

Bell Fibe and CTN

GOLD AWARD WINNER

Live traffic reports deliver results and creative opportunities for your message, explore our Bell Fibe case study.



CTN

BACKGROUND

To introduce Bell Media's Fibe TV's Restart, which lets audiences watch a show already in progress from the beginning, Bell Fibe wanted to target competitors' subscribers and demonstrate Restart's functionality.

Utilizing the Canadian Traffic Network, the idea was to engage consumers by disrupting them when they were engrossed in their favourite newsworthy traffic content. CTN radio affiliates participated in the stunt: after giving the live on-air traffic report, reporters restarted the report beginning with "courtesy of Bell Fibe's newest feature, Restart" message.

ROI

When the radio initiative was in market, subscriptions for Bell Fibe increased by

▲11%



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