

RADIOcase study

Capital One

Objectives

- Capital One's campaign strategy and brand promise is that Capital One offers customers "MORE."
 - More value via free ATM's, free checking and higher than average checking interest.
- In an effort to localize their national branding platform to create more local relevance, Capital One partnered with Katz Marketing Solutions to create a consistent content-driven approach across 15 radio markets.
- Remind current customers of Capital One's ongoing value proposition.
- Increase new account acquisitions.
- Drive local relevance.



Solution

- Katz Marketing Solutions worked with local radio stations to create a unique, city specific campaign offering listeners "More to Love" about their hometown.
- "More to Love" :60 vignettes included insider tips, hidden gems, little known secrets and local Capital One sponsored event information.
- Over 135 unique vignettes ran across 15 active radio markets.
- All vignettes ran first in pod during Morning Drive.



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Results

- Based on the campaign's success, Capital One returned to Katz Marketing Solutions in the next quarter to expand on their "devastatingly local" efforts.

