



THE WEATHER COMPANY LOCAL BUSINESS CASE STUDY SERIES



“We loved the ability to associate our brand with the national brand of the Weather Channel.”

ABOUT THE ADVERTISER:

Second City, the renowned Chicago comedy troupe, uses digital marketing to drive ticket sales for its Chicago location, as well as grow viewership of its online comedy video network (www.secondcity.com).

WHAT THEY DID:

In March 2013, Second City ran a campaign on The Weather Company’s digital and mobile properties, including weather.com, wunderground.com, and the Weather Channel mobile apps. Ads were geo-targeted to The Weather Company visitors looking at Chicago weather.

Second City uploaded their own creative and used the online creative builder embedded in The Weather Company’s self service tool. Two campaigns ran—one promoting ticket sales, and one promoting the online video network. The creative process let Second City easily re-use existing creative and build new ads from materials from their website. The process took less than 5 minutes to develop and approve!

HOW THE CAMPAIGN PERFORMED:

Second City’s campaign ran during a particularly active weather month in Chicago. Regular users

access the Weather Company’s digital properties on a daily basis, during the ‘planning’ part of their day. And those consumers in a planning mode had information on products that could keep them entertained during a rough winter month.

As a result of this one new advertising vehicle, Second City experienced a significant increase in traffic, and over 3,400 leads for ticket purchases and 3,300 visits to the online video network.

WHAT’S NEXT:

Robin Hammond, Director of Marketing for Second City says: “We loved the ability to associate our brand with the national brand of the Weather Channel. Even though we’re nationally-known, we need to market both to Chicago residents and visitors, and The Weather Company properties are a great way to do that.”

