



OUTDOOR BROADCAST  
NETWORK

# Case Study

## Q107 – Live Tuning Campaign

### *Campaign Objective:*

To drive brand awareness and increase station tuning

### *Program Details:*

Q107 ran a Live Tuning media campaign with OBN on weekdays and a brand campaign on weekends. Q107 would post its station play list to a designated IP address. OBN programmed its servers to go out every 3 minutes and retrieve information about the current song being aired on Q107. The song title and artist name was then embedded into a Q107 OBN Template ad and aired on the OBN Network. When consumers saw the Q107 ads on our screens, they were able to see exactly what song was being played on Q107 at that specific moment. During commercial breaks or during DJ chatter, our servers picked up a designated Q107 promo spot (ie. Derringer in the morning, and Kim Mitchell in the afternoon).



### *Campaign Timing:*

April 2004 - February 2005

### *Media Purchased:*

LED Video - 10 second Spot on OBN LED Video Network (3 locations)

### *Creative Executions:*

3 template ads (2 station promo spots & 1 Live Tuning Template)

### *Summary:*

This campaign became the talk of the town in radio circles and won a 2004 Media Innovation Award.

***“Bronze Winner of a 2004 Media Innovation Award”***