



Station Call Letters: KMGH

Campaign Name: Denver7 Holiday Heroes

Sponsor Names: Security Service Federal Credit Union and Whole Foods

1. **Challenge.** Both sponsors were looking for a multi-platform campaign to demonstrate their commitment to community and those in need during the holiday season. The non-profits, Food Bank of the Rockies and Community Food Shares, needed to implement a monetary, donation-based program to utilize their resources most efficiently.
2. **Objective.** Demonstrate the sponsors' and the station's commitment to the community through a monetary, donation-based program at the sponsors' locations during the month of November. All of the money collected went to the Food Bank of the Rockies and Community Food Share's children's-based programs that send food home with kids in need when they are not in school on weekends and over school breaks.
3. **Multiple Platforms.** How did the campaign use each of the following platforms?
 - On-air: A :30-second "call for donation" vignette was created for each sponsor, encouraging viewers to go in-store or online via thedenverchannel.com to donate to the Denver7 Holiday Heroes campaign to help feed kids in need.
 - Online: Digital banners were designed to encourage donations and educate viewers about the Denver7 Holiday Heroes campaign. We also created a dedicated section on thedenverchannel.com with all the details on the program, including the ability to donate online.
 - Social: Details about the Denver7 Holiday Heroes campaign were sent via Facebook posts from Denver7's Facebook account (Denver7 has 582,400+ Facebook followers).
4. **Revenue.** \$27,600 in NTR revenue.
5. **Results.** The Denver7 Holiday Heroes campaign raised \$280,000 for the Food Bank of the Rockies and Community Food Share's children's programs.
6. **Tell Us More.** What else is there to know?
 - Both sponsors encouraged their customers to donate in-store.
 - Denver7 News talked about the Holiday Heroes program and how our viewers can participate during newscasts throughout the month of November.
 - This was the first time Whole Foods had ever done any type of television campaign in our market. They were thrilled with the results, and plan to be a sponsor again in 2017.