



Agency Name: Horizon Media, Inc.

Ad Campaign Name: Big Belli Custom Content Series

Advertiser Name: Stanley Steemer

1. **Challenge.** What is your client's business and what was their business challenge?

Stanley Steemer is the industry leader in carpet and floor cleaning. One of our priority objectives in 2016 is to continue to grow their brand by increasing sales and number of jobs booked.

2. **Objective.** What was the campaign objective?

We wanted to target the younger portion of our client's demo, specifically the Expecting and New Mom Market. Horizon Media partnered with Big Belli Productions and CBS360 to develop a truly customized opportunity for Stanley Steemer, where viewers could follow the lives of expectant and new parents respectively, in an effort to showcase the cognitive and emotional transitions new mothers go through. Pregnancy and motherhood is a transformation event, offering a breakthrough customer acquisition moment and new brand alignment to a highly desirable audience.

Four million women give birth annually - this is an evergreen market with 16,000 brand new pregnancies each day. 98% of these women go through at least one nesting phase, while 48% go through a hyper nesting phase. Moms are the "gatekeepers" to virtually all family-related purchases and are a highly engaged, information-seeking audience.

3. **Plan.** Why did you plan local broadcast TV?

We know that our target audience are heavy news viewers. News is informative and its viewers are loyal, similar to Stanley Steemer's messaging and customers. Only ~10% of our Home Proud target have children 3 or under in the HH, making this an ideal opportunity to bring new customers into the Stanley Steemer Brand. We utilized Big Belli to create branded content that educates this engaged consumer about the importance of keeping a clean and healthy home both in preparation for the baby's arrival, and once the baby comes home. As part of an overall package that includes a paid media schedule, CBS O&O markets also air Stanley Steemer's content piece during Morning News spanning from Q2 through Q4'16.

4. **Platforms.** Which TV station ad platforms did you buy?

- On-air: yes
- Online: yes
- Mobile: yes

The Stanley Steemer custom content series (:60s) highlighted targeted topics such as clean home environments, carpets and floors during both the journey of pregnancy & new baby. We engaged our core audience of moms during live CBS local morning newscasts in 12 CBS O&O markets. Additionally, content was integrated into CBS local websites via :15 non-skip clickable pre-roll, :60 in-banner video units, high impact health page takeovers with built-in video segment and mobile

message units. Stanley Steemer was also granted distribution rights on their “owned” social media channels, Facebook page & YouTube. The content lets viewers experience those heartfelt family moments and boosts that exposure through digital extensions making Stanley Steemer a pivotal part of maintaining a cleaner & healthier home.

5. **Results.** Please share results. How did the campaign make the register ring?

From May 16th through July 1st, this content has been seen by 3.5 million women across the country, 659,766 (22%) more than estimated. We’re still on air, so final results have not yet been determined.

6. **Scale.** Do you have plans to scale this campaign to more markets?

We utilized all of the CBS owned properties where we retain Stanley Steemer business, but look forward to executing something of this magnitude again in the near future.

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

The image displays three panels illustrating the campaign's execution:

- CUSTOM SERIES:** A video frame showing a family in a clean home environment. Text overlay: "this family moment brought to you by STANLEY STEEMER".
- MEDIA POSITIONING:** A news broadcast frame for KPIX 5 and CBS 2 News. Text overlay: "this family moment brought to you by STANLEY STEEMER FOR A CLEANER & HEALTHIER HOME".
- DIGITAL EXTENSION:** A screenshot of the CBS New York website showing a "CERTIFIED CLEANING SPECIAL" advertisement for Stanley Steemer.

Below each panel is a descriptive caption:

- Custom Series:** (:60s) Custom content series highlighted targeted topics such as clean home environments, carpets and floors.
- Media Positioning:** Engaged Stanley Steemer's core audience of moms during live CBS local morning newscasts.
- Digital Extension:** Content was integrated into CBS local websites in participating markets.