



Case Studies

Consumer Tech Brand Drives Increases in Awareness, Conversion and Sales with Cross-Platform Audio Campaign

Campaign Goal

Drive brand awareness, conversions and sales with target Gamer audience during key Q4 sales period.

iHeartMedia Solution

- Utilized Broadcast Radio in key markets targeted to Gamer audience to drive awareness and consideration
- Targeted Gamers audience through psychographic networks in podcast and streaming to drive conversions
- Leveraged host-read creative from top personalities to maximize engagement
- Built always-on approach to stay top-of-mind in Q4 plus, a heavy-up strategy around key shopping days like Cyber Monday

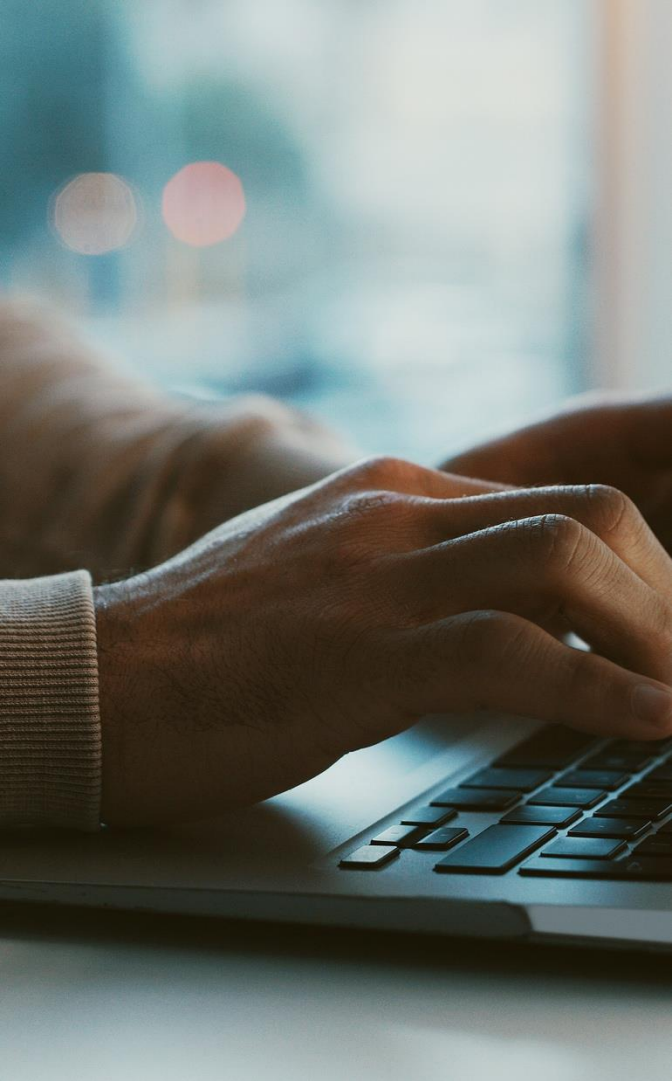
Campaign Results

1.1M+
IN ATTRIBUTABLE
WEB VISITS

\$6.2M+
IN ATTRIBUTABLE
SALES

\$19.50
ROAS FROM
DIGITAL ALONE





CASE STUDY

Tech Podcast Raises Awareness for New AI Software Through Multi-Platform Campaign

AI Powered PCs

The Challenge

- Build excitement and brand awareness while educating the marketplace on the benefits of AI powered PCs during Back to School and Holiday seasons, ultimately driving online and in-store sales.

The iHeart Solution

- Leverage tech expert and TechStuff host, Jonathan Strickland to create a custom branded episode and social video shared on iHeartRadio TikTok and Instagram.
- Using iHeart's data solutions, we targeted brand messaging to key cohorts of Tech Enthusiasts, Social Media Users, and iPhone Users.
- We amplified brand messaging across all audio platforms through host reads, brand mentions in contextually relevant content, and within a first-to-market Motion Activated Audio unit available only on the iHeartRadio app.

