

# TESTIMONIAL WCBS FM 101.1



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**Outdoor has proven to be a perfect match for a radio station looking to create awareness.**

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*After a much hyped launch, the radio station constantly received e-mails from listeners who noted that they weren't aware they were back until they saw the billboards. WCBS FM used out-of-home to build awareness and re-define their evolving brand.*

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## **Media Mix**

Bulletins  
Subway 2-Sheets  
Car Cards  
Urban Panels

## **Market**

-New York  
-New Jersey

## **Objective**

WCBS FM 101.1 wanted to get the message out that their station had returned to the Tri-State area. At the same time, WCBS FM wanted listeners to be aware that their station had evolved to a format that plays the greatest hits from the '60s, '70s, and '80s.

## **Rationale**

The multiple media formats allowed WCBS FM to fully saturate their desired markets and reach the masses, reaching both the potential listeners in their cars and adults who "listen at work" and ride public transit.