2015 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: KNXV (ABC15)

Campaign Name: ABC15 Salutes Arizona Veterans brought to you by Sanderson Ford

ABC15 and Sanderson Ford teamed up to salute Arizona Veterans who have served our country.

During a two-week nomination period, viewers were encouraged on multiple platforms to visit abc15.com/veteran and nominate a veteran who has gone above and beyond the call of duty in military activism or volunteerism.

From these nominations, six honorees were chosen and recognized for their efforts. Beginning Memorial Day and leading up to the Fourth of July, ABC15 highlighted one honoree per week on multiple platforms.

Advertiser Name: Sanderson Ford

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.)

Sanderson Ford is one of ABC15's most active and influential advertiser’s. Over the years they have partnered with ABC15 to support the community with several cause marketing campaigns. This account shares Scripps' value for “bringing light to the people”.

It was imperative that the station continue to offer campaigns which allowed Sanderson Ford to advertise and brand nontraditionally with sponsored cause marketing opportunities. Being a car dealership holidays are strong avenues for promoting sales such as Memorial Day. The opportunity to create a campaign which would benefit the community in a time frame that overlapped Memorial Day led to the creation of the ABC15 Salutes Arizona Veterans campaign.

2. Objective. Describe the objective(s) of the campaign.

- Highlight veterans in the Valley who have served their community in exemplary ways
- Increase Sanderson Ford sales during Memorial Day and continuing to Fourth of July
- Highlight Sanderson Ford’s commitment to the valley’s exemplary military and how they are taking action to make Arizona a better place to live
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. Nomination Period: Sonoran Living Segments (Local Lifestyle Sales Program):
     
     1. Segment on Sonoran Living with the president of Sanderson Ford to promote entries
     
     2. Sonoran Living aired mentions encouraging viewers to go to abc15.com/veteran to enter a deserving Veteran

  ii. Nomination Period: Nomination :15 second promo spot bank
      
      1. Scheduled on ABC15 and ABC15.2 (Antenna TV)
      
      2. [https://vimeo.com/user7691114/review/131252133/c681fd8ba8](https://vimeo.com/user7691114/review/131252133/c681fd8ba8)

  iii. Nomination Period: Sanderson Ford Spot Bank
      
      1. Sanderson Ford aired dealership specific creative to run in conjunction with weeks of the campaign to help promote and drive holiday sales

  iv. Nomination Period: Mentions during various ABC15 News broadcasts
      
      1. Mentions included partnership with Sanderson Ford

  v. Honoree Recognition Period: Honoree :30 second spot
      
      1. Scheduled on ABC15 and ABC15.2 (Antenna TV)
      
      2. [https://vimeo.com/user7691114/review/131252051/9f4f6abb24](https://vimeo.com/user7691114/review/131252051/9f4f6abb24)

  vi. Honoree Recognition Period: Sonoran Living Segments (Local Lifestyle Sales Program)
      
      1. Sonoran Living segment featured each honoree and at the end the host presented honoree with a $500 gift card provided by Sanderson Ford
      
      2. Segments are still posted online at [www.abc15.com/veteran](http://www.abc15.com/veteran)

  vii. Honoree Recognition Period: Honorees featured during ABC15 News at 5p
      
      1. Features mentioned partnership with Sanderson Ford

- **Online:**

  i. Nomination Period: Spotlight section on abc15.com

  ii. Nomination Period: Entry from on abc15.com website
     
     1. Sanderson Ford received logo inclusion on contest engine

  iii. Nomination Period: Email blasts to ABC15 database promoting during
     
     1. Included Sanderson Ford logo

  iv. Nomination Period: Thank you email sent to database
     
     1. Included Sanderson Ford

  v. Nomination Period: Social Media Facebook and Twitter posts
     
     1. Included tag to Sanderson Ford Facebook page

  vi. Honoree Recognition Period: Social Media Facebook and Twitter posts
      
      a. Included tag to Sanderson Ford on Facebook post
      
      b. Facebook post had high engagement and numerous “likes” and “shares”
vii. **Honoree Recognition Period: ROS banner impressions on abc15.com**
   1. 300x250 and 728x90 ads
   2. Sanderson Ford Logo included

   **Mobile:**
   i. **Honoree Recognition Period: ROS banner impressions on ABC15 Mobile App**
      1. 320x50 ad
      2. Sanderson Ford Logo included

4. **Revenue.** Did this campaign bring new or incremental dollars to the station?
   This campaign generated $61,200 in incremental revenue and was not spent with any other media companies. These dollars would not have existed in our market had we not presented Sanderson Ford with the idea.

5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets?
   - The campaign brought a total of $61,200 of revenue to KNXV
   - 452 total entries
   - Sanderson Ford renewed campaign for 2015
   - This campaign can be scaled to other markets

6. **Tell Us More.** What else would you like the judges to know about the components and success of this campaign?
   Sanderson Ford was able to tie in their Memorial Day Sale during the campaign. We ran creative for the sale using their spot bank dollars. This campaign allowed them to maximize the promotion of their sale and increase branding while maintaining their cause marketing strategies. Two weeks in to the campaign, Sanderson informed us that sales were off the charts for the month of May.

   As a result of last year’s success, Sanderson was able to expand on the goodwill they could provide the community because of the campaign. As an example, Sanderson partnered with a local military assistance organization for a charity golf tournament which raised thousands of dollars to assist local veterans in need.

   Besides quantifiable success, components of the campaign that made a huge impact on the community were the stories ran by our team on Sonoran Living and the Honoree Luncheon hosted at the station to wrap up the campaign. Honorees, nominators and Sanderson Ford were invited to the lunch where we presented honorees with a and a DVD of their Sonoran Living segment, 30 second spot and ABC15 News feature. Tears and endless gratitude’s filled the room as each honoree was recognized. Additionally, the luncheon was recapped during ABC15 News at 5pm that evening with Sanderson Ford being mentioned as partner.

   Overall, not only did the campaign bring additional dollars to KNXV that can be expected to return for years to come; but the campaign also strengthened the relationship with our client, increased the client’s revenues and brought light to our community.
7. **Bonus.** Earn bonus points by submitting a video testimonial from your client:

https://vimeo.com/user7691114/review/131251853/9693f0b0e6