



Station Call Letters: WCVB

Campaign Name: Frugal Fannie's Frenzy

Advertiser Name: Frugal Fannie's

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

Frugal Fannie's is a female fashion & accessories retailer with one location in the greater Boston area.

This advertiser had last used TV back in the late 90's, but with very mixed results. Since then, their lone form of marketing was strictly direct mail. They continually used a mailing list of only their own customers who had shopped the store in the past, and only saw small spikes. Because of increased competition and increasing operational costs, they were concerned about going out of business.

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

We put together a high frequency campaign featuring :15 bookends. These bookends originally aired during morning news and in our locally-produced prime access show, *Chronicle*. The station shot and produced a variety of :15 ads, each highlighting a different product line.

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

- On-air: Schedule of :15 bookends during morning news and prime access. Client quickly continued to add on to schedule based on successful results of campaign and is now a 7-day per week advertiser.

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

This campaign generated new and exclusive revenue to the station totaling \$3.4 million since they came on the air in 2011.

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

Shortly after launching their campaign, the client continued to add on to the weekly schedule. Eventually, they reached a point where their spots were airing seven days per week in numerous dayparts. They enjoyed immediate year-to-year sales increases of 50% their first year, 40% their second year and have continued to average increases ranging from 20-25% each subsequent year. They are setting new sales records month after month and are reaping the benefits of attracting new armies of shoppers every single week. This campaign can be scaled to other markets by replicating the strategy of constantly refreshing their creative in order to reach brand new consumers on a consistent basis.

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

In a nutshell, Frugal Fannie's is the most successful retail television advertiser in the history of the Boston television market. Frugal Fannie's represents the ultimate success story: a single location retailer which now pours almost 100% of their marketing budget into advertising on WCVB. They are currently our biggest retail client and WCVB serves as their agency of record for all aspects of their advertising decisions.