



Station Call Letters: WFTV

Campaign Name: Fun Spot America's 18<sup>th</sup> Birthday Blast!

Advertiser Name: Fun Spot America Theme Parks

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

Our client had a one-day birthday event with ambitious sales goals. They were motivated by the need to reach the most people possible in a short amount of time, something that only broadcast can do.

There was a short window for high ticket sales in this one-day event.

Our station's challenge was our competitor's advantage of hosting a casting call each year at their location for this event. We were able to design a plan that no one else could duplicate in the market!

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

Create a comprehensive campaign with non-traditional ties including community, promotional contests and partnerships focusing on conversation of ticket sales.

- Stand out against the BIG competitors in the market: Disney, Universal Studios and Sea World, for those summer vacation dollars
- Achieve the increased sales objectives for this event
- Focus on targeting two audiences: locals and tourists
- Utilize online video and mobile to capture leads to their website for purchase
- Create partnerships in the community

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

On-air:

• **Television schedule:**

- Focused on reaching mothers with children
- High frequency for viewer recall and conversions
  - 3x per hour W-Sa
- Focusing on key dayparts for local viewers and tourists
  - Early Morning, Early News, Prime Access and Late News
- TV Spot: [https://www.youtube.com/watch?v=K\\_yGxP4OkQ0](https://www.youtube.com/watch?v=K_yGxP4OkQ0)

• **News Segment:**

- We featured Fun Spot America's birthday in our News Entertainment segment Best Bets, encouraging viewers to purchase discounted tickets on June 11<sup>th</sup>. The segment aired on both WFTV's noon news and WRDQ's early morning news.
- Best Bets Feature on 6/10: [https://youtu.be/SM\\_JWps0\\_8g](https://youtu.be/SM_JWps0_8g)

• **Community Affairs Feature:**

- Fun Spot America donated a day in their park to the foster child in our Forever Family program. This story aired on June 10<sup>th</sup> the day before the event. They also participate in our 9 Family Community Connections initiative year-round.
- Community Affair Forever Family Feature on 6/10: <https://youtu.be/nkz1ISkzenU>

- **NTR Collaboration:**

- Sponsored and partnered with the WFTV Weather Exhibit at the Orlando Science Center on-site and on-air.
- Weather Exhibit Video: <https://youtu.be/YTulo6CpCuk>

Online:

- Display ads- on WFTV.com: 392,260 impressions, 1,041 clicks
- Pre-Roll- on WFTV.com: 19,961 impression, 201 clicks
- You Tube True View: 120,123 impressions and 23,728 views
- Over-The-Top- streaming video focusing on the teenage male/gamer and fathers interested in sports/news: 155,620 impressions, 98.6% completion rate
- Featured event on our entertainment website icFlorida.com 2 weeks prior to event
- Proof of Performance Slide Show on icFlorida.com with over 39 photos!
- **Summer Splash Contest Promotion:** donated a prize pack

Mobile:

- Geo-conquesting around their locations and nearby hotels to target the tourist: 486,995 impression, 2,510 clicks
- Rich Media mobile ad on WFTV.com mobile: 118,439 impressions, 558 clicks
- Retargeting: 110,739 impressions, 164 clicks

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

We received a \$59,000 incremental spend for the birthday party campaign and \$15,000 in brand new digital dollars!

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

- Online sales alone superseded the prior year's overall sales. The client over-achieved their goal!
- The successful results gave them the confidence to increase their upcoming Holiday campaign by an additional \$70,000!
- For the remainder of the year, they renewed their online campaigns and NTR partnership with Weather Exhibit at the Orlando Science Center.
- This campaign can be duplicated in other markets by creating a one-day sales event that can be easily tracked by incremental sales at the cash register and online visits to their website.

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

In a 2-year period, they went from spending \$80k a year to over \$800K due to the success of our campaigns. We hold over 50% share of their overall marketing dollars, compared to the 8% we had just two years ago.