



Station Call Letters: WJXT

Campaign Name: Goodwill, Strategic Branding

Advertiser Name: Goodwill Industries of North Florida

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

Goodwill Industries of North Florida is a client who used television for general branding. In our market, they use donations to stock their retail stores to generate the income to train and employ and place residents in North Florida. They do not ask for additional donations, nor do they host “fundraisers” to fund their efforts. All their training and placement services are free of charge, yet funded solely from the monies generated from their stores.

In recent years, Goodwill has experienced increased pressure and competition for donations of “gently used goods.” The reduction of donations means that they have less inventory to stock their stores and therefore, less revenue to fund their training and placement efforts. More and more non-profit organizations ask for individual donations, from churches to schools and organizations like the Salvation Army. If these challenges were not addressed, these training and placement efforts would be curtailed.

We identified three major challenges they needed to address: educating the market and informing them of the Goodwill mission; increasing shopper traffic, sales and revenue; and increasing the actual donations to fund all other efforts.

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

The objective of the campaign was threefold: to educate the market and inform them of the Goodwill Mission, to increase the retail sales of their stores and to increase the donations to the various Goodwill Donation Centers.

To achieve this, we researched to find the “optimum donor” and the “optimum shopper.” Through our research, we identified key areas and programs to generate the desired response. We then customized a 3-year plan to achieve their three goals.

First, we collaborated with our internal creative production team to create a strategic video library. We have a volume of video for our “Mission,” a volume for our “Shoppers” and a volume for our “Donors”. During our brainstorming sessions, we recreated their logo into an animated “circle,” showing the never-ending Goodwill Cycle. They were so enthused, they are now using this logo for all their local marketing and branding efforts. We then created a strategic annual plan to target key campaigns. Examples are:

1. Donations campaigns immediately following the holidays, spring cleaning and back-to-school.
2. Shopper campaigns promoting retail events like holiday shopping, back-to-school and seasonal styles.
3. The mission campaign runs consistently throughout the year in key news areas on-air and across our digital platforms. In addition, we run these commercial spots as part of our station’s PSA inventory. We also provide all creative to other stations in our market as a service to our client.

The overall yearly investment is \$160,000 each year, for three years.

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

- On-air: Our on-air plan includes three layers: Mission, Donors and Shoppers. Each schedule is customized for a different response.
 - i. Our Mission campaign includes major news areas and a variety of lengths (:07, :15, :30) to increase our frequency.
 - ii. The Donor campaign runs in key programs that our research identified as attracting viewers who “donate for causes” and/or “donated to charitable organizations.”
 - iii. Our Shopper campaign is placed as a retail schedule with specific placement in programs based on the season, such as W18-49 for seasonal styles, back-to-school, holiday home décor, etc.
- Online: Our online campaign includes display ads, pre-roll video and rich media creative during strategic times. We rotate our Mission, Shopper and Donor commercials appropriately with links to the many Goodwill donation centers. We also run video specific to Goodwill’s online shopping site. In addition, our high-impact, rich media creative is used during key periods: end-of-year (December-January), back-to-school and spring cleaning. Our first year we delivered more than 1,065,000 impressions and more than 30,000 direct clicks to their site, for a total Click Through Rate of 2.9%!
- Mobile: Our mobile campaign is a continuation of our online campaign. We run video ads, pre-roll video and mission branding ads each month.

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

The client was previously investing \$80,000 per year. The overall current yearly investment is \$160,000 per year, for 3 years.

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

2014 was the first year we implemented this strategy. Through this year, we worked with the client and created 5 Mission videos, 8 Shopper videos and 6 Donation videos. We meet every 4 months to review past performance and adjust our plan moving forward.

- Our first year we delivered more than 1,065,000 online impressions and more than 30,000 direct clicks to their site, for a total Click Through Rate of 2.9%!
- Donation figures at this point have eclipsed the annual donations for the previous year.
- At the beginning of 2015, Goodwill increased their monthly investment on our station by 20% each month moving forward.

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

The Goodwill Industries of North Florida campaign is a true collaboration between the principals of the organization and our team at WJXT. Their truthfulness and candor regarding the challenges they face allowed us to create a comprehensive and far-reaching plan. The success they enjoy is attributed to the broad recognition our market has for their mission. Donations are up, shopping is up and more people than ever are being placed in positions that give them self-esteem and belief that they can change their lives.

WJXT supports their efforts with timely news integration such as “Extending your back-to-school budget with Goodwill,” “Upcycling during the Holidays” and using our anchors in station promotions to support the Goodwill mission. One commercial features our news anchor, who just had a baby, cleaning out her closet to donate to Goodwill!

Our anchors also participate in the annual Goodwill Striving to Succeed Fashion Show which is part of a larger event designed to focus on Goodwill employment success stories.

Our partnership *is* making an impact on the community, our viewers, the client and WJXT!