

Final Fore Media

CASE STUDY: Merger Acceleration

Loud & clear marketing solutions that drive your business

AT A GLANCE

Final Fore Media (FFM) uses an analytical approach with research by deep diving into lifestyle habits, demographics and content interaction for your market. Then, we design your advertising mix to target your audiences. FFM captures and analyzes various metrics, milestones and data to track progress and campaign success.

CHALLENGES

Our client had recently gone through a merger in the Des Moines market right before the start of their busy spring season. They wanted to ensure they captured even more marketshare than in previous years. They needed to get brand and messaging out extremely fast and efficiently.

SOLUTIONS

To boost our client in the Des Moines market, and reach into its rural territories, FFM added Broadcast TV & Radio to the marketing mix, while also increasing Digital spend.



TV



Radio



Digital

RESULTS

Leveraging traditional & digital advertising methods resulted in a 360-degree strategy surrounding customers, delivery results.



20%+

Increase in website traffic



3.7%

Lift in website traffic after radio ads played

BENEFITS

1 Boost with Broadcast

Broadcast is a powerful tool to get your message out to the masses! While tracking results on linear media can be challenging, the long-standing and successful partnership with this client enabled us to refine a honed in, broadcast + digital complementary strategy that amplifies the effectiveness of both.

2 Omni-Channel Marketing

Pairing digital with broadcast creates a 360° strategy surrounding audiences. Reaching and retargeting them across all devices, at home and on the go.



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