The Results

87%

Took Action*

53% visited
the brand website

+31%

Lift In
Consideration

+16%

Lift In Likelihood
To Recommend



CASE STUDY

iHeart Drives Web Traffic For Clean Skincare Brand During Black Friday and Cyber Monday

The Challenge

- The aim of this campaign was to drive web traffic and online sales with authentic creative during peak holiday shopping season

The iHeart Solution

- For this 5-day campaign, iHeart zeroed in on the skincare brand's target audience within iHeart Audience Podcast Network through Cultivator, Rising Star, and Thrive Psychographic Networks and Exclusive iHeart Audience data for Women 25-54 and Skincare Enthusiasts. Extended Display was also layered on to retarget a consumer once they had heard the ad.
- The iHeart Brand Studio collaborated with the clean beauty brand's team to record authentic audio creative, with sound design and voice casting that perfectly conveyed the company's fresh, youthful, mindful, and clean values to consumers. This combined with a time-sensitive call-to-action drove conversions.

The Results

\$170k

In Sales

The average purchase was **over \$100**

5,849

Engagement Events

1,713 purchases and **4,136 leads** to website

8.5x

Return On Investment

Campaign directly increased sales

BEAUTY BRAND WINS BIG WITH iHEART CAMPAIGN PROMOTING NEW PRODUCT LAUNCH

Campaign Goal

- Beauty/CPG client was looking to **drive awareness for a new product launch**
- There was a very short turnaround time before the launch, so they needed iHM's help to amplify their marketing efforts

iHeartMedia Solution

- For the initial push, the iHM team utilized **broadcast endorsements with Premiere personalities** in target markets – **streaming & podcast psychographic networks** were added to further reach
- After the initial push, **podcast host reads** and **audience targeted streaming** were added

Campaign Results

+624%

INCREASE IN WEB TRAFFIC
OVER 5 MONTH CAMPAIGN

+9,943

CONVERSIONS
ATTRIBUTED TO iHM
CAMPAIGN





CASE STUDY

Tech Company Launches Successful Rebrand through Local Broadcast Radio and Zip Code Targeted Podcasts

Quantum Fiber Internet Provider

The Challenge

- Spread awareness of rebrand and availability of quantum fiber internet service in new markets

The iHeart Solution

- Sponsorship of local professional sports teams in two key markets through **high reach and frequency broadcast radio** for top-of-funnel awareness
- Zip code **targeted podcast advertisements with** to drive customer response and conversions
- **Measurement Partners:**
 - ArtsAI for Podcasts
 - Veritone for Broadcast Radio

The Results

158k

Attributable
Conversions
Podcasts

2.4k

Confirmed
Orders
Podcasts

+15%

Increase in
Web Traffic
Broadcast
Radio



Country music star, **Walker Hayes** at the 2024 iHeartCountry Festival

CASE STUDY

Multi-Platform Campaign Generates Strong Awareness and Purchase Intent for National Retailer

National Retailer

The Challenge

- Drive awareness and purchase intent.

The iHeart Solution: Multi-Platform Campaign with Custom Activation at the iHeartCountry Festival

- Impactful 360 program that included significant broadcast, podcast, and digital & social elements in the lead-up and following the iHeartCountry Festival.
- Custom fly-away sweepstakes to the iHeartCountry Festival to create an additional layer of consumer engagement.
- Host read creative from top national and local iHeart personalities including Bobby Bones and Lunch Box to drive purchase intent.
- Custom event activations and content that brought their partnership with a Country Music star to life for millions of fans.

The Results

BRAND AWARENESS

+14%

Increase in unaided awareness and +93% increase with Bobby Bones Show listeners

FAN AFFINITY

+39%

Increase in Fan Affinity

PURCHASE INTENT

+37%

Increase in purchase intent amongst Bobby Bones Show listeners



Lance Bass road tripping in Hyundai Kona



Dance floor & photo op at House of Music



CASE STUDY

Hyundai Wins Big with iHeartRadio Music Festival Sponsorship and Multiplatform Promotional Campaign

National Auto Partner

Campaign Goal

- Boost brand awareness and opinion while creating an engaging consumer journey along the way to the 2023 iHeartRadio Music Festival.

