

RESULTS

HOUSTON, TEXAS

KHPT-FM www.1069thepoint.com

ABC Pest, Pool and Lawn Services provide reliable, environmentally responsible, and superior services, which surpass the expectations of their customers.



Problem:

ABC wanted to overcome their “pest control” stereotype and promote their pool and lawn services. They also needed to find a radio station in the Houston area that would reach their target audience.

Plan:

Involve ABC Pest, Pool, and Lawn Service in a holiday promotion that will increase awareness of the company and its many different services.

Process:

The holiday promotion, titled “Don’t Let Dad Hang the Lights,” advertised ABC’s service to decorate homes for the Christmas season. The promotion ran on the air and on the web. A picture DJ Ron Parker’s house after it was decorated was posted on the web. An ABC holiday decorating service was given away to a listener in an on-air contest.

Performance:

The promotion successfully increased ABC’s awareness within its target audience. The holiday decorating services also generated new pool and lawn clients. The owner was so pleased with the campaign that he committed for next year, and with an increased budget.