Don't Hang Up On Relay

A 360 degree statewide marketing program

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The Marketing Objective & Campaign Info

- **MARKETING OBJECTIVE:** To get *business owners* across the state of Missouri to request training and information on Relay Missouri through a specially created website - eventually instructing their employees to "Don't Hang Up On Relay".

- **TIME FRAME:** Four months, August – December 2008.

- **GEOGRAPHIC REACH:** The State of Missouri (see map)
  - St. Louis
  - Kansas City
  - Jefferson City
  - Columbia
  - Springfield
  - Osage Beach
  - Cape Girardeau
  - Poplar Bluff
  - Kirksville

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The Campaign Concept & Media Mix

- **CAMPAIGN CONCEPT:**
  - **WEBSITE/VIDEO:** Through a standalone website at www.donthanguponrelay.com, visitors will be able to visit four main areas: History of Relay Missouri, Training, Preferred Businesses, and Contests.
  - **MEDIA:** A media mix including online and on-air features will be placed in every major (and mid-major) market in the state.
  - **WORKSHOPS:** Emmis Marketing Group will serve as a host for two workshops throughout the four month campaign.

- **MEDIA MIX:** This campaign will be heard and seen in nearly every area of the state.
  - St. Louis – 97.1 FM Talk
  - Kansas City – 710 KCMO
  - Jefferson City/Columbia – KFRV 1400
  - Springfield – KSGF 1260
  - Osage Beach – KRMS 1150
  - Cape Girardeau – KZIM 960
  - Poplar Bluff – KWOC 930
  - Kirksville – KTUF 93.7

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