



Station Call Letters: WFMY

Campaign Name: Aviation Triad

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

A major challenge facing area Aviation companies and their potential for future growth is developing a pipeline of local workers. Even though our region's unemployment levels remain high, aviation jobs requiring technical skills such as engineering, machining, welding, etc. often go to candidates outside of the Piedmont Triad. Previously there had been no unified marketing effort to address this challenge - this was a new opportunity.

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

To address the major challenge facing Central North Carolina's growing Aviation and Aerospace industry: keeping pace with the demand for skilled workers. The WFMY team worked with a consortium of partners, including local government, economic development organizations, community colleges, and industry to develop a collaborative strategy with three objectives:

1. Advance awareness and showcase the opportunities that Piedmont Triad technical aviation jobs provide.
2. Connect the potential pool of talent to the local education and workforce development initiatives already in progress here.
3. Promote the Piedmont Triad's aviation sector through a compelling branding campaign designed to reach many audiences through multiple mediums.

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

- On-air:
 - TV branding commercials aimed at the greater Piedmont Triad and beyond utilizing the power of video to tell the exciting story of aviation's rise and the many opportunities associated with it.
 - Also created "Aviation Update": 60-second segments produced "interview-style" with commercial talent, specifically designed to profile companies and education options.
- Online: Online included desktop banner display and video pre-roll specifically designed to attract workers to the industry through multiple creatives; custom website- <http://www.aviationtriad.com/>- also created.
- Mobile: Mobile display ads and video pre-roll served through station's m.dot site and News app. Built social channels to foster engagement: <https://www.facebook.com/AviationTriad> and <https://twitter.com/AviationTriad>.

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

New

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

Aviation Triad illustrates the benefits of creating new, non-traditional sources of revenue by uncovering a challenge and turning it into opportunity. Best of all, we're making a difference in the

community and getting results for the customer - interest in the educational opportunities offered and applications for job openings have grown since the campaign launched in August 2013.

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

The community is responding and feedback from our partners has been overwhelmingly positive. Here are a few of the (e-mail) testimonials we have received:

- "It's excellent work. Getting lots of comments about it...all positive"—Kevin Baker, Director of Piedmont Triad International Airport
- "Yes, this campaign has been a huge help in our recruiting! Students and parents are telling me that they saw us on TV and they didn't even know about us until then. It is all coming together! We can keep our talented people here--in jobs that pay well and that give them pride in the triad. Please continue to air the broadcasts of the training facilities and businesses! We cannot help people thrive and succeed if they do not know we exist! This campaign is making all the difference and I applaud WFMY for their foresight!" - Dr. Cynthia Waters, Andrews Aviation Academy