The iHeart Solution:

- Use **trusted and beloved creators** and their shows to reach consumers where they are through brand spots, podcast show integrations and sponsored social content.
 - **Featuring:** Lance Bass, Danielle Fishel, Will Friedle, and Rider Strong
- Two major activations at the **first-ever House of Music** including ownership of the dance floor that was labeled a huge success by festival attendees
- Enriched the journey of fans and **increased brand perception** through the deep connections fans have with our trusted voices
- National programming spots, custom content from beloved hosts like Bobby Bones & live radio broadcast with **brand tags running across 726 stations**

Campaign Results:

+63pt

Purchase intent among festival attendees

+41pt

Brand Opinion Lift of Festival Attendees

+8pt

Aided awareness of podcast listeners



SUCCESS STORY

Major Restaurant Partners with iHeart Hosts for Massive National Margarita Day Campaign

National Restaurant Chain

Campaign Goal

- Position and highlight national restaurant brand as the margarita experts and the #1 destination for margaritas.

The iHeart Solution:

- On National Margarita Day, iHeartRadio teamed up with national restaurant brand to celebrate their position as the ultimate margarita destination.
- Hundreds of iHeart on-air hosts amplified the message, reminding listeners of the restaurant's signature margaritas.
- Further excitement was ignited by Ryan Seacrest's National Margarita Day Song Contest, where listeners were invited to showcase their love for margaritas through original music.
- To maximize participation, we partnered with key hosts from iHeart's Creator Network to drive song contest submissions for a chance to win prizes.

The Results

527K

Total Video Views
(206% greater than avg. video views for influencer campaigns in the fast food /restaurant category)

5K

Social Media Engagements
(213% greater than avg. engagements for influencer campaigns in the fast food/restaurant category)

233

Song Submissions for Sweepstakes



Erin Andrews



The Edge, NYC

CASE STUDY

Live Activation & Amplification Campaign Generates Massive Buzz and Earned Media for New Vehicle Launch

National Auto Brand

The Challenge

- Reveal the auto brand's new flagship 2025 vehicle model through an elevated and bold moment that breaks through the cluttered auto marketing landscape.
- Key focus on gaining earned media and press while driving awareness of the new model for the brand.

The iHeart Solution:

- iHeart partnered with the auto brand to develop a never been done before stunt where a new vehicle was featured atop the EDGE in NYC (the western hemispheres largest outdoor sky deck) via a private VIP party hosted by iHeart Podcast host and NFL Reporter Erin Andrews and with a live-streamed performance by A-list musician Jon Batiste.
- iHeart sourced and produced the venue and livestream, which was hosted on iHeart's YouTube Channel with a 48-hour VOD
- Partnered with top social creators to attend the event and capture content reaching the brand's target audience.
- Activated iHeart's multi-platform media approach to amplify the event and drive awareness of the vehicle
- Partnership was featured in major PR outlets including Yahoo Finance, Forbes, CNN, LinkedIn and more!

The Results

LIFT IN SOCIAL NET SENTIMENT

2.2X

Higher than the auto brand's general social brand sentiment

SOCIAL NET SENTIMENT BEATING THE COMPETITION

67%

Higher vs. the auto brand's competitive set

LIVESTREAM REACH SUCCESS

2X

The YouTube views vs. campaign guarantee



CASE STUDY

Hyundai Drives Significant Lifts in Core Brand Metrics with Comprehensive Multiplatform Partnership with iHeart

National Auto Partner

The Challenge

- Increase consumers' awareness of and emotional connection with **It's Your Journey** brand platform through authentic creative content. Hyundai will leverage the massive promotional media surrounding the **iHeartRadio Music Festival** across podcasts, social, broadcast and other media to capture audiences' attention at scale and with massive impact.

The iHeart Solution:

- We built on the success of year's past with executions such as **themed podcast episodes, social tune-in videos, "always on" podcast, streaming & broadcast, and the Bobby Bones Green Room Sponsorship**
- **2x Ben & Ashley Themed Episodes +** corresponding Social Tune-in Videos
- **2x Bobby Bones Themed Episodes +** Corresponding social Tune-in Videos
- **"Always-On" rotational host reads** and Audience Targeted Producer reads ran nationally
- And we grew our partnership with new executions like a **live podcast event, bonus episodes** and **sweepstakes** to drive social engagement

Campaign Results

+4pt

Favorability

+3pt

Consideration Intent

+3pt

Recommendation Intent