

Interactive Online Guide Engages Local Businesses & Consumers

MyFoxLA's HOTLIST

Case Study



"As a marketer, I can't think of anything better than having this ongoing database of consumer preferences."

Adrienne Anderson
VP, Creative Services
FOX 11/MY 13

MyFoxLA's HOTLIST at a glance	
Business Profiles	3,500+
User Comments	46,000+
Best of Contest	9 weeks
Vote Totals	112,000+

"I appreciate all you have done for my business. Since you put us on your site, my business has increased 10%!"

Steel Pit Sports Grill
Los Angeles, CA

**myfoxla's
HOTLIST**

COMPANY OVERVIEW

KTTV FOX 11 broadcasts for the Los Angeles Designated Market Area (DMA), which is the #2 television market in the nation. FOX 11 Los Angeles is part of the FOX Television Stations group.

THE OPPORTUNITY

FOX 11 is committed to providing Los Angeles residents with valuable local information that connects them with their community. As the second largest market in the country, Los Angeles boasts a diverse business community across an expansive geographic territory. FOX 11 identified an opportunity to build an online directory around this local marketplace that would enable the station to enhance its website and deliver a valuable service to local businesses and Los Angeles residents. The primary goal was to create visibility for local businesses and to engage users with an interactive and entertaining experience. FOX 11 also wanted to maintain a close relationship with small business owners while still accurately representing the expansive local business community.

THE CITYVOTER SOLUTION

FOX 11 turned to CityVoter, Inc. to develop an online guide to the best businesses in Los Angeles. The myfoxla HOT LIST, powered by CityVoter, accurately represents FOX 11's market and creates a unique interactive resource for businesses and consumers to connect online. When it debuted, the guide featured 1,800 businesses, primarily in LA County. The station invited viewers online to participate in its contest to discover the best businesses in Los Angeles. Consumers could browse, vote for, comment on, and nominate their favorite local businesses. The guide provided a free, self-maintained online presence for the business owners, opening communication between FOX 11 and the local business community.

RESULTS

The myfoxla HOTLIST powered by CityVoter has created an engaged online community of local businesses and consumers. Over the course of the 9-week contest, the guide grew to more than 3,500 businesses, featuring comments, photos, and informative details about Los Angeles' best spots. Myfoxla HOT LIST businesses received over 112,000 votes and 45,000 comments from Los Angeles locals.

Fueled by FOX 11 and CityVoter online, on-air, and email promotion, local businesses responded enthusiastically, logging into the guide's Business Center to edit their profiles, order promotional materials, or buy self-service advertising.

FOX 11 integrated their new web content with their on-air programming, featuring HOTLIST winners on Good Day LA, Los Angeles' number one morning show.

In 2008, FOX 11 will roll out more guides powered by CityVoter to cover additional regions in their market.

