



# Rother Radio

Case Study

# Alight delivers “massive boost” for local Radio station

## THE BRIEF

To generate awareness for Rother Radio and its availability as a new DAB channel, throughout Rotherham and Sheffield.

## THE CAMPAIGN

A D6 campaign, using hyper local, digital screens to generate local fame in and around the South Yorkshire towns.

The campaign supported PR activity, run by the local radio station- bringing the faces of their DJs to the local community, across September 2022.



Using availability on D6 panels across South Yorkshire



Impressions received



Plays received





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## THE RESULTS

The campaign played out at 191%, delivering almost 450,000 impressions over the month of September.

*“The digital screen campaign was a massive boost to getting our brand out there...thank you from our team to yours”.*

**- Nigel James-Presenter & Sales Executive at Rother Radio**

