

Boost Idaho Business

Background

- As COVID-19 hit the state of Idaho, Impact Radio Group a division of ILIAD Media Group set out to help local businesses get the word out that they are open, and what type of services and products they offer.

Objectives

- Support small market businesses (SMBs) who remained open during the COVID-19 crisis in Boise and Twin Falls, ID
- Drive awareness and action for the services that SMBs of Idaho were providing.


Strategy

- Treat the SMB community in Idaho as a sudden mass medical emergency that needed to be triaged.
- Implement FREE high frequency, simultaneous media schedules across 7 Impact Radio Group radio stations through a one week, 2-phased approach for 100 SMBs.



Solution

Boost Idaho Business

- Phase 1: Free high frequency schedules to 100 SMBs
 - Promoted the platform across the 7 Impact Radio Group radio stations and their social media pages
 - Launched a "Boost Idaho Business" website for advertisers to sign up for the program and complete forms for the stations to create scripts/spots.
 - Each of the 100 qualifying advertisers received 210, 30-second commercials to run across all seven of the company's Boise radio stations in one-week.
 - Many of the qualifying businesses had not been radio advertisers prior to the offer.
- Phase 2: "All in this Together" 
 - Impact Radio Group commissioned a local jingle to unify the local community in Idaho which expanded to a full song entitled "All in This Together."
 - The song became customizable for various sing in ad sing outs for any radio format.
 - SMB prospects were provided the opportunity to customize song copy and run across stations.
 - The jingles are also free of charge to download to all U.S. broadcasters at allinthis.org

Results

- All spot schedules were reserved within 10 hours of the promotion.
- Each schedule for each advertiser delivered a reach of nearly 140K adults 18+ and 400K impressions.
- 20% conversion by new to radio advertisers who continued their campaigns.