



Station Call Letters: KSAT 12

Campaign Name: Backyard Kitchen

Advertiser Name: HEB

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

- **HEB Exclusive Involvement**
 - i. Only HEB chefs can use the HEB kitchen set in the Steve Browne Garden. HEB manages every aspect of the segment, deciding what products and meals to feature and creating their own cooking segment.
- **Dedicated Commitment to HEB from KSAT**
 - i. We are dedicating our resources to ensuring a successful partnership- from our award-winning News Producers, Production Team, Web Department, Promotions Department, to building the Outdoor Kitchen in the Steve Browne Garden on KSAT property.
- **HEB Outdoor Kitchen in the Steve Browne Garden**
 - i. HEB Outdoor Kitchen in the Steve Browne Garden will have a digital presence on KSAT.com, KSAT mobile, and KSAT 12 Facebook. From permanent homepage placement, banner ads, web drivers, and Facebook web drivers including recipes, every cooking segment will be available online beginning at 1:30 PM, strategically timed to coincide with KSAT.com's peak visiting hours. The HEB Recipe Library will have a search function, ideal for viewers looking for easy and helpful meal solutions from home, work, or on the go.

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

Branding for HEB and HEB products that are carried in stores. Develop weekly HEB recipes, driving people to KSAT.com and HEB.com. Creating brand recognition and specific product sales.

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

- **On-air: News Integration**
 - i. Every Thursday at approximately 7:25 AM, just prior to the KSAT local news break in Good Morning America, an HEB Chef will be featured in a 1:30 Cooking Segment in the HEB Outdoor Kitchen in the Steve Browne Garden. HEB will have a :30 sec spot following the Cooking Segment. Then on Saturday and Sunday morning, a repeat of that week's Cooking Segment will air in the GMSA 8A-9A News.
 - ii. The HEB Chef will cook while sharing tips and recipes with our viewers and featuring specials at local HEB stores. The segment's frequency, as well as the viewers' familiarity of Meteorologist Steve Browne's gardening endeavors, will build a close connection with our viewers and extend a sense of personal association with "My HEB." HEB branding would be included on the Outdoor Kitchen and on the segment graphic as well as a title mention in all promos.

- Online:
 - i. HEB has a dedicated page where all the weekly recipes are uploaded for viewers. There are four ad placements on the page specifically for HEB ads, allowing the visitors to the page to click through to the HEB website or Pinterest.
 - ii. HEB has an HEB Backyard Kitchen tile on the homepage of KSAT.com, linking to the HEB backyard page. This tile to date has received 11,989,998 impressions and 5,710 clicks.
 - iii. HEB has received over 4 million impressions from the banner ads that are run on site and also fixed placements on the HEB Backyard Kitchen page.
 - iv. Every Thursday, a Facebook post will be sent out on KSAT's Facebook page, with over 317k likes. The post will include the weekly recipe and a link, linking back to the HEB Backyard Kitchen page.
- Mobile:
 - i. For this yearly campaign, HEB gets 500,000 run of site mobile impressions. This mobile ad has a click through rate of 42%.

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

New dollars. The HEB Outdoor Kitchen was a 21-month partnership from 10/27/14 to 7/3/16. Over the course of the campaign, The HEB Backyard Kitchen has generated \$595,799 in new revenue.

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

- Absolutely! If you have a grocery chain or restaurant in your market you can mirror this promotion. It has been highly successful for the station and the client.
- The client has been thrilled, enough so that they renewed their initial contract immediately and increased their on-air exposure by adding grilling segments in our lifestyle show (SA Live M-F 1-2pm).
- The online elements have generated thousands of views.
- Monthly recipe page views on average have been over 3500 monthly.
- This campaign can be scalable as long as a station has access to an outside area for a gas grill and a production crew that can shoot the individual grilling segments.

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

- The HEB Outdoor Kitchen was a partnership in every sense of the word. From concept to the actual design of the outdoor kitchen, a c-suite of executives at the client level have been involved.
- The weekly TV vignettes and consistent on-air presence have created a cult-like following. The two chefs (Chef Charlotte and Chef Scott) have become a brand among themselves (and a household name) and have enabled the grocery chain HEB to hyper-focus on nutrition, farm to table and diet. The Chefs are now requested public figures and have given the grocery chain another opportunity to vendor out the wine, and other products showcased in the grilling segments.