



Station Call Letters: KARE

Campaign Name: Be The Match 2014

Advertiser Name: Be The Match

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

*Be The Match* had never put forth a concerted effort to partner with a media company and their third party partners to grow their awareness and resources in their home market.

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

*Be The Match* is a national marrow donor program headquartered in the Twin Cities. *Be The Match* had two objectives for their 2014 marketing: 1) Raise awareness of the need for younger, diverse individuals to join the marrow registry and drive online registrations, and 2) Raise funds to cover the costs of adding registry members and/or provide grants for post-transplant care. To best accomplish these objectives *Be The Match* wanted a broadcast media partner to work with closely towards these goals.

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

- On-air:

We were able to secure the partnership with *Be The Match* by tackling both objectives. To address the need to raise awareness the station produced :30 and :15 spots using the station's main anchor, Randy Shaver, as the spokesperson. Randy is a cancer survivor and very active in the fight to cure cancer. The messages directed viewers to the kare11.com community page where they could obtain information on how to participate in the registry.

To achieve the fund-raising objective, KARE AE Joanie Storch coordinated a third-party partnership with Papa John's Pizza. Papa John's donated \$1 for every take and bake cookie purchased. Separate on-air and online creative was done to promote this relationship.

- Online:

Banner ads also ran on kare11.com directing people to [www.BetheMatch.org](http://www.BetheMatch.org) to learn more.

Papa John's also promoted the partnership by including it in two ADVO direct mail drops to 1.3 million homes each time. They also eblasted it to their database of 75,593 three separate times.

- Mobile:

All online elements were executed on our mobile platforms as well as on desktop.

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

KARE received \$70,500 in revenue for the 2014 campaign (\$61,650 TV, \$8,850 digital). The success of the campaign has also secured a commitment to work together in 2015 at an even higher level. The campaign for 2015 will be for \$200,000 (\$180,000 TV, \$20,000 digital) and will include partnership in their annual awareness/fundraising walk in May.

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

Be The Match saw increased traffic to their website of people looking for more information and a bump in registry participants. Their overall awareness in the Twin Cities increased dramatically through the campaign.

The Papa John's promotion also had 1,240 redemptions to raise funds and also helped with awareness. Papa John's received significant added value media exposure through their promotion, as well as the good will of working with a good cause.

All parties left with a very positive feeling about the 2014 partnership as well as an excitement about working together on even a bigger and better partnership in 2015.

Be The Match is a national organization and the program is absolutely scalable to other markets.

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

The 2015 campaign is off and running with an outstanding new third party partner in Kowalski's, a local grocery store chain. This partnership is looking to raise more than \$25,000 for Be The Match.