



PROBLEM

KLRU is a PBS member station in Austin, Texas that needed to escalate awareness of a web series featuring Aaron Franklin, founder of Franklin BBQ, to a new audience with a likelihood to donate to produce the show.

OBJECTIVE

Identify and understand individuals passionate about BBQ and with an interest in cooking, who would be willing to help fund the 2014 webseries BBQ with Franklin.

SOLUTION

KLRU used People Pattern to identify and understand the audience interested in BBQ across social media to uncover a new pool of donors based on demographic and psychographic attributes. Through tailored audiences, KLRU was able to reach an audience previously unaware of the BBQ with Franklin series.

RESULTS

4.58%

Engagement Rate on ads

54%

Total traffic to the campaign website from People Pattern's Tailored Audience

101%

Donation goal reached