addresses for prospective student lead generation.
- :30 brand spot schedule ran in conjunction with the contest promotion.



Results

- 274 Page Views, 248 Unique Page Views
- 223 Entries, 142 Unique Entries
- Social shares on Facebook, Twitter and Pinterest
- Return Visits from Thank You for Entering Email