



Station Call Letters: KMGH

Campaign Name: 7Readers are Leaders

Advertiser Name: Mountain States Toyota

1. **Challenge:** Tim Van Binsbergen, the general manager of Mountain States Toyota in Denver, and the brain behind this unique cause-related program is a big believer in the power of television. He had an idea, but was challenged to make it a reality, that's where 7NEWS came in to help. The challenge: how can we take Mr. Van Binsbergen's passion for reading and helping the community and turn it into a full force program helping thousands of local children with their reading skills and putting books into the hands of a largely underserved population? The answer: 7Readers are Leaders.

7Readers are Leaders isn't your typical television spot campaign, but an entire multi-platform program encompassing community engagement, events, and an overall cause supporting child literacy and education. After discussing the initial challenge with Mr. Van Binsbergen during our first meeting, we developed the program into a step-by-step detailed plan to present to him during our second meeting. This helped paint the entire picture of the program from the call for nominations to the monthly reading contests to the grand prize main event at Denver Zoo. He loved the proposal, but was faced with another challenge; his community budget (not his advertising budget) had to be donated to a non-profit organization in order to support the program financially, we needed a 501(c3) partner whom he could donate the money to. That's when we pulled in our friends from the Douglas County Libraries Foundation - a perfect match! Now we were ready to get the ball rolling, and we were confident that using television to reach the community and inspire them to get involved would be the key to making Mr. Van Binsbergen's idea come to life.

2. **Objective:** Mr. Van Binsbergen's objective was to differentiate his dealership in the market and enhance his business image by aligning with a cause that both he and the community believe in; as a result, making Mountain States Toyota stand out in a consumer's mind as a good place to go when buying or servicing a car. Along with favorable recognition, there was a very important piece to this program that Mr. Van Binsbergen wanted created. He envisioned an event that the community could be a part of that encompassed reading, children, and the coolest part— local celebrities as the story tellers! We used Television as the catalyst to make this event a reality.

3. **Multiple Platforms:**

On-air: Using television messaging as a loud speaker allowed us to create awareness, a call to action, viewer engagement, community involvement, and most importantly, support the program's mission: to facilitate and encourage reading among early elementary school children, and to foster the art of storytelling.

We created a 30 second Television message branding Mountain States Toyota and Douglas County Libraries Foundation as the presenters of 7Readers are Leaders, and asked viewers to go online to nominate an elementary school to win a 7NEWS Reading Assembly for their entire 1st grade class. During each assembly, one of our 7NEWS talents goes to the school and reads a story to the students. Each student takes home a copy of the book plus the school receives a \$1000 gift for their library. Within the first week of being on-air we received over 50 nominations! Our camera crew filmed each of the monthly reading days, which allowed us to showcase the assemblies on television. The news

segments gave viewers a look into the greatness that 7Readers are Leaders is - the smiling faces of 1st Grade students as 7NEWS anchor, Lisa Hidalgo, made funny faces while reading them a story book, the joyful tears of the teachers as Lisa presented them with an oversized check for \$1,000, and the excited expressions of the children as they opened their giveaway bags to find a book, pencils, folders, and more!

Touching on Mr. Van Binsbergen's vision for a reading event, we developed a grand prize for the contest called "*Stories For You At The Zoo*"; and once again using television to get the word out, we created another 30 second message announcing that one of the nominated schools would be chosen to attend a day at Denver Zoo where the students would share story time with influential leaders in the community. This reminded people to keep engaging, and the community's enthusiasm was clear as nominations tripled a week into the spot airing!

During "*Stories For You At The Zoo*" which was held on May 20, 2015, we had television crews filming the day which consisted of sports players, politicians, and 7NEWS anchors reading to the winning school, children oohing and awing over the lions and monkeys, and a cheering crowd of teachers and students grateful and excited about being the winners of the 7Readers are Leaders contest! We even had our 7NEWS Morning team at the zoo doing weather cut-ins to show station support for the program live on television! Our production team edited together a fantastic clip of the event that allowed us to showcase our work and mission to the community on-air during our 4pm newscast. Mr. Van Binsbergen was overly pleased with the turn-out of the event and all of the community exposure 7NEWS created! We made his vision come to life!

Online and Mobile: The contest nomination page lives on the 7NEWS' website at www.TheDenverChannel.com/7ReadersAreLeaders. The submission asks a person to explain why the school he or she nominated should win either a 7NEWS Reading Assembly or the grand prize at Denver Zoo. Our production team edited both 30-second television spots into a 15-second online video pre-roll, which ran on TheDenverChannel.com on desktop and mobile.

The spots prompted a viewer to click on the video to nominate a school, and once clicked, the person was led directly to the contest page. Submissions could be entered via a desktop computer or a mobile device. The entries were then sent via e-mail to our program committee who reviewed the nominations on a monthly basis and then selected a winner. The contest page also highlighted the monthly school winners as well as the grand prize winner.

Other elements consisted of 300x250 and 728x90 desktop display banners and a 300x50 mobile banner running on mobile web and the 7NEWS app via smartphones and tablets. Other fantastic ways we used online components to support the program was publishing articles online to the TheDenverChannel.com about 7Readers are Leaders and the winning schools along with Facebook and Twitter posts from the 7NEWS accounts. All creative included Mountain States Toyota and Douglas County Libraries Foundation branding elements.

4. **Revenue.** 7Readers are Leaders brought significant new, incremental and digital revenue to the station with the program totaling \$100,000 gross. As the program grows, we anticipate increasing the revenue garnered with what has become a full station initiative by adding in additional elements and sponsors.
5. **Results:**
 - a. Between February-April 2015, we had over 200 nominations for elementary schools.
 - b. Between the three 7NEWS Reading Assemblies and the grand prize main event, we served over 600 elementary school students with books and other school supplies, an estimated 85% of whom are from an underserved/underprivileged community.

- c. The \$1000 gift at the monthly 7NEWS Reading Assemblies allowed three local elementary schools to purchase an average 500 high-interest books for their libraries, serving an additional estimated 1,000 elementary school children.
- d. Mountain States Toyota enjoyed the credibility and recognition as his customers see him supporting the community. The children even hand wrote him thank you notes which he has hanging up in his office!
- e. This campaign could easily be scaled to any market.

6. Tell Us More:

- Douglas County Libraries Foundation donated all books associated with the program, as well as giveaway bags, ear-buds, and suggested reading lists for all the students.
- Mr. Van Binsbergen funded the costs associated with the event (A/V, staging, transportation for the school), as well as the \$1000 gift each month for the winners.
- *“Stories for You at the Zoo”* list of readers:
 - Former Colorado Avalanche NHL players - Ken Klee, Milan Hedjuk, Adam Foote
 - Colorado Thunderbirds head coach - Angelo Ricci,
 - Former Denver Nuggets NBA players - Ervin Johnson and Mark Randall
 - Miss Colorado 2015 - Talyah Polee
 - Colorado House Majority Leader - Crisanta Duran
 - 7NEWS talent- Mike Nelson and Erik Kahnert