



Promotional Campaign Report

Job No: 1848
Committee: FOG
Campaign Name: What Not to Flush
Campaign Dates: 10/23-11/8/15
Target Audience: W25-54, A18+
Weeks: 2

PAID MEDIA

RADIO

Table with 2 columns: Metric (Impressions, Reach, Frequency, Spots) and Value (537,180, 54%, 3.0, 303)

Movie Theater

Table with 2 columns: Metric (Impressions) and Value (219,033)

ONLINE

Table with 2 columns: Metric (Audience Targeted Display Impressions, Clicks, Click through Rate, Native Content Ad Impressions, Click to view story page, You-Tube Pay-Per-View Video impressions, Partial views, Video pre-roll watched entire ad, Video clicks, Facebook Total Impressions, Total Facebook clicks, Facebook click thru rate (CTR)) and Value (92,875, 209, 0.23%, 35,012, 376, 28,977, 4,578, 112, 84,076, 1,006, 1.197%)

UNPAID MEDIA

Table with 2 columns: Metric (Total Added Value (radio and online), Display Ad Impressions, Video News Pre-roll impressions, Clicks) and Value (\$ 12,374, 212,497, 11,962, 621)

OVERALL CAMPAIGN

Table with 2 columns: Metric (Total Estimated Impressions, Total video views, Total Clicks, Total Budget, Total Exposure Value, Return on Investment, Cost Per Thousand Impressions) and Value (1,226,190, 16,540, 2,324, \$ 16,848, \$ 29,222, 1.73, \$ 13.89)

GOOGLE ANALYTICS

Table with 2 columns: Metric (Page Views) and Value (1,191)

Report Prepared By:



Date: 12/3/2015

*Added Value:

WVKL-FM: Web banner with link, Facebook posts with "Did you know..." tops from HRG, AskHRG tops included in the "1 Thing" platform on the station's web site
WNVZ-FM: Web banner with link, Facebook posts with "Did you know..." tops from HRG, AskHRG tops included in the "1 Thing" platform on the station's web site
WUSH-FM: Military Monday sponsorship, bonus spots, web banner with link
WVHT-FM: Eargasm Sponsorship - The hottest mix of music in HR every Saturday night 7p-1a. Includes min of 10 mentions, 20 mentions on Saturday, and apost on WVHT's facebook page
WTYD-FM and WXTG-FM: Bonus spots
Display ads on all radio websites.
WTKR.com ran display advertising and video news pre-roll