



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: WRTV

Campaign Name: Nurses Among Us Campaign



Advertiser Name: Olivet Nazarene University

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.)
Olivet Nazarene University was new to the Indy market and using an Indianapolis Colts Sponsorship to brand themselves. The WRTV Integrated Account Executive had previously worked for the Colts and developed a better way to extend their brand beyond the Colts sponsorship. This campaign was created to reach their target audience and develop relationships within the nursing community.
2. **Objective.** Describe the objective(s) of the campaign. Increase brand awareness of Olivet Nazarene University in Central Indiana. Focus on building their nursing program and increase their market share of graduate and continuing studies.
3. **Multiple Platforms.** How did the campaign use each of the following platforms? (Please describe the elements and contribution of each platform to the overall marketing campaign, rather than providing flight dates and schedule):
 - On-air:
 - i. Monthly Campaign using on-air promotions to drive viewers to theINDYchannel.com's Nurses Among Us page to nominate deserving nurses. A recipient is selected by a committee each month and then featured in a :30 second vignette showing how they go above and beyond caring for people in the community.
 - ii. Promo Example: <https://youtu.be/iZNhAy1E19w>
 - iii. Monthly Recipient Example: <https://youtu.be/57PJ6CrLOYk>

- Online: This campaign has monthly digital assets on theINDYchannel.com. This includes display ads as well as video pre-roll. The campaign also has a landing page dedicated to it where viewers can nominate recipients as well as watch vignettes of previous recipients. There is also social media integration with the monthly video being posted to the WRTV Facebook page.
 - Mobile: We have dedicated mobile display advertisements to this campaign as well. We see the highest click-thru rates on our mobile ads. There are also mobile pre-roll ads as part of the digital promotion. Research also shows that a majority of the video views on Facebook are from a mobile device.
4. **Revenue.** Did this campaign bring new or incremental dollars to the station? This campaign brought New Nontraditional (NTR) revenue to the station both on a digital and broadcast front.
 5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets? This campaign has increased Olivet Nazarene University's nursing administrations by over 30%, as well as helped bring awareness about the University's Graduate and Continuing Studies Campus located in Indianapolis. The client has already looked at expanding this program to other markets and possibly replicating it for other curriculum such as education and criminal justice.
 6. **Tell Us More.** What else would you like the judges to know about the components and success of this campaign?
 - This campaign has elevated the University's presence in the market. They've seen a significant increase in digital leads since starting this campaign.
 - Local hospitals have taken notice of this program and are encouraging their nurses to get involved and nominate their peers.
 - They've increased the number of nursing enrollees during a usually dormant time for enrollment.
 7. **See below for digital creative assets:**

Display Ads:



Facebook Post:

A screenshot of a Facebook post. The post is from 'RTV6 (WRTV - Indianapolis) with Olivet Nazarene University'. It was published on July 18 at 12:18pm in Indianapolis. The text of the post asks 'Do you know a nurse who should be celebrated? Nominate them:' and includes a link 'http://bit.ly/1U4998a'. Below the text is a video thumbnail showing a nurse in a white coat assisting an elderly woman in a wheelchair outdoors. The video is titled 'Above & Beyond' and has a duration of 00:31. The post shows '7,264 people reached' and a 'Boost Unavailable' button. At the bottom, it shows 'Casey Bolsega and 13 others' liked it, with '1 Comment' and '2 Shares'.

Landing Page:

BACHELOR'S AND MASTER'S DEGREES IN NURSING

OLIVET NAZARENE UNIVERSITY
graduate.olivet.edu

NURSES WHO GO ABOVE AND BEYOND



New Site in Indianapolis

FROM WHERE YOU ARE TO WHERE YOU WILL BE

OLIVET NAZARENE UNIVERSITY
LEARN MORE

CONTEST HONOREES



Nurses Among Us Honoree: Jessica Kwiz



Nurses Among Us Honoree: Susan Smith



Nurses Among Us Honoree: Misty

TRENDING NOW

- Babysitter charged with performing sex act on 7-year-old girl - TheIndyChannel.com
- Federal agents at SE-side apartments - TheIndyChannel.com
- TIMELINE: 9 killed in Indianapolis in 7 days - V1 News Gallery
- INDOT fining sub-contractor \$6K for Tuesday I-69 traffic mess - TheIndyChannel.com
- Person found shot to death on Indy's NE side was son of community activist - TheIndyChannel.com

Cities in Indiana With the Oldest Residents

#1

NURSES AMONG US

PRESENTED BY
OLIVET NAZARENE UNIVERSITY

TAKING NURSES ABOVE AND BEYOND

Do you know a nurse who goes above and beyond the call of duty on the job and/or in the community? Nominate that nurse here to enter them to win a grand prize of \$5,000 in scholarship money toward continuing education in the nursing profession at Olivet Nazarene University. Enter your email below to get started, and fill out a short essay about the nominee to enter