



Station Call Letters: WKRG

Advertiser Name: Handyman HouseTechs

1. **Challenge.** What was the challenge that motivated the sale to this advertiser?
2. Handyman HouseTechs was looking for a unique partnership, one that would not only allow it to advertise on a local broadcast station, but a partnership with opportunity for it (HHT), to showcase its unique position in the marketplace against competitors as well as showcase its services. WKRG created the assets necessary to secure the business. One such asset was a long-form feature that runs immediately after the Noon News and immediately prior to The Bold and The Beautiful called Marketplace 5.

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

Handyman HouseTechs is a business that had been/continues to operate in Gulfport, MS and had found that using local broadcast television provided the best means to drive leads for jobs. After 5-7 years of operating in that market, they are ready to expand east to the markets of Mobile and Pensacola.

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

- On-air: We are running a very strategic, high-frequency campaign designed to capture consumers at the apex of their "buying cycle" the first 2 weeks of each month and focused on Mondays, Tuesdays and Wednesdays. This entails a combination of the long-form segment on each and every Monday throughout the year and then bookend :15's on just Tuesday/Wednesday the first two weeks of each month. Approximately \$6,500-\$7,500 per month.
- Online: We are utilizing contextual search in an effort again to align HHT's flash advertisements against consumers who are in the height of the buying cycle by targeting those consumers who are reading articles or doing research on home improvement. Approximately \$1,100 per month.

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

This campaign has yielded \$102,480 in new local direct business to WKRG over 12 months as an annual commitment.

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

This campaign just launched in June 2013, but the client has already given a lot of feedback that the phones are ringing off the hook and that they are booking business at a pace ahead of scheduled plan.