

CASE STUDY

AUSTIN PUBLIC  
HEALTH

## OBJECTIVE

Increase awareness and applications for WIC (Woman, Infants, and Children) in Austin.

## STRATEGY

Created and implemented a fruit and veggie quiz including custom questions and a grand prize. Quiz was promoted through a combination of programmatic display ads and ACL-Radio station specific on-air promotional announcements, social media and display ads.

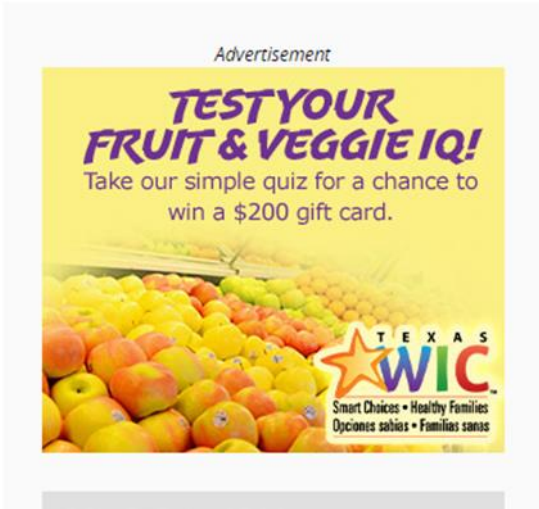
## THE RESULT

**265** quiz entries

**WATERLOO**  
MEDIA  
AUSTIN, TEXAS

# CREATIVE

## AUSTIN PUBLIC HEALTH



Programmatic display ad



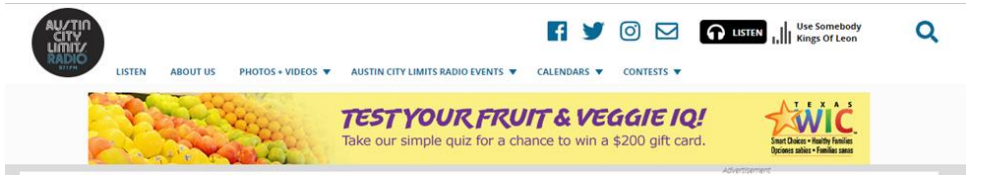
Twitter Post



Contest Page ACL-Radio.com



FACEBOOK Post



ACL-Radio.com header