**THE CHALLENGE:**

Two Guys in Jackets is a full-service advertising agency in Connecticut. The company focuses specifically on marketing for small to medium-sized businesses. This advertising agency is full-service, offering production and creative services. Then they work with their media partner to help get their clients in front of their target audience. Two Guys in Jackets focuses on industries such as home improvement, utility service, and retail. They provide full creative services for the 20 to 30 clients they work with at any time, then turn it over to Meredith Connecticut, with whom they have an ongoing partnership. “A rep at a station can be your greatest ally or your biggest enemy. In our experience with Meredith Connecticut, they’ve always been our greatest ally. They know what they’re doing. We work with experienced reps who have good research and understand that research. They use their research to help us figure out what’s best and where we should be,” notes Patrick McConnell, 48 short, Partner of Two Guys in Jackets.

The location of Two Guys in Jackets presents a unique challenge: Connecticut is the only split DMA in the country, broken into two distinct metros. For such a small state, there is a remarkable difference between the two markets, both in media use and the psychographic qualities of the people. In fact, most agencies outside the state don’t realize just how vastly different the two metros are. All too often, they either over-represent or ignore an entire segment of the market.

Most of the stations in the split DMA are located in the northern part of the state. For the north, the whole buy can be accomplished with Meredith Connecticut, WFSB. In order to reach a wide market, however, it’s necessary to work with the top station in each metro. When clients come in with smaller budgets, it’s necessary to make choices that work for the client’s specific needs and marketing plans. Often, clients can only afford a two-station approach—and Two Guys in Jackets has many clients that fit into that category.

Their goals included effectively and efficiently reaching the whole DMA, as well as finding a one-station solution that allowed their advertising efforts to dominate the northern metro, and a single station that would allow them to dominate the southern metro.
**THE PROCESS:**

Two Guys in Jackets work with Meredith Connecticut to fully cover the northern portion of the state. WFSB is able to do that better than any other station due to its vast ratings and beloved news anchors, with whom many potential customers already feel a bond. For the southern region, they used the most dominant station in the area, as well. This allows Two Guys in Jackets to help their clients cover the entire state efficiently and effectively with just two stations, which makes it easier for clients on a limited budget to expand their reach to both metros without exceeding their allotted ad spend.

The frequency of the two-station approach using Meredith Connecticut allows our clients to “own” a station instead of trying to be all things to everyone. Many clients simply don’t have the budget to cover several stations. By utilizing this strategy, however, our clients continue to reach their goals. “You need a rep that knows what they’re selling and what your goals are,” notes Patrick McConnell. In order to meet the clients’ goals, Meredith Connecticut makes sure to clearly understand both the clients’ needs and the market--and, as in this case, the partnership delivers exactly what the clients need. “Meredith Connecticut supplies us with what we need to get it done. They provide the research and maintain the programming and repetition,” says Patrick McConnell.

**THE RESULTS:**

The results for all of Two Guys in Jackets’ clients have been fantastic. They have had nearly all of their clients for more than eleven years. Thanks to their successful advertising strategies, including their partnership with Meredith Connecticut, these companies are able to grow their advertising budgets and continue to steadily expand their reach. They’re also able to move into different dayparts of WFSB so that they can reach an ever-growing audience. “For any Hartford & New Haven buy, you are doing your clients a disservice if you do not make WFSB your lead station,” Patrick McConnell admits. “Meredith Connecticut has the large, stable audience that we’re looking for. They have a very stable watching curve. It’s a strong station and they help us meet our needs through their knowledgeable reps, which puts us ahead.”

Meredith Connecticut is positioned as the number one station. Meredith Connecticut is known for being easy to work with, efficient, and effective--and not only are those qualities delivered to Two Guys in Jackets, but Meredith Connecticut is also able to continue to pass those results on to their clients. Thanks to those qualities, their clients have seen the growth they need from their advertisement campaigns--and as a result, Two Guys in Jackets continues to rely on Meredith Connecticut to deliver the high-quality service both they and their clients expect from their media partner.

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