



Promotional Campaign Report

Job #: 1893
Committee: FOG
Campaign Name: Holiday FOG
Campaign Dates: 11/19-25/2016
Target Audience: Adults 25-64
Weeks: 1

PAID MEDIA

RADIO
Impressions 637,780
Reach 23.4%
Frequency 3.1
Spots 26.0

ONLINE
Audience Targeted Display Impressions 59,717
Clicks 26
Click through Rate 0.04%
Facebook Total Impressions 59,249
Total Facebook clicks 1,259
Facebook click thru rate (CTR) 2.125%
Native Content Advertising Impressions 9,890
Click to View Story 292

UNPAID MEDIA

Total Added Value \$ 8,663

OVERALL CAMPAIGN

Total Estimated Impressions: 766,636
Total Clicks: 1,577
Total Budget: \$ 5,501
Total Exposure Value: \$ 14,164
Return on Investment: 2.57
Cost Per Thousand Impressions: \$ 7.18

GOOGLE ANALYTICS

Page Views: 485
Page Ranking in Week: 1

Report Prepared By:



Date: 12/30/2016

Added Value:
WGH and WVBW - Karen West of WGH and Paul Richardson of WVBW will record a video in a kitchen about why you shouldn't pour grease down the drain. Listeners will be encouraged to visit the websites to see the "example" of how disposal of FOG should be done.
WVBW - Greatest Hits Weekends. The weekend of 11/18 - 11/20, AskHRGreen.org will be the exclusive sponsor. AskHRGreen.org will receive at least one mention per hour to air Friday 5pm through Sunday 12m.
WVBW - Best of Dick Lamb & the Morning Wave. Each Saturday morning, 92.9 The Wave airs The Best of Dick Lam from 6a-10a. The show compiles the funnies moments from the previous week's shows, along with the Greatest Hits. AskHRGreen.org will be the exclusive sponsor on Saturday, November 19 receiving ten recorded promo announcements on Friday 11/18, and four recorded promo announcements to run Saturday 6a-10a.