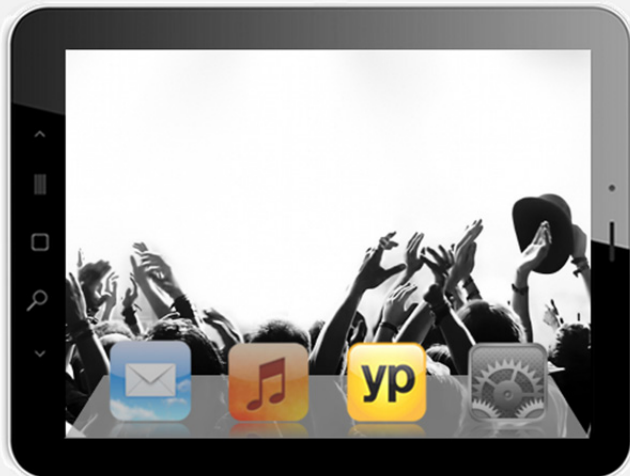


# RADIO case study

## YP

### Objectives


- YP (YellowPages.com) was looking to raise overall awareness for their brand, as well as increase usage of YP.com and the YP mobile app, in eight markets (New York, Los Angeles, Chicago, Philadelphia, Dallas, Boston, Atlanta, San Francisco).
- With this in mind, Katz Marketing Solutions worked with YP, BSSP, MEC Global and more than 65 local radio stations to develop a fun and effective eight week campaign that leveraged two of radio's greatest assets – personality endorsements and local concerts.
- Reach “Digital Do Mores”: Adults 18-49 who are always looking for new websites and useful apps, in eight target markets.
- Raise overall awareness for the YP brand and showcase the product features.
- Increase searches on the YP site and increase downloads of the YP mobile app.



### Solution

#### “Y U YP” Endorsements

- Station Personalities lent local credibility to the power of YP search by highlighting a specific feature on the YP.com site, or function of the YP app, which proved useful in their personal search of the local area.

 [Damien Fahey | KBIG Los Angeles](#)

#### “Front Row” Promotion Overlay

- In addition, stations created a “Front Row” promotion. On air, promos encouraged listeners to download the YP mobile app, place it in their mobile devices’ “front row” for the chance to win “front row” seats (or a VIP experience) at an exciting local concert or sporting event.

 [YP Front Row Contest Promo](#)

### Results

- Nearly 7,000 listeners entered the “Front Row” promotion and YP saw a significant bump in YP app downloads and YP.com searches across the eight targeted markets.