

Somos Radio
Hispana



HRN
Media Network

Hispanic Radio Network

Case Studies



Case Study: Pine-Sol 2019 Hispanic Network Radio



- **Overview:** As part of their 2019 media plan, Pine-Sol directed a portion of their advertising budget for Hispanic media in order to address the ever increasing Hispanic population in the U.S. - specifically Hispanic women 18-49
- **Brand Challenge:** To speak to the Hispanic market in an efficient and effective media environment with maximum US coverage as well as strong coverage in high density Hispanic DMA's
- **Hispanic Media Challenge:** To find the optimal Hispanic media channels.
- **Solution:** Utilize Hispanic network radio as part of the media mix due to its':
 - Market penetration
 - Strong one to one relation radio personalities have with their audience
 - Ability to reinforce TV campaign and extend reach
 - Efficient pricing
 - Low cost of entry from a production perspective and ability to change copy easily
- **HRN Solution:**
 - Utilize the reach and efficiency of our Reach Plus network
 - Personality integrations via live reads integrations and billboards with Rashel Diaz – host of the Rashel Diaz radio show and part of Telemundo's *un Nuevo dia* morning TV show



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- **Results:**
- **Media Ordered:**
 - **Flight:** Six Weeks Flighted (3 weeks on, 2 off, 1 on, 2 off, 1 on, 2 off, 1 on)
 - **TRPS:** 46.7
 - **Gross Impressions:** 6,472,600
 - **Reach & Frequency:** 12.6/3.6
- **Delivered:**
 - **TRPS:** 61.7 (132 index vs, ordered)
 - Included 15 grps in bonus weight
 - **Gross Impressions:** 8,692,000
 - **Reach & Frequency:** 13.8/4.5

Pine-Sol and other Clorox brands continues to advertise with HRN to this day.



About GenMediaPartners

Gen Media Partners is an integrated sales, marketing and content company that steers the operations of :



Gracias

Thank you



<https://genmediapartners.com/wp/hrn-media-network/>