



Station Call Letters: KSHB

Campaign Name: ACI: Invest with Impact

Advertiser Name: American Century Investments

1. **Challenge.** What was the challenge that motivated the sale to this advertiser?

American Century Investments is a big, home-based, national company located in Kansas City that does not do traditional advertising for their overall brand.

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

We learned ACI was contemplating/exploring ways to “activate” the KC (home) market by communicating their philanthropic message. Over 40% of their profits go to non-profits, with the majority funding medical research.

3. **Multiple Platforms.** How did the campaign use each of the following platforms?

- On-air: We quickly zeroed in on our exclusive “SkyView” camera sponsorship. The exclusive camera network sponsorship provided naming rights and tremendous exposure. They saw the value of being tied with our award-winning weather team, and our extensive weather coverage in a unique and exclusive manner. They decided to launch one of their biggest key marketing priorities exclusively with KSHB/KMCI.
- Online: Sponsor of Weather Cam’s Dedicated page online, with banner ads ROS and pre-roll for further exposure.
- Mobile: Sponsor of Weather Cam’s Dedicated page online, with banner ads ROS and pre-roll for further exposure.

4. **Revenue.** Did this campaign bring new or incremental dollars to the station?

Yes, anticipate in excess of 400k over 2016 and 2017.

5. **Results.** Describe the quantifiable or measurable results of the campaign. Can this campaign be scaled to other markets?

We are over performing on all CTRS, six months in, and client has been “blown away” by the exposure in market.

6. **Tell Us More.** What else is there to know?

Just a reminder that over 40% of their profits go to non-profits, with the majority funding medical research. Cancer research is particularly big with them. So, this campaign truly benefits our community.