

# Norton**HD** Case Study 004

## State Library of Ohio's "Know it Now" Campaign

### Network Dates:

May 28 – May 30, 2007

June 4 – June 6, 2007

6 Total Days



The "Know it Now" campaign from the State Library of Ohio kicked off on the NortonHD Outdoor Network on Wednesday, May 28, 2007.

The goal of the campaign is to create awareness of the website [www.KnowItNow.org](http://www.KnowItNow.org), Ohio's live online reference site. The creative (above) had a specific call to action – visit the website to learn more about the service.

Upon running two separate 3-day campaigns on the entire NortonHD Outdoor Network, the webmaster for [www.KnowItNow.org](http://www.KnowItNow.org) provided the following information for website sessions:

May 28-30, 2006: 470

May 28-30, 2007: **892**

June 4-6, 2006: 530

June 4-6, 2007: **892**

Based on the above information, it's safe to say the exposure the State Library of Ohio received on the NortonHD Outdoor Network contributed to the increase in awareness of the [www.KnowItNow.org](http://www.KnowItNow.org) campaign, resulting in hundreds more website sessions.