

WDUV and Blair Communities Success Story

PROBLEM

The existing housing community was going to be upgraded and augmented in size. They would have to sell these units cost effectively. They had never used radio and saw it as an unknown and perceived high-ticket expenditure.

PLAN

Air radio schedules and effectively track performance of the marketing strategy in play.

PROCESS

Perform effective CNA to decipher most important elements in decision makers' minds when it comes to buying a home in a country club community. Once these elements were decided on, the commercials were written and schedules were matched to air the lifestyles of the targeted public.

PERFORMANCE

BLAIR COMMUNITIES was able to greatly increase the sale prices of the homes, this was based on the demand created by the marketing strategies employed. BLAIR COMMUNITIES was also compelled to purchase an adjacent 300 acre plot to develop putting in action the strategies and plans outlined herein. The client will be utilizing Cox Radio's WDUV-FM into the future as its only radio partner and will further its marketing efforts by expanding to make use of our internet products.



TAMPA BAY'S KEY CONSUMERS!