



Station Call Letters: KNXV-TV

Campaign Name: Financial Fitness Zone

Advertiser Name: Desert Schools Federal Credit Union (Desert Schools)

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

Desert Schools Federal Credit Union (Desert Schools) challenged ABC15 to help differentiate their competitive category brand by creating an annual campaign similar to signature station initiatives. They requested a campaign they could take ownership of. They also wanted to maximize their television investment, create greater awareness and expand their reach through multiple platforms.

If they liked the idea and it was unique and creative enough, the station would receive incremental revenue over and above their budgeted advertising dollars to sponsor the campaign.

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

The Financial Fitness Zone positions Desert Schools as the financial expert by teaming up with ABC15 to provide viewers with relevant and informative stories/tips to help make smart decisions on all aspects of their finances.

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

- On-air:
 - i. Two Financial Fitness stories per month during the ABC15 newscast. Stories air the first Tuesday and third Thursday of the month. Desert Schools provides story ideas and potential interviews for editorial consideration. ABC15 maintains complete editorial control of the stories.
 - ii. After each Financial Fitness Zone story, a 15 second message by a Desert Schools spokesperson will run in the commercial.
 - iii. Monthly segment on ABC15 local lifestyle program Sonoran Living.
- Online:
 - i. Financial Fitness Section on abc15.com
 - ii. Desert Schools provides two monthly finance-related content article ideas to be posted in the Financial Fitness section.
 - iii. Monthly Desert Schools sponsor generated native content article on the abc15.com homepage
 - iv. Monthly Facebook post on the ABC15 Arizona page linking back to a selected monthly content article provided by Desert Schools
 - v. Desert Schools 100% SOV of the Financial Fitness Zone section on abc15.com
 - vi. Desert Schools 100% SOV of the Smart Shopper sections on abc15.com
 - vii. 250,0000 per month Desert Schools banner ad impressions on abc15.com

- Mobile:
 - i. Financial Fitness section on ABC15 App with Desert Schools 100% SOV
 - ii. 100% SOV of Smart Shopper section on ABC15 App
 - iii. Desert Schools ROS ads on the ABC15 App

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

This campaign brought in \$178,500 net incremental revenue on both digital and broadcast.

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

Below are some highlights from the campaign:

- Desert Schools renewed the campaign after the first year.
- After Sonoran Living segments, Desert Schools received calls from ABC15 viewers inquiring about the product they promoted.
- Users spend an average of 5 minutes and 21 seconds on the finance-related content articles provided by Desert Schools.
- Ability for Desert Schools to establish themselves as the financial expert on multiple topics and build brand awareness and credibility.

This campaign can be scaled to different markets as the finance industry is such a significant category in every market.

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

This campaign provides Desert Schools with the ability to reach the ABC15 audience consistently while providing relevant and useful financial information to empower our viewers to make smart financial decisions and potentially grow their memberships, ultimately helping our station achieve our mission: "Making Arizona a better place to live".