

# Norton **HD** Case Study: 001

## 3CDC / Fountain Square

### Network Run:

December 27, 2006 – January 11, 2007

(16 total days)



**Question:** What Would Make 292 Skaters In 7 Days Ask for \$1?

**Answer:** The Norton **HD** Outdoor Network

Norton Outdoor provided 3CDC with advertising time on their new Norton HD Outdoor Network. 3CDC shared a “play list” with 4 other PSA advertisers. On average the 3CDC ad played 1 out of 18 times on the network (5.5%). Paid advertisements own 1 out of 6 “play lists” on the network.

Despite consistently unseasonably warm temperatures throughout the Holidays and early January, there were 7,322 skaters who “braved the warm” on Cincinnati’s Fountain Square during 7 days from December 27<sup>th</sup> through January 11<sup>th</sup>. Almost 300 of these skaters took the time to mention the ads from the Norton HD Outdoor Network.

Overall, there were almost 3 times as many skaters on Fountain Square in 2006 as there were the last time it was offered, in 2004. Norton Outdoor is proud to be part of this success story.

| <u>Skating</u><br><u>Days</u> | <u>Percentage</u><br><u>of Overall</u><br><u>Time</u> | <u>Ad</u><br><u>Mentions</u> | <u>Total</u><br><u>Skaters</u> | <u>Ad</u><br><u>Mentions</u><br><u>% of Total</u> |
|-------------------------------|---|------------------------------|--------------------------------|---|
| 12/27/2006                    | 6.7%  | 38                           | 776                            | 4.9%  |
| 12/28/2006                    | 6.7%  | 103                          | 1814                           | 5.7%  |
| 12/29/2006                    | 6.7%  | 46                           | 1842                           | 2.5%  |
| 12/30/2006                    | 6.7%  | 76                           | 1874                           | 4.1%  |
| 1/2/2007                      | 3.3%  | 9                            | 533                            | 1.7%  |
| 1/6/2007                      | 4.2%  | 13                           | 453                            | 2.9%  |
| 1/11/2007                     | 4.2%  | 7                            | 30                             | 23.3%   |
| Total 12/27/06 -<br>1/11/07   | 5.5%  | 292                          | 7322                           | 4.0%  |

\*Source: 3CDC