



Station Call Letters: WJHL-TV

Ad Campaign Name: ETSU Online

Advertiser Name: East Tennessee State University

1. **Objective.** Describe the objective(s) of the campaign:

The objective of the campaign was to brand ETSU Online with current students, reach out to the community in our DMA and working professionals to advance their career or attain personal goals, and reach out to high school students in our area for dual enrollment online classes. Once we branded our area we would reach out to other markets.

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

This advertiser had traditionally used print to recruit new students and had found it to be a medium of diminishing returns. We positioned television and online as a means to increase enrollment versus the poor performance of print.

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

After a couple of brainstorming sessions, we arrived at our branding message which used on-air, online, and mobile. (Your Time - Your Future - Your ETSU)

- **On-Air:** We utilized all 3 of our stations (WJHL, MeTV, and Digital Weather) for 15-second commercial messages to air throughout the day and four-second spots to air in CBS Prime. ETSU sponsored the CBS prime promotional lineup each evening, Monday through Friday at 6:30 p.m., at the end of our local news going into the CBS Evening News. In addition, ETSU ONLINE was a weekly sponsor on our local live Daytime Tri- Cities program of a Social Splash segment with a different technology focus, each Thursday, such as: an internet video gone viral, cool phone apps, Associate VP & CIO of Information Technology at ETSU talking about technology in the home or car, etc. in a manner that makes technology easy for the viewers to understand, and Brad Batt an internet entrepreneur that develops software. One week we set up a Skype interview with an ETSU Online student from out of state.
- **Online:** We began on tricities.com with a page peel sponsorship and when we changed to wjhl.com, we did away with page peels and changed to wallpaper and pencil ads maintaining the branding message.
- **Mobile:** We utilized all banner ad sizes keeping with the branding message.
- **Other:** Facebook promotion is used each day to promote Daytime Tri-Cities and the content of the show. At the time Media General owned a local newspaper and we ran one newsprint ad.

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

It brought new dollars-\$37,840-to the online arena for WJHL.

5. **Results.** Describe the quantifiable or measurable results of the campaign.

The creative campaign drove people to the ETSU Online website, increasing their numbers and enrollment at ETSU Online. Coming in Fall 2013, ETSU is launching the OpenBUCS Open Buccaneer University Course System. These courses are open to everyone, everywhere and are free. OpenBUCS will provide the opportunity to turn completed OpenBUCS courses into college credit and at a fraction of the cost of regular tuition.

We have completed the first phase of the branding and have now placed advertising in two of Media General's North Carolina stations and run online ads on our premium news network in those areas. We are looking to run ads in the future in Knoxville, Chattanooga and Nashville on premium news networks. In addition, our campaign has been renewed with some modification allowing us to branch out of the DMA as we had planned in our first meetings.