



Want to get more for your media dollar? TCAA delivers.

In a head-to-head competition with one of the largest media agencies in the world, TCAA planned and executed a far more efficient radio campaign for one of its clients.

The Facts

TCAA and a competing media agency giant were given the following criteria for their media proposal:

- > Target M18-34 in a major US metro market
- > Spend a budget of approximately \$100,000 as efficiently as possible

The Results

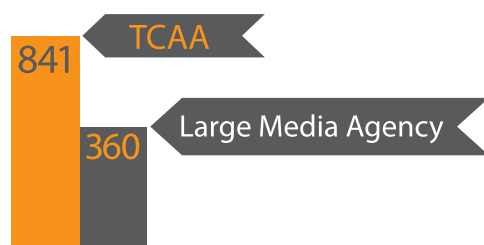
TCAA was chosen as the media partner and the proposal was accepted based on significant cost efficiencies outlined below in Gross Rating Points*.

*Gross Rating Points (GRPs) are the universally accepted advertising metric used to judge a radio campaign's reach and frequency.

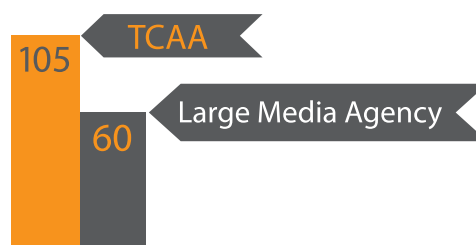
TCAA delivered nearly 2.5x more GRPs over a 25% longer flight versus the large media agency's plan. Additionally, TCAA negotiated and delivered added value via:

- > (40) :30 bonus spots
- > (35) :05 billboards
- > (58) :10 billboards
- > 81,000 web impressions

TOTAL GRPS



GRPS PER WEEK



The Bottom Line

“Fierce negotiation skills” are a job requirement at TCAA and every day our clients benefit from our media buying tenacity. The media buying and planning expertise we provide helps our clients realize campaigns of substantially more reach over longer flights with significant amounts of added value. In short, they get much more for their media dollar.

Put TCAA to work for your bottom line. Contact us at info@tcausa.com.

