

CRN Delivers PSAs

Driving awareness
and action on
public issues



ELEVATED CONSUMER PERCEPTION • SANUS, the leader in flat-screen wall mounts, wanted to air PSAs to address the problem of TV tip-overs, which can cause serious childhood accidents and fatalities. CRN intensified the PSAs by having on-air personalities with young children talk about the issue. The campaign connected the brand to accident prevention while maximizing the marketing budget with a media value more than 21% over investment.

10%
sales lift at
key retailers



CREATED MILLIONS OF IMPRESSIONS • Angel Soft® wanted to expand its long-standing Angels in Action program with a community challenge to reach one million volunteers. CRN supported the PSAs using personalities, station events, and on-air content to announce the challenge. Local retailers joined the effort and provided in-store support and free displays. The combination delivered millions of impressions in just eight cities.

34
million
impressions



DOUBLED ON-AIR MESSAGING • California wildfire victims needed immediate support and advice. The Allstate Foundation established a \$1 million relief fund, but it needed to communicate its commitment to help rebuild. In just days, CRN had radio personalities on the air to share experiences, voice spots, and feature Allstate's Family Disaster Action Plan. PSAs and interviews with Allstate executives aired at no charge in the most devastated cities.

780
additional on-air
messages



MADE A DIFFERENCE • CRN helped The Petco Foundation add support for its *Think Adoption First* program, which addresses the limited resources of animal shelters by matching homeless pets with loving families. CRN's pet friendly campaign used pet adoption stories of station personalities, photo contests, station-hosted weekend adoption events at local stores, and a pet adoption PSA to increase mindshare for Petco's cause.

42
million
impressions

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