

# RADIO case study

## Rock of Ages

### Objectives

- Warner Brothers “Rock of Ages” was about to rock movie theatres nationwide and the studio was looking for a promotional idea as big as the era’s trademark hair.
- Create buzz for the “Rock of Ages” release in key markets (NY/LA).
- Launch “Rock of Ages” through a contextually relevant promotion.



### Solution

- To launch “Rock of Ages” in true rock star fashion, Katz Marketing Solutions worked with Los Angeles legendary rock station KLOS/95.5 (also featured in the movie) and New York’s WAXQ/Q104 to host a one-of-a-kind “Rock of Ages” weekend takeover.
- KLOS and WAXQ dedicated the majority of their weekend advertising to a creative series of “Rock of Ages” themed on-air spots and promotions.

### Solution (continued)

- Beginning on the Wednesday prior to the weekend movie release, KLOS and WAXQ played a series of “Rock of Ages” trivia bookend blocks.
- To further support the program and provide a broader demographic reach, top-ranked LA and NY hit music stations KIIS and WHITZ ran the trivia bookends as well.

🔊 Bookend Opening | :30 Spot

🔊 Bookend Close | :30 Spot

- Every hour from 3pm on Friday until 7pm on Sunday, KLOS and WAXQ aired extended length (i.e., :90 & :120) spot featurettes, and top and bottom of the hour IDs.

🔊 Feature #1

- Participating stations provided digital support, including streaming spots, pre-roll video ads, station homepage takeovers, and rich media overlays.

🔊 Feature #2

- The weekend was also highlighted by various promotional mentions, movie pass giveaways to see the show, digital display on KLOS outdoor board on I405 and more!

### Results

- The aggressive five day takeover used just four radio stations to deliver nearly 21,030,396 ad impressions (A18-49).