



2016 Station EMMA Campaign Description Form

EMMA winners are judged on creativity, multiplatform campaign elements and making the cash register ring for clients.

Station Call Letters: WCVB

Market: Boston

Ownership Group: Hearst Television

Campaign Name: “5 On Opioids - #StateWithoutStigMA”

Advertiser Name: The Massachusetts Department of Public Health

Advertising Category (e.g.: Automotive, Furniture, etc.): Public Health

- 1. Challenge.** What was the challenge that motivated the sale to this advertiser? (For example: This advertiser never used TV, or, this advertiser left broadcast TV for cable.) The Massachusetts Department of Public Health had previously used radio to educate people about the issue of “stigma” but with lukewarm results. They then decided to turn their attention to television for phase 2 of the stigma campaign. After an aggressive RFP process, WCVB was named station of record for the stigma campaign.
- 2. Objective.** Describe the objective(s) of the campaign. The objective of the campaign was to educate viewers about the harm caused by stigmatizing people recovering from drug addiction. We wanted to change the way people think about, talk about and treat people with addiction. This would be a total station effort with participation from all departments including sales, news, and community affairs.
- 3. Multiple Platforms.** How did the campaign use each of the following platforms? (Please describe the elements and contributions of each platform to the overall marketing campaign, rather than providing flight dates and schedule):
 - On-air: The station produced a number of video assets, including a thematic PSA spot entitled “Words” as well as PSA’s shot by local Boston area luminaries each proclaiming that they are “against a State without StigMA.”

- **Online:** The campaign was highlighted with a series of online home page takeovers and IAB ads.
 - **Mobile:** The campaign received several “Flex” ads throughout the campaign. Flex ads are one day takeovers of the WCVB mobile app and mobile WAP site.
4. **Revenue.** This campaign generated \$145,000 of new revenue from the Massachusetts Department of Public Health.
 5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets? As a result of our campaign, The Massachusetts Department of Public Health assigns a 35% percent increase in stigma awareness as a result of this campaign.
 6. **Tell Us More.** What else would you like the judges to know about the components and success of this campaign? As a result of the great success of this campaign, we were told that the Department of Public Health will seek additional funding to execute an additional phase of this campaign in 2017.
 7. **Bonus.** Earn bonus points by submitting a video testimonial from your client.