



Station Call Letters: KPNX

Campaign Name: azcentral Friday Night Fever

Advertiser Name: Nissan

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

Nissan was looking for a truly integrated, turn-key sponsorship within the market that would help grow their market share. We were able to win the dollars over a larger Phoenix Suns NBA campaign.

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

To extend Nissan's college football exposure, 12 News created a campaign to give Nissan wall-to-wall ownership of football on-air, digitally and within the newspaper. We utilized our locally-produced high school football show, Friday Night Fever, to kick off the weekend and extended through commercials within Sunday Night Football. Through the Friday Night Fever brand, we were able to truly integrate Nissan into the show and provide true ownership with a wrapped Murano, significant branding alignment with 12 News and commercials reaching the weekly Fever audience.

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

- On-air: Logo inclusion in the show logo; station promos; placement in news coverage; ownership of Friday Night Fever with a show open, score tickers, co-branded commercials showcasing their involvement with FNF along with traditional commercial placement. We were also able to extend their logo within the Prep Sports section of the Arizona Republic every Friday and Saturday.
- Online: A custom FNF co-branded landing page on azcentral.com. High impact co-branded reskins on the azcentral Sports page every Friday throughout the season and banners driving links to the landing page and show tune-in messaging on azcentral and Yahoo Sports.
- Mobile: Co-branded banners running on the azcentral Mobile App along with a mobile optimized landing page to provide an optimal experience for viewers.

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

We were able to generate over \$200,000 incremental sponsorship dollars to 12 News, azcentral and the Arizona Republic.

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

Nissan's market share increased during and directly following their FNF sponsorship. It also provided strong consumer buzz socially in the market as people saw the wrapped Murano "Fevermobile." We also have strong CTR's with their high impact units and mobile banners. We were able to renew their partnership for 2014 with an increase in investment.

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

Nissan showcased our FNF integrated sponsorship as an ideal model of how to incorporate cross platform media products into one cohesive campaign across the country to their different regions and partners. It also opened up conversations for our print group to secure a large annual commitment for 2014 and increase market share for 12 News. We're excited to extend the partnership into year two.